**February 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. **Black History Month**

February is #BlackHistoryMonth, a time to remember and celebrate the accomplishments, contributions, and leadership of Black Americans. Black history is American history, and it’s woven into the fabric of our communities, our health, and our shared future. That legacy includes leaders like Dr. Martin Luther King, Jr., whose work for economic justice and food security reminds us that access to basic needs, including nutritious food, is necessary for families to thrive.

At WIC, we celebrate the caregivers, parents, and community leaders who nurture the next generation. 🫂

Learn more about Dr. King’s work on hunger and food justice: <https://blog.ucs.org/sarah-reinhardt/dr-kings-demands-for-food-justice/#top>

#BlackHistoryMonth #HealthyStartsHere

1. **National Children’s Dental Health Month**

Healthy teeth are an important part of your child's overall health! 🦷 This Children's Dental Health Month, celebrate bright smiles and building great habits. Small steps every day can prevent cavities and keep your child feeling confident and strong. Good oral health starts early!

Learn more about keeping your child’s teeth healthy: <https://childrensdentalhealth.com/february-national-childrens-dental-health-month/#parents,-did-you-know>

Need help finding dental care? Your local WIC clinic can help connect you to dental resources in your community. Find a clinic: [www.signupwic.com/find-a-clinic](http://www.signupwic.com/find-a-clinic)

#ChildrensDentalHealthMonth #HealthyStartsHere

1. **Heart Health Month**

❤️ February is American Heart Month! ❤️Your heart works hard for you every single day, and during pregnancy and postpartum, it’s supporting both you and your little one. Choosing nutritious foods is one of the best ways to take care of your heart.

With WIC, you can get benefits to support you and your little one’s health, such as nutritious foods, healthcare referrals, breastfeeding support, and more! WIC is available to those who are pregnant, postpartum (up to 6 months after the end of a pregnancy), or breastfeeding (up to the infant’s first birthday), plus infants and children under age 5.

To learn more about how WIC can support you, visit [www.signupwic.com/about](http://www.signupwic.com/about).

#HeartHealthMonth #HealthyStartsHere

1. **Valentine’s Day**

Dear WIC parents,

Happy Valentine’s Day! Today is all about love, and that includes the love you pour into your family every single day. Take a moment today to remember: You are strong. You are capable. And with WIC, you have a community behind you.

What you do matters, and we see you. We're here to assist you, cheer you on, and help your family thrive—not just today, but all year long.

With love,

Your friends at WIC ❤️

#ValentinesDay #HealthyStartsHere

1. **Library Love** - February 7 is Take Your Child To The Library Day

Did you know your local library has more than books for your family? Beyond amazing books, many libraries offer free educational programs, internet and computer access, community events and classes, and quiet spaces to read, learn, and connect. 📖 🖥️

Next time you’re looking for a family outing, consider exploring your neighborhood library! 📚

Find a public library near you: <https://www.careeronestop.org/LocalHelp/CommunityServices/find-libraries.aspx>

#PublicLibrary #HealthyStartsHere

1. **Nutrient Highlight - Vitamin K**

Ever wonder what helps your blood clot when you get a cut or keeps your bones strong? It’s Vitamin K, an essential nutrient! Vitamin K is especially important for growing babies, which is why newborns receive a shot of it right after birth. 👶

You can find Vitamin K in many vegetables, like spinach, kale, broccoli, and cauliflower! 🥦 Need a tasty way to use these winter veggies? Try this simple Basic Quiche recipe that’s perfect for loading up with vegetables: <https://www.myplate.gov/recipes/basic-quiche>.

Use your WIC benefits to grab fresh or frozen greens and make healthy eating deliciously easy! Learn more at [www.signupwic.com/about](http://www.signupwic.com/about)

#VitaminK #HealthyStartsHere

1. **WIC-Approved Food of the Month - Beets**

Beets are more than a vibrantly colored winter vegetable. They're a nutrient powerhouse! Beets are a great source of folate for a healthy pregnancy, fiber for good digestion, and iron to help fight tiredness. They even help support a healthy heart and blood pressure. 🫀

Enjoy them roasted until sweet and tender, blended into a smoothie, or chopped fresh onto a salad. Remember, you can use your WIC benefits for fresh or canned beets! 🥫

If you’re looking for a comforting and warm recipe, here’s one that highlights root vegetables like beets: <https://choosehomemade.org/recipes/root-veggie-stew-with-dumplings/>

#HealthyStartsHere

1. **How to Feed Your Family Well**

As your child grows, offering a variety of foods helps them get the vitamins and minerals they need to thrive. You don’t have to do it perfectly every day. Small steps add up to big nutritional wins! 🙌

For more helpful guidance on building balanced meals, check out this resource from the American Academy of Pediatrics: <https://www.healthychildren.org/English/ages-stages/gradeschool/nutrition/Pages/Making-Healthy-Food-Choices.aspx>

And remember, WIC is here to help you fill your kitchen with wholesome, nourishing options for the whole family!

#HealthyStartsHere

1. **Celebrate Love**

Looking for a simple, sweet way to celebrate connection as a family? Try this heartfelt activity:

💖 Cut out paper hearts.

💖 On each heart, write something you love or appreciate about a family member.

💖 Hang the hearts in unexpected places where you'll see them every day.

This is a wonderful way to remind each other how much you’re loved, all month long. 💕

#ValentinesDay #HealthyStartsHere

1. **Breastfeeding Support**

Breastfeeding is a beautiful way to nourish and bond with your baby, and you don’t have to do it alone. 🤱🏽 WIC is here to support you every step of the way with:

✨ Guidance from peer counselors

✨ Additional nutritious foods in your WIC package while you breastfeed

✨ Expert help from Certified Lactation Consultants

✨ Access to breast pumps to help meet your feeding goals

Whether you’re pregnant and planning or breastfeeding and navigating challenges along the way, WIC is here to help make your journey smoother.

Visit [www.signupwic.com](http://www.signupwic.com/) to learn more about WIC breastfeeding benefits and find a WIC clinic near you.

#BreastfeedingSupport #Lactation #HealthyStartsHere

1. **Immunization Information**

Vaccines help babies and children prevent and fight serious, preventable diseases and respiratory viruses. WIC can help connect you to local vaccination resources for your child. 👩‍⚕️

Check out this ideal vaccine timeline for healthy children from the American Academy of Pediatrics: <https://www.healthychildren.org/English/safety-prevention/immunizations/Pages/Recommended-Immunization-Schedules.aspx>

#ChildhoodImmunizations #Vaccines #HealthyStartsHere

1. **SNAP & WIC Eligibility**

📣 Did you know? If you are enrolled in SNAP or Medicaid, you qualify for WIC too! Many families use these programs together to help provide a strong, healthy start for their little ones. 💞

WIC is specifically designed to support children under 5 and pregnant, postpartum, and breastfeeding parents with:

✅ Nutritious food packages  
✅ Health referrals and screenings   
✅ Breastfeeding supplies and support   
✅ Much, much more!

Learn how WIC can support your family and find a clinic near you at [www.signupwic.com](http://www.signupwic.com)

#SNAP #Medicaid #HealthyStartsHere