



# March 2026 WIC Newsletter

## March is National Nutrition Month®!

This year, National Nutrition Month® is highlighting realistic, flexible approaches to nourishing ourselves and our families.

Every small step counts! Whether it's trying a new food, adding more color to your plate, or sharing a meal together.

These moments don't have to be perfect to matter. Small, consistent choices can



support health, build confidence around food, and help families connect while enjoying meals together.

## National Black Maternal Health Week April 11-17!

The 2026 Black Maternal Health Week theme is "Rooted in Justice & Joy." Join BMMA in celebration as we mark 2026 as our 10-year anniversary. We honor the power of our collective movement, nurturing thriving families and shaping a liberated future rooted in justice, healing, and joy. This milestone theme reflects the strength and resilience of Black-led perinatal, maternal, and reproductive health organizations that have cultivated change and healing across communities.



## FOLLOW US HERE

Our social media pages can keep you up to date on nutrition, health, breastfeeding, community, and WIC specific information!



Facebook:  
SPCC WIC



Facebook Group  
WIC Moms Talk  
Breastfeeding



Instagram:  
SPCC WIC



<https://www.spcc-roch.org/programs/wic/>

Phone: 585-394-9240

Text 585-481-8488

## Questions about WIC???

SPCC WIC is available to answer general WIC questions, provide in-service training and/or to deliver outreach materials to your office.

You can reach the Outreach Coordinator Brittany at 585-394-9240 ext 205 and our Outreach Team by e-mail at:

[WICoutreach@spcc-roch.org](mailto:WICoutreach@spcc-roch.org)

### Community OUTREACH



This institution is an equal opportunity provider.

# Discover the Power of Nutrition!

This National Nutrition Month® highlights how nutrition has the power to help individuals, families, and communities thrive. This year's theme, "Discover the Power of Nutrition," shows how everyday food and beverage choices can fuel our bodies, support growth and development, and build habits that help families feel their best.



## Nutrition at Every Stage

From pregnancy, postpartum and breastfeeding to infancy, toddlerhood, and childhood, nutrition plays a key role at every stage of life. WIC foods are designed to support families through these transitions by providing nutrients that help with growth, brain development, and overall health.



Having access to nutritious foods helps families put healthy choices into action. WIC benefits can be used at grocery stores, farmers markets, and local vendors to purchase a variety of approved foods. Seasonal produce is a great way to add flavor, color, and nutrition to meals.



## Nutrition Looks Different for Every Family

There's no one "right" way to eat. Cultural foods, family traditions, and personal preferences all play an important role in nourishing both our bodies and our connections. Progress matters more than perfection.



Small, realistic changes can lead to big impact over time. Family meals help build connection and confidence around food. Involving kids in food choices or preparation can also spark curiosity and make mealtimes more enjoyable.

## WIC Supports the Power of Nutrition

WIC offers more than food. Participants also have access to nutrition education, breastfeeding support, and connections to community resources. Our goal is to support families with encouragement, respect, and practical tools.

## SPCC WIC YouTube!



SPCC WIC staff have created a YouTube page ([www.youtube.com/@spccwic](http://www.youtube.com/@spccwic)) with informational videos about the WIC Program. At the QR code to the left, you can find videos with information on the Medical Documentation Form, WIC Medical Referral Form, and the shopping experience!



Your commitment to parents, caregivers and young children powerfully impacts our nation's families. Read this WIC participant's reflection on the WIC experience:



*With the increased vegetable and fruit benefit, I was able to have plenty of healthy snacks on hand during my first months of nursing my first child. It made it easier for me to reach for a pear instead of chips when I was feeling hungry!*

- WIC Participant