



FDA

U.S. FOOD & DRUG
ADMINISTRATION

WOMEN IN CLINICAL TRIALS

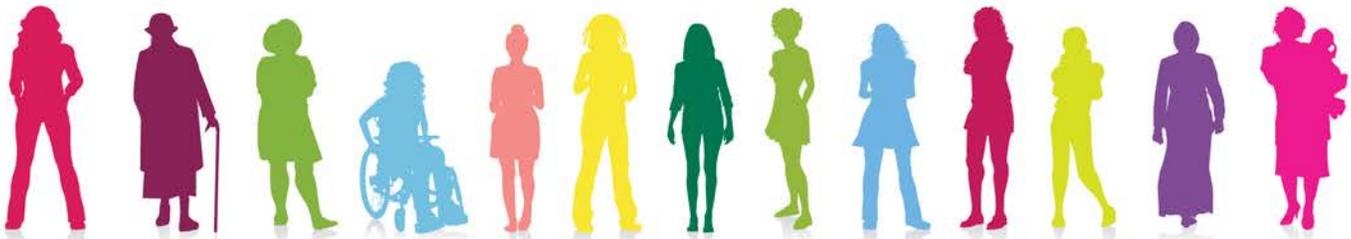
Partner Toolkit



Make a Difference

For Yourself and For Women Like You

FDA Office of Women's Health
www.fda.gov/womeninclinicaltrials



FDA Office of Women’s Health— Partner Social Media Toolkit

Diverse Women in Clinical Trials Initiative

Women’s participation in clinical trials has improved in many areas. But we need to continue this momentum. Women of all ages, races, ethnicities, and sexual orientation, as well as women with disabilities and chronic health conditions, should consider participating in a clinical trial. Supporting this kind of clinical trials diversity is a priority for the FDA.

The U.S. Food and Drug Administration (FDA) Office of Women’s Health launched the **Diverse Women in Clinical Trials Initiative** in partnership with the National Institutes of Health (NIH) Office of Research on Women’s Health. The goal is to:

- Raise awareness about the importance of diverse women in clinical trials
- Share best practices about clinical study design, recruitment, and data analyses

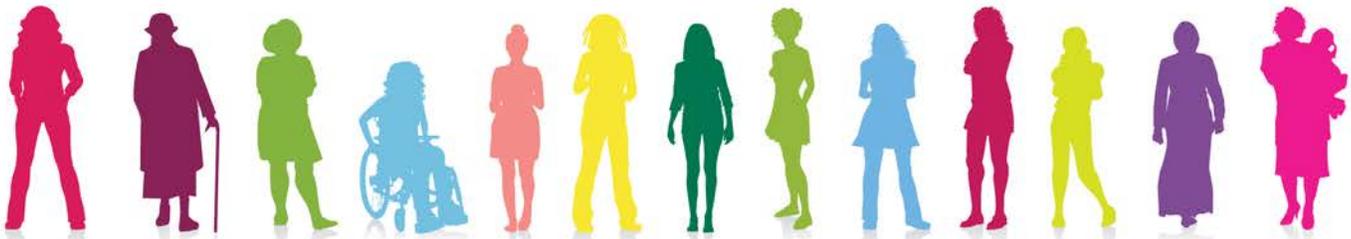
Increasing the diversity of women in clinical trials can help improve healthcare for all women. FDA cannot do this work alone. With the help of the healthcare industry, clinicians, government, researchers, and other interested groups, we can encourage participation in clinical trials.

This toolkit provides sample social media resources that you can use to inform consumers and health professionals about the initiative and to promote diverse women’s participation in clinical trials.

To learn more, visit www.fda.gov/womeninclinicaltrials.

