WIC 50TH ANNIVERSARY

Partner Toolkit

JULY

CELEBRATING 50 years of WIC
National WIC Association

CELEBRATING WIC 50 YEARS

Farm to Table: The Farmers Market Program

This year, we recognize an incredible milestone in the evolution of maternal and child health care—the 50th anniversary of the Women, Infants, and Children (WIC) program. Since the opening of the first clinic in 1974, WIC has been an unwavering beacon of support, committed to improving public health outcomes for women, infants, and children.

How You Can Help

As we reflect on this remarkable journey, the National WIC Association (NWA) invites you to join us in honoring the countless stories of strength, resilience, and compassion that have defined WIC's legacy. Beginning in January 2024, we will publish a monthly partner toolkit and video recognizing an important theme, accomplishment, or milestone of the WIC program. We encourage you to share these toolkit resources widely and join us in showcasing the decades-long positive impact of WIC. Please use the following content for your July social media posts. Here's to 50 years of empowering families, building healthier communities, and nurturing the bright possibilities that lie ahead!

July: Farmers Markets

In July, we dive into the history of farmers markets that have provided a variety of fresh produce for WIC participants. Access to healthy food extends beyond just purchasing power; it includes the ability to prepare and obtain food in various ways. The program is mutually beneficial, providing essential nutrition to participants and economic support to local farmers. By breaking down nutritional knowledge during formative years—WIC ensures children have access to nourishing food, laying the foundation for lifelong health.

Throughout this video, WIC participants and nutrition experts share their experiences and the importance of farmers markets as part of the program. With initiatives like the Fruit and Vegetable Cash-Value Voucher (CVV) and the Farmers Market Nutrition Program (FMNP), WIC empowers participants to purchase culturally relevant foods and support local agriculture. For 50 years, WIC has been enhancing food access and will continue to do so, exemplifying the principle of food as medicine.

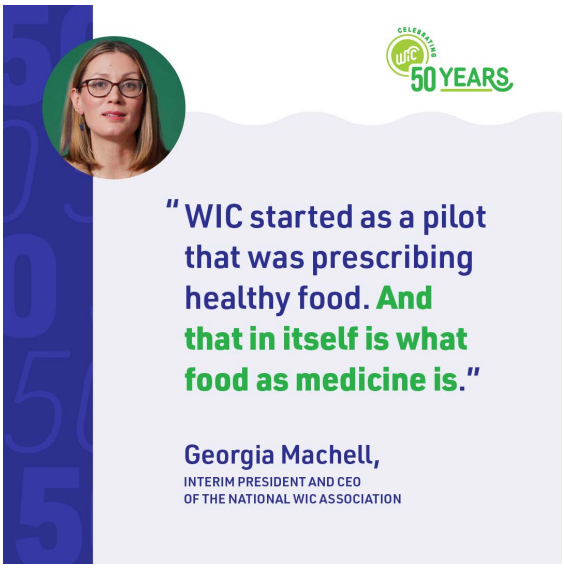
Celebrate with NWA using the resources provided below:

1. 50 Years of WIC: Farmers Markets
2. Celebratory Social Media Graphics
3. Sample Social Media Posts

Creating Access: Farmers Market Video

The video can be viewed at the link here: wic50th.nwica.org/#video

Social Media Graphics



To download the full suite of social media graphics, click here.

Twitter/X

1. In July, let's celebrate the essential role of farmers markets in the WIC program. Fresh produce is necessary for families and children to thrive, and WIC provides participants with adequate access to fruits and veggies. Visit WIC50th.nwica.org to learn more. #WIC50

2. By utilizing WIC's farmers market options, children can learn about a variety of fruits and vegetables. WIC focuses on nutrition during formative years, ensuring children have access to nourishing food. Find out more at WIC50th.nwica.org #WIC50

3. Celebrate 50 years of WIC and dive into the history of farmers markets within the program. With the cash-value benefit, WIC participants buy local, culturally relevant foods so families can prepare recipe's they know and enjoy. Visit WIC50th.nwica.org to learn more #WIC50.

4. "WIC started as a pilot that was prescribing healthy food. And that in itself is what food as medicine is," says NWAInterim President and CEO Georgia Machell. Don't miss this month's video at WIC50th.nwica.org #WIC50

5. Farmers markets play a vital role in the WIC program, improving participants' health and supporting local agriculture. Discover their impact in this informative video at WIC50th.nwica.org #WIC50

6. Fresh fruits and vegetables from WIC are a lifeline, especially where food banks fall short. Visit signupwic.com and become part of a community that can provide your family with nutritious choices.

Facebook/Instagram

1. For 50 years, WIC has remained dedicated to providing access to healthier food options for its participants. This month we recognize the importance of farmers markets and the vital produce options they provide to families across the nation. Visit WIC50th.nwica.org. to learn more. #WIC50

a. "The kids have a wonderful time learning about the fruits and vegetables, talking to the farmers, learning where the food comes from, where it's grown," said Sarah Flores Sievers, WIC and Farmers Market Director, New Mexico WIC. Learn more at WIC50th.nwica.org #WIC50

b. "We want people to connect to their food supply and their food source. And one of the most effective ways to do that is by people participating and feeling comfortable and invited to farmer's markets," said Sec. Tom Vilsack U.S. Department of Agriculture

#WIC50

c. Connecting people to local food sources enables direct interaction with farmers. WIC's farmers market nutrition program not only provides fresh fruits and veggies to families, it strengthens community bonds with local business leaders. Learn more about the program at WIC50th.nwica.org #WIC50

d. For 50 years, WIC has prioritized nutrition during early childhood, ensuring children receive the nourishment they need for healthy development. This foundational support helps set kids up with lifelong knowledge of healthy food choices. Watch this month's video about the pivotal role of farmers markets at WIC50th.nwica.org #WIC50

e. WIC enhances the accessibility and appeal of farmers markets, making it easier for participants to use their benefits. Complete with approved produce lists and seasonal food guides, WIC is here to help families shop for nutritious ingredients. Visit signupwic.com today to get access to the foods you need. #WIC50