

WIC Food Package Rule Comments Social Media Toolkit

How You Can Help

On November 17th USDA released its proposed WIC food package rule that will update the foods available to WIC participants. Over the next few months, WIC stakeholders, advocates, and families can comment and let USDA know that you support a food package that is guided by science and provides healthy and nutritious options for families. Please use the social media toolkit below to encourage your networks, partners, and audiences to submit comments and with it, strengthen health outcomes for young children and families.

How It Works

The call-to-action link will direct folks to a templated comment that can be amended to reflect any additional thoughts they want to include. NWA will have additional template comment language available to support individuals, organizations, and other stakeholders in adding to the templated comment and responding to specific elements of the new proposed rule. Our goal is to get as many comments as possible during the public comment period - the more you share, the greater the impact!

Handles

@natwicassoc

@USDA

Hashtags

#WIC

#WICFoodPackage

Links

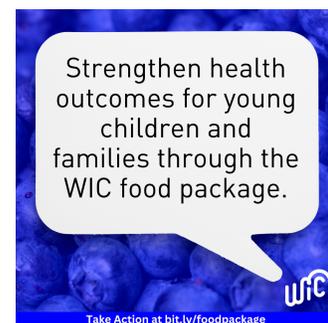
bit.ly/wicfoodpackage

[Link to download QR Code Flyer](#)

Sample Social Media Posts

[\[DOWNLOAD GRAPHICS HERE\]](#)

1. Increases in #WIC benefits have been shown to elevate the amounts of healthy foods consumed by WIC kids. Let @USDA know today: More healthy foods make for healthier kids! Take action: bit.ly/wicfoodpackage
2. #WIC plays a crucial role in the health and nutrition of millions of Americans. Make your voice heard to reduce



hunger and improve health outcomes for WIC families: bit.ly/wicfoodpackage

3. In 2009, @USDA revised WIC benefits to align more closely with the Dietary Guidelines for Americans (DGAs), resulting in improved health outcomes for #WIC families and kids across the country. Take action for a more science-based #WICFoodPackage!: bit.ly/wicfoodpackage

