

memo

DATE: March 25, 2020
TO: Coordinators and Local Agency Staff
FROM: State WIC Staff
SUBJECT: Addressing Social Media Posts

The Minnesota Department of Health uses social media as a way to update the public. During COVID19 there are messages circulating throughout social media. This memo shares MDH's response to some recent posts brought to our attention. It also provides social media resources and ideas Local Agencies can use in your community in response to COVID19.

WIC Foods in Grocery stores

On March 20th, MDH put out a post on [Facebook](#) and [Twitter](#) addressing purchasing WIC food at grocery stores. A similar post was placed on many WIC social media pages across the country and in online news articles. The intent of this post was to encourage non-WIC participants to limit their purchasing of WIC allowed foods.

WIC Cards

Recently there was a post circulating directing participants to use WIC benefits by a specific date because WIC Cards would be "locked" and "disaster relief" cards would be sent. To debunk this message, MDH responded with social media posts on Facebook, Twitter and Instagram.

On Facebook, MDH posted, *"In response to questions about WIC benefits during the COVID-19 outbreak, we want to reassure that WIC is committed to supporting participants and will continue to issue benefits to WIC cards. Participants' benefits will not be cancelled due to the COVID-19 outbreak. If you need benefits for next month, please contact your local WIC office"*. <https://www.health.state.mn.us/people/wic/index.html> #MNWIC

Dangers with Homemade Infant Formula:

There have been reports of posts on social media sites with recipes for homemade formula or tips on how to dilute formula. The American Academy of Pediatrics (AAP) warns; ["Don't feed homemade formula to babies; seek help instead."](#) NWA has sample posts in their social media resource toolkit (see resource list below) to address this topic.

Social Media Toolkit

Social media provides a great opportunity to reach out to families. The National WIC Association (NWA) provides a [Social Media Starter Toolkit](#) to help Local Agencies navigate the obstacles that prevent them from connecting with families online. Additionally, NWA has a variety of [resources to aid in the COVID-19 response](#), including some from other states.

NWA Resources include

- [Messaging Toolkit \(WIC & COVID-19 Guidance\)](#)
- [Breastfeeding & COVID-19 Guidance](#)
- [Self-Care Resources for Frontline WIC Staff](#)
- [NWA Virtual Meeting Recording: Refocusing on COVID-19](#)

If you are interested in viewing recent posts from MDH, go to the MDH Facebook page. You can scroll through the posts similar to a catalog. Click the “Following” button and select “See First.” You will see any new posts at the top of the newsfeed. You can also “Like” the MDH Facebook page to receive MDH posts.



Please contact your State WIC Consultant with any questions or comments.