

# The Secret Ingredient Campaign Toolkit

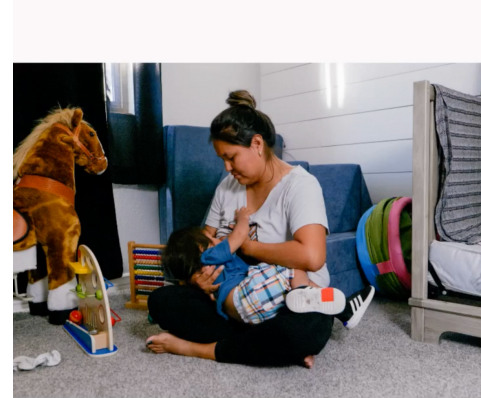
**Feeding infants can be hard. Every situation is unique, and there's so much advice everywhere—and from everyone—that caregivers can be overwhelmed with trying to make the right choice.**

In 2022, the country was in the midst of an infant feeding crisis. A national formula shortage, combined with recalls to leading formulas in the U.S., created a dire situation for women, infants, and children nationwide. Because WIC recipients purchase around 50% of the formula in the U.S., the National WIC Association (NWA) and WIC were—and still are—well-positioned to be experts and educators. With funding from the Robert Wood Johnson Foundation, NWA and WIC are shifting the narrative from 'what not to do' to 'what to do' regarding infant feeding practices.

The Secret Ingredient is an educational and creative campaign for both public audiences and NWA members and stakeholders. The campaign assures caregivers that the only “secret” to successful infant feeding is getting the education and support they need. When caregivers are informed about best practices for infant feeding—whether with human milk or with formula—they can be successful no matter what they choose and be better prepared for crises, like a formula shortage.

The Secret Ingredient campaign uplifts the experiences of a diverse range of parents and children. This hyper-individualized approach:

- recognizes and explicitly addresses challenges,
- builds trust through honesty and transparency,
- amplifies how unique each caregiving experience is,
- fights stigma by showing private experiences in a public space, and



Bedtime stories. Morning kisses. Salty tears. Gentle squeezes. Sighs of relief. In every single moment, the secret ingredient is *you*.

It's normal to have questions about infant feeding. WIC can help you find the answers.

- elicits an emotional response in viewers, which we hope will build confidence and create opportunities for engagement with WIC professionals and programs.

This toolkit is a collection of resources and materials crafted for NWA and WIC partners to implement and effectively share this campaign and messages of support.

The campaign materials in this toolkit—videos, social media content, posters, and postcards—are ready to be published. They are available in the following languages: English, Spanish (Latin American), Chinese (Mandarin, simplified characters), Arabic, and Creole (Haitian). Print materials are provided both with WIC branding and without WIC branding.

“Without  
that close  
relationship  
with WIC,  
I wouldn’t  
be able to  
breastfeed.”

—Assa  
WIC Participant



[Click here to view the complete toolkit and download campaign materials.](#)  
[Click here to explore the Campaign Strategy Guide.](#)