**October Social Media Toolkit - English**

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

*Hashtags and suggested posting dates are optional; observance day posts can be shared at any time by editing the suggested captions to fit your agency’s needs.*

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

1. **Dental Hygiene Month**

Healthy smiles start early! 🦷🪥! Make brushing fun for your little ones so it becomes a habit that sticks. and easy.

Need ideas? 🤔Try this fun tips to get kids excited about brushing: [www.healthychildren.org/English/healthy-living/oral-health/Pages/let-the-brushing-games-begin.aspx](http://www.healthychildren.org/English/healthy-living/oral-health/Pages/let-the-brushing-games-begin.aspx)

[#HealthyStartsHere](https://www.instagram.com/explore/tags/healthystartshere/) [#Dental](https://www.instagram.com/explore/tags/dentalhealth/)HygieneMonth #OralHealth

1. **National Child Health Day - October 6th**

This #NationalChildHealthDay, connect with WIC for free access healthcare referrals, healthy foods, and nutrition education, and peer support! 🍎

Staying up to date with immunizations and check-ups helps kids thrive in all stages of parenthood! 💗

Learn more about how WIC can support your family’s health by visiting: [www.signupwic.com](http://www.signupwic.com).

#HealthyStartsHere #ChildHealth

1. **Pregnancy and Infant Loss Awareness Month**

Miscarriage or the loss of a baby can bring deep feelings of sadness, grief, anger, and isolation. This grief is valid, and healing takes time. When you are ready, resources and communitiesare here to support you. 🫂WIC will also continue to provide benefits for up to 6 months following your loss.

You deserve support, healing, and connection—every step of the way. ❤️

Explore more from March of Dimes: <https://www.marchofdimes.org/find-support/topics/miscarriage-loss-and-grief>

#HealthyStartsWithWIC #PregnancyandInfantLossAwarenessMonth #MiscarriageSupport #InfantLossAwarenessMonth

1. **World Mental Health Day**

WIC is known for supporting nutritional needs, but we’re here for your emotional and mental health well-being, too! ✨

Remember, you and your loved one are not alone. WIC is here to connectyou with the care and support you deserve. 🫶 See what help is availableduring the postpartum period: <https://signupwic.com/news/maternal-mental-health>

#HealthyStartsWithWIC #WorldMentalHealthDay #EndTheStigma #MentalHealth #Postpartum

1. **Get Breastfeeding Support with WIC**

🤰 Pregnancy &postpartum support

🍳 Healthy foods &nutrition education

🩺 Health &social service referrals

🫂 Peer support and more!

If you are pregnant, breastfeeding, or caring for a child under 5, you may be eligible for WIC benefits! Apply during National WIC Enrollment Week (October 13-17) or anytime throughout the year.

Find a clinic near you: [www.signupwic.com/find-a-clinic](http://www.signupwic.com/find-a-clinic)

#HealthyStartsHere #StartWithWIC

1. **Farmer’s Market Season - WIC Signage -** *If your agency doesn’t participate in WIC FMNP, you can remove that section.*

Don't forget to get your Farmer’s Market Nutrition Program (FMNP) benefits—checks or EBT card—at your closest WIC clinic to get fresh, local produce from participating farmers. 🥕 🌽Just look out for WIC signs at your local market to spot vendors who accept them!

Reminder: these are in addition to your regular monthly WIC benefits. 🙌 Visit www.signupwic.com to learn more!

[#HealthyStartsHere](https://www.instagram.com/explore/tags/healthystartshere/) [#FarmersMarket](https://www.instagram.com/explore/tags/farmersmarket/) #FMNP

1. **Nutrient Spotlight: Calcium**

Did you know? 🤔 Your body needs calcium to build and maintain strong bones, keep your teeth healthy, and support your muscles and nerves. 💪

The WIC food package includes milk, yogurt, and cheese to support your calcium intake—you can also opt for dairy-free alternatives like non-dairy milk and yogurt if you or your child has dietary restrictions!

Want more nutrition tips and healthy recipes? Connect with WIC for helpful resources or chat with a WIC dietitian for personalized advice. 💖

Find a WIC clinic near you: [www.signupwic.com/find-a-clinic](http://www.signupwic.com/find-a-clinic)

#HealthyStartsHere

1. **WIC Approved Food of the Month: Corn**

It’s corn! 🌽 A big lump with knobs, it has the juice! 🍿I can’t imagine a more beautiful thing! 🎶

Not only is corn tasty, it also helps support your gut and digestive health since corn contains both soluble and insoluble fiber! 🙌

Soluble fiber breaks down and forms a gel in your intestines and can help regulate blood sugar levels and cholesterol. Insoluble fiber does not break down which means the corn kernel outer shells pass through your digestive system and can act as a prebiotic which can support a healthy gut microbiome!

What are your favorite ways to eat corn in the fall?

#HealthyStartsHere

1. **Fall Seasonal Produce**

Cooler weather is here! 🍂 That means cozy family nights, soup season recipes, and fresh fall produce at your local farmer’s market or grocery store! 🍏

This season, try making a big pot of vegetable soup 🍲 with your family’s favorite fall produce like this Texas WIC recipe for Minestrone soup: <https://texaswic.org/recipes/hearty-minestrone-italian-vegetable-soup>

#FallProduce #FMNP #FarmersMarket #HealthyStartsHere