



Partner Social Media Toolkit for Outreach to Hispanic Women

FDA Office of Women's Health |
National Hispanic Heritage Month 2016



**U.S. FOOD & DRUG
ADMINISTRATION**



Help teach Hispanic women ways to protect their health. This Hispanic Heritage Month, join us in celebrating Hispanic women's heritage by using the sample social media posts in this toolkit to spread the word to Hispanic women about medication safety, heart health, and general wellness. Visit the U.S. Food and Drug Administration (FDA) [Office of Women's Health](#) for more free health resources.

Sample Tweets

Tweets for Consumer Audiences

1. Celebrate #HispanicHeritageMonth by staying healthy! Get free Spanish health resources: (114 characters)
<http://www.fda.gov/ForConsumers/ByAudience/ForWomen/FreePublications/default.htm>
2. Did you know heart disease is common among Hispanic women? Learn how to protect your heart: #HispanicHeritageMonth (140 characters)
<http://www.fda.gov/ForConsumers/ByAudience/ForWomen/WomensHealthTopics/ucm117974.htm>
3. Celebrate #HispanicHeritageMonth by keeping future generations healthy. Learn about medicine & #pregnancy: (133 characters)
<http://www.fda.gov/ForConsumers/ByAudience/ForWomen/ucm118567.htm>
4. Get free health resources in #Spanish. Share them with your friends & family. #HispanicHeritageMonth (127 characters)
<http://www.fda.gov/ForConsumers/ByAudience/ForWomen/FreePublications/default.htm>
5. Celebrate your heritage. Protect your health. #HispanicHeritageMonth (95 characters)
<http://www.fda.gov/ForConsumers/ByAudience/ForWomen/FreePublications/default.htm>
6. Help yourself and women like you. Learn why it's important for #Hispanic women to join #clinicaltrials. (130 characters)
<http://www.fda.gov/ForConsumers/ByAudience/ForWomen/ucm118508.htm>
7. Must watch: ¡Nunca Más! Novela Health Series! Learn how to use your medicines correctly. #HispanicHeritageMonth (138 characters)
<http://www.fda.gov/ForConsumers/ByAudience/ForWomen/ucm269846.htm>
8. Use your voice to teach your mother and sisters about good health. Use these free resources: #HispanicHeritageMonth (139 characters)
<http://www.fda.gov/ForConsumers/ByAudience/ForWomen/FreePublications/default.htm>



9. Did you know over 29 million Americans are affected by #diabetes? Learn how to manage diabetes: (122 characters)
<http://www.fda.gov/ForConsumers/ByAudience/ForWomen/WomensHealthTopics/ucm117969.htm>
10. Talk to your family about using medications wisely. #TalkAboutYourMedicines #HispanicHeritageMonth (126 characters)
<http://www.fda.gov/ForConsumers/ByAudience/ForWomen/ucm118574.htm>
11. Medicines that may help you can be harmful to your friends & family. Don't share your meds. #TalkAboutYourMedicines #HHM (128 characters)
<http://www.fda.gov/ForConsumers/ByAudience/ForWomen/ucm118574.htm>
12. Have unused #prescription medicines? Learn how to safely throw them away: #TalkAboutYourMedicines (125 characters)
http://www.fda.gov/ForConsumers/ByAudience/ForWomen/ucm118574.htm#Safely_Throw_Out_Medicines
13. #Mammograms are the best way to find #breastcancer early. Talk to your doc about how to check your breasts. (135 characters)
<http://www.fda.gov/ForConsumers/ByAudience/ForWomen/ucm118546.htm>

Tweets for Professional Audiences

1. Talk to pregnant patients about their medications. Encourage them to help other moms by joining a pregnancy registry: (140 characters)
<http://www.fda.gov/ScienceResearch/SpecialTopics/WomensHealthResearch/ucm251314.htm>
2. Celebrate #HispanicHeritageMonth by protecting Hispanic health. Share these free Spanish resources: (126 characters)
<http://www.fda.gov/ForConsumers/ByAudience/ForWomen/FreePublications/default.htm>
3. Some people get confused by medication labels. Use these when you talk to your #patients about how to take their medicines: (140 characters)
<http://www.fda.gov/ForConsumers/ByAudience/ForWomen/ucm118574.htm>
4. When #Hispanic women join #clinicaltrials, we learn more about how treatments affect them. Talk to your patients. (140 characters)
<http://www.fda.gov/ForConsumers/ByAudience/ForWomen/ucm118508.htm>

