**May Social Media Toolkit - English**

*The following visuals and copy can be used by WIC staff for any outreach purposes, including posting to social media pages. Feel free to edit the copy and website or contact information to make it specific to your clinic.*

*Hashtags and suggested posting dates are optional, observance day posts can be shared anytime by editing the suggested captions to fit your clinic’s needs.*

*Please reach out to us at campaign@nwica.org if you have any questions!*

1. **Maternal Mental Health –** *Can post on World Maternal Mental Health Day (May 7); Maternal Mental Health Week (May 5-11); or anytime during Maternal Mental Health Month (May).*

1 in 5 new moms experience perinatal mood and anxiety disorders (PMADs), yet many struggle in silence. If you’re feeling exhausted, hopeless, or not like yourself, it isn’t your fault—and you're not alone. ❤️

At WIC, we provide mental health resources, nutrition guidance, and compassionate care to parents before, during, and after pregnancy—because your well-being matters.

📍 Find your nearest WIC clinic at [www.signupwic.com/find-a-clinic](http://www.signupwic.com/find-a-clinic) and ask about maternal mental health resources. We’re here for you.

1. **Asian American, Native Hawaiian, and Pacific Islander Heritage Month**

May is Asian American, Native Hawaiian, and Pacific Islander (AANHPI) Heritage Month! 🌺 At WIC, we’re honored to celebrate the diverse cultures, traditions, and contributions of our AANHPI communities.

Looking for support for your family’s health and nutrition? Find a WIC agency near you at [www.signupwic.com](http://www.signupwic.com)—because every family deserves a healthy start! 🌸 #AANHPIHeritageMonth #HealthyStartsHere

1. **Mother’s Day – May 11**

Happy Mother’s Day to all the amazing moms! 💐 Your love, strength, and dedication inspire us every day. WIC is proud to support you and your family with nutrition, breastfeeding help, and so much more. Because when moms thrive, families thrive! ❤️

Learn how WIC can support you: [www.signupwic.com/about](http://www.signupwic.com/about) #MothersDay

1. **National Foster Care Month –** Foster Care Day is May 6

May is National Foster Care Month 💞 Did you know that foster children under age five are automatically eligible for WIC?

Through WIC, they have access to personalized nutrition benefits like healthy foods, plus healthcare and other social program referrals. Learn more about how WIC can support your family at [www.signupwic.com](http://www.signupwic.com) #NationalFosterCareMonth #HealthStartsHere

1. **National Salad Month**

Looking for a quick, delicious, and budget-friendly meal or side dish? A colorful, veggie-packed salad is the perfect choice! 🥗 Whether you're using pantry staples or fresh produce from the farmers market, salads are a great way to fuel your body with vitamins and flavor.

Try these easy tips for a tasty salad:

✅ Mix textures – Add crunchy nuts, creamy avocado, or crispy veggies.

✅ Boost protein – Toss in beans, grilled chicken, hard-boiled eggs, or cheese.

✅ Get creative with dressings – Try lemon & olive oil, yogurt-based, or a simple balsamic drizzle.

💚 WIC-approved ingredients like leafy greens, carrots, cucumbers, beans, and more can help you whip up a nutritious meal in minutes!

What’s your favorite salad combo? Share below! 👇

1. **National Women’s Health Week – May 11-17**

This week (and every week), we’re celebrating YOU—the incredible moms, caregivers, and women who make our communities stronger! 🌟 National Women’s Health Week is the perfect time to refocus on your health.

At WIC, we’re committed to helping women thrive during some big stages of life: pregnancy, postpartum, and breastfeeding. Whether you need nutrition tips, breastfeeding support, or healthcare referrals, we’ve got your back! 💜

Find support with WIC at [www.signupwic.com](http://www.signupwic.com) #WomensHealthWeek #HealthyStartsHere

1. **WIC + Food Allergies** – Post during Food Allergy Awareness Week (May 12-18) or anytime during National Asthma and Allergy Awareness Month (May).

Does your child have food allergies? You're not alone—4 million kids in the U.S. share this challenge. WIC can tailor its food packages and nutrition advice to meet your child's needs. If your little one has allergies, WIC is here to support you 💕

Find a local WIC clinic near you at [www.signupwic.com/find-a-clinic](http://www.signupwic.com/find-a-clinic). #HealthyStartsHere #KidsWithFoodAllergies

1. **Grow Your Own Food**

🌱 Gardening with kids grows more than just food—it grows happy, healthy minds! Digging in the dirt can teach patience, boost mental health, and even inspire a love for nature! Plus, it’s the perfect way to bond with your little ones while they learn where their food comes from.

👉 Check out this article for more benefits of gardening with your kids: <https://www.natgeokids.com/uk/parents/gardening-with-kids/>

1. **WIC-Approved Food of the Month: Carrots**

🥕 Carrots are a versatile veggie—you can eat them raw or cooked, sweet or savory, chopped or whole. They come in a variety of colors, like orange, purple, and yellow. You can even use them in baked goods! Plus, carrots are packed with immune-boosting vitamins A and K, heart-healthy potassium, and gut friendly fiber.

🧡 Try this tasty Curry Carrots recipe from @NationalCACFP & @SesameStreetInCommunities for a delicious way to enjoy carrots with your family: [www.cacfp.org/2025/01/24/gabrielles-curry-carrots](https://www.cacfp.org/2025/01/24/gabrielles-curry-carrots/) #WICRecipes

1. **Gardening for Beginners**

You don't need fancy equipment to grow food—just a little space and the right know-how. Whether you’ve got a sunny windowsill, some patio space, or a patch of soil, you can grow your own food—even if it’s your very first plant.

It’s not as complicated as it seems! Start with easy-to-grow plants, and before you know it, you'll be harvesting fresh fruits 🍓, veggies 🥕, herbs 🌿, legumes 🫘, or even mushrooms 🍄!

Here’s everything beginner gardeners need to know from @usdagov:

<https://www.nal.usda.gov/plant-production-gardening/vegetable-gardening>

1. **Nutrient Highlight: Iron**

Iron helps your blood carry oxygen to all parts of your body so you can move, play, and think clearly. It also keeps your muscles working and helps your body make important hormones! Iron is especially important for growing babies and small children and those who are pregnant or breastfeeding.

You can get iron from foods like meat, beans, spinach, nuts, and cereal. 🥬 Need help eating healthy? WIC can help! Find a clinic near you: [www.signupwic.com/find-a-clinic](http://www.signupwic.com/find-a-clinic)