**January 2026 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. **World Folic Acid Awareness Week - January 5-11**

Folic Acid is an important B vitamin that helps the body make healthy new cells. While everyone needs folic acid, people who are pregnant, or plan on becoming pregnant, need extra folic acid supplementation in addition to eating vitamin-rich foods. Getting enough folic acid before and during pregnancy can prevent major birth [defects](https://medlineplus.gov/neuraltubedefects.html) in a developing baby’s spine and brain.

Some foods with folic acid include:

🥬 Leafy green vegetables

🍑 Fresh, frozen, and canned fruits

🫘Dried or canned beans, fresh or frozen peas, and nuts

🍞Enriched breads, cereals, and other whole grain products

Learn more about the importance of folic acid in pregnancy: <https://www.healthychildren.org/English/ages-stages/prenatal/Pages/Where-We-Stand-Folic-Acid.aspx>

#HealthyStartsHere #Folic Acid #WorldFolicAcidAwarenessWeek

1. **National Birth Defects Awareness/Prevention Month**

Not all birth defects can be prevented. However, there are steps you can take to help you and your baby be as healthy as you can be 🫶

🌟Get 400 micrograms (mcg) of folic acid every day

🌟Try to reduce your risk for infections, including regular hand washing

🌟Get recommended vaccines

🌟Get tested for sexually transmitted infections

🌟See a healthcare professional regularly

🌟Talk to a healthcare professional about taking any medications

🌟Avoid alcohol, tobacco, and other recreational drugs

Get more information about how to stay healthy during pregnancy: <https://www.marchofdimes.org/find-support/blog/good-health-habits-and-birth-defects-prevention>

#NBDAM #EveryJourneyMatters #HealthyStartsHere

1. **Family Fit Lifestyle Month**

It may be chilly outside but it won’t stop us from getting outside to exercise and enjoy the crisp air this winter! ❄️

Bundle up and go on a family walk together, make snowmen or angels, or try sledding! 🛷

Too cold and snowy to go outside? Try putting some fun music on and have a dance party to get some movement in! 💃🕺

Check out more indoor and outdoor winter movement ideas for the whole family: <https://www.chop.edu/news/health-tip/fun-ways-keep-kids-active-through-winter>

#FamilyFitLifestyleMonth #HealthyStartsHere

1. **New Beginnings & Healthy Goals**

New year, fresh start, same support 🥳Whether you’re setting out to work towards new goals in 2026 or working on getting through the winter season, WIC is here to support you and your family! 💖

We know that parenting isn’t easy—and the more people and resources you have on your team, the better. Getting started or keeping up with WIC is worth it! Set your intentions for a healthier year with WIC and a clinic near you at <https://signupwic.com/find-a-clinic>

#HealthyStartsHere #NewBeginnings #NewYear #2026

1. **Winter Wellness & Immune Support**

As the weather gets chillier and winter flu and cold season continues, it’s important to take steps to prevent illness and to check in with you and your child’s health care providers. ❄️

To boost your winter wellness, prioritize sleep, take vitamin D supplements (with approval from your doctor), sip herbal teas to warm your body, use a humidifier to prevent nose bleeds and sore throats from dry winter air, and wash your hands regularly with warm soapy water. 🍵💤🧼

WIC also offers health care referrals and nutrition education to help your family stay healthy this season, learn more at [www.signupwic.com](http://www.signupwic.com)!

#HealthyStartsHere #WinterWellness

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

Did you know? 🤔Oats contain large amounts of beta-glucan, a type of soluble fiber! Beta-glucan partially dissolves in water and forms a thick, gel-like solution in your gut. 🥣 This helps move food further along through your digestive system and creates prebiotic effects! ✨

The health benefits of beta-glucan fiber found in foods like oatmeal include:

🌟reduced blood glucose and insulin response

🌟increased growth of good bacteria in the digestive tract

🌟regulation of type 2 diabetes

What are your favorite ways to make oatmeal for your family? 🫐🥛🍌

#HealthyStartsHere

1. **Recipe: National Soup Month**

Soup is a great way to pack in veggies and stretch your budget! 🍜Plus, it’s a great way to use WIC-approved vegetables, beans, and grains 🫘

Check out this short tomato soup and grilled cheese recipe video using WIC-approved foods: <https://www.tiktok.com/@meamoonstone/video/7107753862005624106?is_from_webapp=1&sender_device=pc>