Sample Facebook Posts

Facebook Posts for Consumer Audiences

1. Celebrate #HispanicHeritageMonth by protecting your health! Get free Spanish language health resources from the FDA Office of Women's Health:
<http://www.fda.gov/ForConsumers/ByAudience/ForWomen/FreePublications/default.htm>
2. This #HispanicHeritageMonth, help the women in your life protect their health! Share these free Spanish language health resources with your family and loved ones:
<http://www.fda.gov/ForConsumers/ByAudience/ForWomen/FreePublications/default.htm>
3. Must watch: ¡Nunca Más! Novela Health Series! Learn how to use your medicines wisely. #HispanicHeritageMonth #TalkAboutYourMedicines
<http://www.fda.gov/ForConsumers/ByAudience/ForWomen/ucm269846.htm>
4. #Pregnancy can be an exciting time! Celebrate and protect your future generation by talking to your doctor before you take medications while you're pregnant. #HispanicHeritageMonth
<http://www.fda.gov/ForConsumers/ByAudience/ForWomen/ucm118567.htm>

Facebook Posts for Professional Audiences

1. Have you seen the ¡Nunca Más! Novela Health Series? Share it with your Hispanic patients to teach them about how to use their medicines wisely. #HispanicHeritageMonth #TalkAboutYourMedicines
<http://www.fda.gov/ForConsumers/ByAudience/ForWomen/ucm269846.htm>
2. It's #HispanicHeritageMonth! Help your patients celebrate their heritage by learning how to protect their health.
<http://www.fda.gov/ForConsumers/ByAudience/ForWomen/FreePublications/default.htm>
3. Some Hispanic women report that they would participate in a clinical trial if it was recommended by their healthcare provider. Talk to your patients about how a clinical trial might be right for them.
<http://www.fda.gov/ForConsumers/ByAudience/ForWomen/FreePublications/ucm126282.htm>

Sample Blog Posts

Blog Post for Consumer Audiences

Blog Post 1

Has your doctor ever prescribed you medicine, but you were unsure about what it is or how to take it?

Four Tips for Using Medications Wisely

Follow these [simple tips](#) for taking your medications safely and talking with your doctor:

1. **Ask questions** – Ask your doctor, nurse, or pharmacist to tell you the facts about each medicine you take. If you don't know what questions to ask, start with [these](#) free resources from the FDA Office of Women's Health.
2. **Keep a medicine list** – Write down all the prescription medicines you take, as well as any vitamins and over-the-counter medicines. Use a [Medicine Record Keeper](#) and keep it in your purse or wallet at all times.
3. **Follow directions** – Make sure you pay attention to both your doctor's directions and the directions on the medicine label. Your medicine may not work if you don't follow directions, and taking too much or too little can make you sick.
4. **Safely store and throw out medicines** – Where you keep your medicines is important for you and those you live with. Follow these [tips](#) when disposing of unused medicines.

Visit the [FDA Office of Women's Health](#) to learn more.

Blog Post 2

Medications can treat health problems and help you live a healthier life. But, if not used correctly, medicines can cause serious injuries or even death.

Watch the ¡Nunca Más! Novela Health Series

Watch the [¡Nunca Más! Novela Health Series](#) to learn more about medication safety.

The series follows a mother, Lourdes, and her family who experience various health problems because they don't use their medicines wisely.

Visit the [FDA Office of Women's Health](#) to learn more.



Blog Post for Professional Audiences

Blog Post 1

Did you know that up to 50 percent of people who take medicines do not use them as prescribed? Using medicines incorrectly can cause serious health problems or even death, so it is important for patients to learn about medication safety.

The FDA Office of Women's Health has free patient education resources that you can use to talk to your patients about safe medication use, including:

1. [Use Medications Wisely Brochure](#) – Women can follow the four simple steps in this guide to avoid common medicine mistakes.
2. [Medicine and Pregnancy Fact Sheets](#) – Pregnant women can use these four steps to learn more about how prescription and over-the-counter medicines might affect them and their babies.
3. [My Medicines Printable Recordkeeper](#) – Your patients can use this printable booklet to keep track of the medications they're taking and keep it in their purse or wallet at all times.
4. [Medication Booklets](#) – You can use these booklets to talk to your patients about managing their medicines for chronic conditions like hypertension, diabetes, HIV, and menopause.

It's important to talk to your patients about the dangers of taking their medications incorrectly. For more free Spanish resources, visit the [FDA Office of Women's Health](#).

Blog Post 2

Using medicines incorrectly can cause serious health problems or even death, so it is important for patients to learn about medication safety. The FDA Office of Women's Health has free patient education brochures and videos that you can use to talk to your patients about medication safety, including the [¡Nunca Más! Novela Health Series](#), which follows a family as they experience health problems because they don't use their medications correctly. Encourage your patients to watch this series and share it with their mothers, sisters, and friends. Or, play it in your waiting room for patients. This will help them to learn from the family's mistakes, and take steps to use their medications correctly.

For more free Spanish resources, visit the [FDA Office of Women's Health](#).