



HEART HEALTH FOR WOMEN

Partner Social Media Toolkit

February 2017

FDA Office of Women's Health



Help Women Live Heart Healthy

There is often a misconception that heart disease primarily affects men. In reality, women die from heart disease more *than any other cause*. This **American Heart Month**, help women across the country learn more about heart health by sharing information from the U.S. Food and Drug Administration (FDA).

The FDA Office of Women's Health has resources like fact sheets and videos that *help women make good decisions about their heart health*. Share the sample messages in this toolkit on your social media channels to help spread the word about heart health and help women start living *heart healthy* today!

Sample Tweets

1. 1 in 4 American women die from #heartdisease. The good news? You can lower your risk with these tips: <http://go.usa.gov/x97Sv> #HeartMonth
2. This February, give your heart some love with these 4 #hearthealth tips from @FDAWomen: <http://go.usa.gov/x97Sv>
3. [Insert poll function on Twitter] True or false? Heart disease affects men and women the same way. Learn about heart research from @FDAWomen: <http://go.usa.gov/x9HGP>
 - a) [Insert answer #1] True
 - b) [Insert answer #2] False
4. Diet plays a big part in your #hearthealth. Read tips for making heart healthy food choices from @US_FDA: <http://go.usa.gov/x9HGW>
5. DYK #smoking can harm your #heart, not just your lungs? Learn more from @US_FDA: <http://go.usa.gov/x9HGH> #HeartMonth
6. February 3 is #WearRedDay! Show your support by wearing red to raise awareness about #heartdisease. Learn more: <http://go.usa.gov/x97Sv>
7. This #HeartMonth, learn how you can make a difference for other women with #heartdisease. Join a #clinicaltrial: <http://go.usa.gov/3X4fm>
8. Do you have high cholesterol? Talk to you doctor about medicine to help lower it: <http://go.usa.gov/x9HG6> @FDAWomen #HeartMonth
9. What's your #bloodpressure? Know your #s & talk to your doctor about meds to help control high blood pressure: <http://go.usa.gov/x9HGM>
10. #DYK diabetes increases the risk of #heartdisease & #stroke? Talk to your doctor about how to manage #diabetes: <http://go.usa.gov/3XgSc>
11. Make a difference in women's heart health! Find out how you can participate in heart #clinicaltrials <http://go.usa.gov/x8Eyu> #HeartMonth
12. Want to join #clinicaltrials for #hearthealth? Talk to your healthcare provider if a clinical trial is right. <http://go.usa.gov/x8Eyu>



Sample Facebook Posts

1. Did you know heart disease is the leading cause of death for women? 1 in 4 American women die from heart disease every year! This February, help the women in your life protect their heart by sharing these four tips from the FDA Office of Women's Health: <http://go.usa.gov/x97Sv> #HeartMonth
2. February is American Heart Month! Take control of your heart health today by:
 - Eating a heart healthy diet.
 - Managing your health conditions.
 - Getting the facts about aspirin.
 - Knowing the signs of a heart attack.

Visit the FDA Office of Women's Health website to learn more about what you can do to lower your risk for #heartdisease: <http://go.usa.gov/x97Sv> #HeartMonth

3. Join a clinical trial this American Heart Month, and help healthcare professionals learn more about how heart disease affects women of all ages, races and ethnic backgrounds. The FDA Office of Women's Health and the NIH Office of Research on Women's Health are raising awareness about the importance of diverse women participating in clinical trials through their Diverse Women in Clinical Trials Campaign. Learn more about how to participate: <http://go.usa.gov/x9HGz>

Sample Blog Post

Women: Protect your heart

Last updated: January 2017

By [name of leader in your organization]

Fact: One in four American women will die from heart disease, according to the Centers for Disease Control and Prevention (CDC).

The good news? You can take action to improve your heart health. This American Heart Month, let's work together to learn about how we can protect our hearts.

You can take small [steps](#) to improve your heart health every day.

1. **Eat a heart healthy diet.** Choose low sodium and salt foods; limit foods that have trans fat, like pastries and fried food; and cut back on sugar. [Read tips from the FDA](#) to learn how to maintain a heart healthy diet.
2. **Manage your health conditions.** Take your medicines as directed and get your blood pressure and cholesterol tested regularly. If you have diabetes, check your blood sugar level on a regular basis.
3. **Get the facts about aspirin.** Some people take aspirin every day to prevent a heart attack or stroke, but it is not right for everyone. Ask your doctor if you should use aspirin.



4. **Know the signs of a heart attack in women**, including:
 - Chest pain (heavy ache or pressure)
 - Pain in your upper body (arms, neck, jaw, back or upper stomach)
 - Shortness of breath
 - Breaking out in a cold sweat
 - Unusual or unexplained tiredness
 - Feeling dizzy or light-headed
 - Feeling sick to your stomach (nausea)
 - The signs of a heart attack can be different for women than they are for men.

5. **Join a clinical trial.** Clinical trials help healthcare professionals learn about how women of different ages, races and ethnic backgrounds respond to heart health treatments. Visit the FDA Office of Women's Health [Women in Clinical Trials](#) webpage to learn more about how you can participate in a clinical trial.

Visit the [FDA Office of Women's Health's website](#) to learn more about heart disease and what you can do to improve your heart health. This month and beyond, protect your heart by making good heart health decisions!

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