#SoupSeason #NationalSoupMonth #HealthyStartsHere

1. **Mental Health Check-In**

The shorter, darker days and lack of sunlight can make January feel long and tough to get through at times. Remember, taking care of your mental health is part of taking care of your family. It's okay to not be okay, you are not alone. ❤️

Need additional support or someone to talk to? Talk with your local WIC clinic for mental health resources or get in touch with text or call based support from the National Maternal Mental Health Hotline: <https://mchb.hrsa.gov/programs-impact/national-maternal-mental-health-hotline>

#MentalHealth #MaternalMentalHealth #MentalHealthCheckIn #HealthyStartsHere

1. **Indoor Activity Ideas for Kids**

Too cold to go outside to play? Here are 3 indoor activities to get wiggles out or get your creativity flowing!

🎨 Make paper chains or paper crafts like snowflakes using construction paper or printer paper.

⭐ Use painters tape to make a hopscotch board on the floor.

📺 Put your favorite kid friendly music videos or silly movie on the TV and have a dance-along party.

🌈Do a rainbow challenge, try to find items at home in each color category of the rainbow. Whoever completes their rainbow first wins!

Learn how WIC can support your family at [www.signupwic.com](http://www.signupwic.com).

#IndoorActivities #WinterActivities #HealthyStartsHere

1. **Everyone is Welcome at WIC**

No matter your family’s shape or story—if you are pregnant, breastfeeding, or caring for a child under 5—you can get nutritious food, breastfeeding support, recipes, health referrals, and more from WIC. ✨

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

#HealthyStartsHere

1. **Military Families are Welcome at WIC**

Moving (PCSing) is a part of life for many military families, and your WIC benefits can move with you. You can even set up benefits before your household goods arrive at your new home! Many WIC offices are located on or near military bases, making it easier to get support. WIC is also available overseas through the WIC Overseas Program; wherever you're stationed, support is within reach.

Get started by visiting [www.signupwic.com](http://www.signupwic.com)!

#HealthyStartsHere #MilitaryFamilies

1. **Foster Families are Welcome at WIC**

Did you know? 🤔Foster children under the age of five automatically qualify for WIC benefits. Enrolling your family doesn’t take resources away from anyone else. There’s no limit to the number of families who can receive WIC support

Learn how WIC can support your family at [www.signupwic.com](http://www.signupwic.com).

#HealthyStartsHere #FosterParents

1. **Dads are Welcome at WIC**

Dads, we see you caring for your family— and WIC is here for you too! 🌟 From healthy foods and nutrition education to healthcare referrals and peer support, WIC helps dads support their loved ones in many ways! 👨‍🍼👨🏻‍🍼👨🏾‍🍼

Learn more and find a clinic near you at [www.signupwic.com](http://www.signupwic.com).

#HealthyStartsHere #Dads

1. **Indigenous Families are Welcome at WIC**

WIC is here for Indigenous families in all their forms!

If you are pregnant, breastfeeding, recently had a baby in the past 6 months, or are caring for a child under 5, you can get nutritious and traditional foods, breastfeeding support, health and social service referrals, peer support, and more.

Nourish your family with tradition and support with WIC—find a clinic near you: [www.signupwic.com/find-a-clinic](http://www.signupwic.com/find-a-clinic)

#HealthyStartsHere #IndigenousFamilies #NativeFood

1. **Immigrant Families are Welcome at WIC**

New to the U.S.? You can still get support from WIC! Signing up for WIC will not affect your immigration status or path to become a U.S. citizen or permanent resident.

If you are recently pregnant, breastfeeding, or caring for a child under 5, you can get nutritious food, breastfeeding and prenatal support, healthcare referrals, and more from WIC. ✨

Learn more how to enroll at [www.signupwic.com](http://www.signupwic.com)

#HealthyStartsHere #ImmigrantFamilies

1. **Grandparents are Welcome at WIC**

As a grandparent or other caregiver raising children whose parents cannot, you can apply for WIC benefits for children up to age 5 in your care! 🫶

With WIC, you’ll have access to healthy foods, nutrition counseling, healthcare referrals, and more! Find a WIC clinic near you at [www.signupwic.com](http://www.signupwic.com)

#HealthyStartsHere #Grandparents