Contents

Sample Tweets	3
Sample Facebook Posts	6
Sample Blog Post	7



Sample Tweets

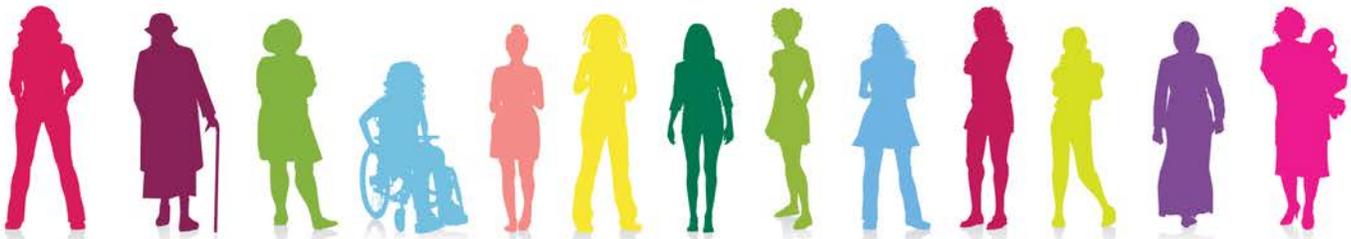
Tweets for Consumer Audiences

Spring-Summer 2017

1. **[May]** Help women with [CONDITION] this #mentalhealthmonth. Learn about participating in #clinicaltrials: <http://go.usa.gov/x8Eyu> [122 CHARACTERS]
2. **[May 1-7]** It's #CTAW2017! Learn why diverse women's participation in #clinicaltrials is so important: <http://go.usa.gov/x8Eyu> [116 CHARACTERS]
3. **[May 20]** Today is #clinicaltrialsday! Learn why diverse women's participation in #clinicaltrials is so important: <http://go.usa.gov/x8Eyu> [128 CHARACTERS]
4. **[June]** #Alzheimers Disease affects women across all ages and races. Help diverse women gain better medical treatment: <http://go.usa.gov/x8Eyu> [134 CHARACTERS]
5. **[June-July]** #HeartDisease doesn't take a vacation. Learn how you can help improve heart treatments: <http://go.usa.gov/x8Eyu> #clinicaltrials [128 CHARACTERS]

Year-Round Tweets

1. By participating in a #clinicaltrial, you can help yourself and women like you. Learn more <http://go.usa.gov/x8Eyu> [114 CHARACTERS]
2. Learn why diverse women participating in #clinicaltrials is important: <http://go.usa.gov/x8Eyu> [96 CHARACTERS]
3. Use your voice to encourage diverse women to take part in #clinicaltrials. Spread the word. [106 CHARACTERS, includes placeholder for image]
4. Learn how participating in a #clinicaltrial can make a difference for all women: <http://go.usa.gov/x8Eyu> [104 CHARACTERS]
5. Help women like you. Make a difference and participate in a #clinicaltrial. Find out more: <http://go.usa.gov/x8Eyu> [114 CHARACTERS]

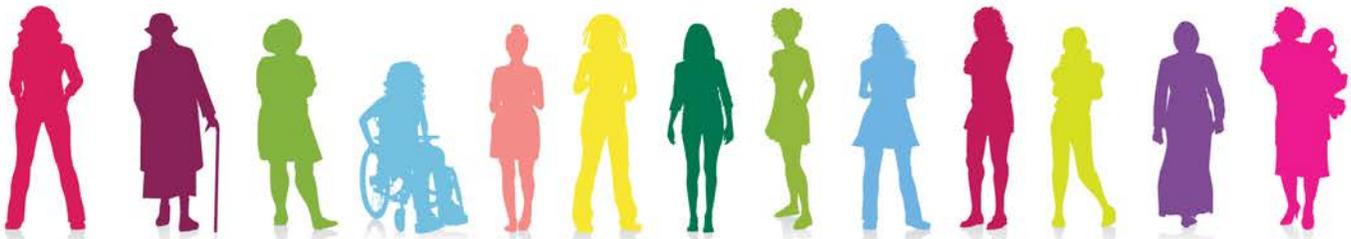


6. Take control of your health. Check out these tips & explore #clinicaltrial opportunities w/ your doctor: <http://go.usa.gov/x8Eyu> [128 CHARACTERS]
7. Check out this list with 15 tips to learn before participating in a #clinicaltrial. Get the facts: <https://go.usa.gov/x5mhJ> [126 CHARACTERS]
8. A healthier future for yourself, your family & your friends. Why not talk to your provider about #clinicaltrials? <http://go.usa.gov/x8Eyu> [140 CHARACTERS]
9. Learn what joining a #clinicaltrial can provide for a future generation of women with [CONDITION]: <http://go.usa.gov/x8Eyu> [125 CHARACTERS]
10. #DYK? You can be healthy & participate in #clinicaltrials. Talk to your provider about opportunities to join: <http://go.usa.gov/x8Eyu> [138 CHARACTERS]
11. Watch this video to learn how Latinas can make a difference in #clinicaltrials: <http://ow.ly/mSsr30bmpZJ> [109 CHARACTERS]
12. Why should women participate in #ClinicalTrials? @NIH experts & clinical research participants give their answers: <http://bit.ly/1QTnlod>. [139 CHARACTERS]

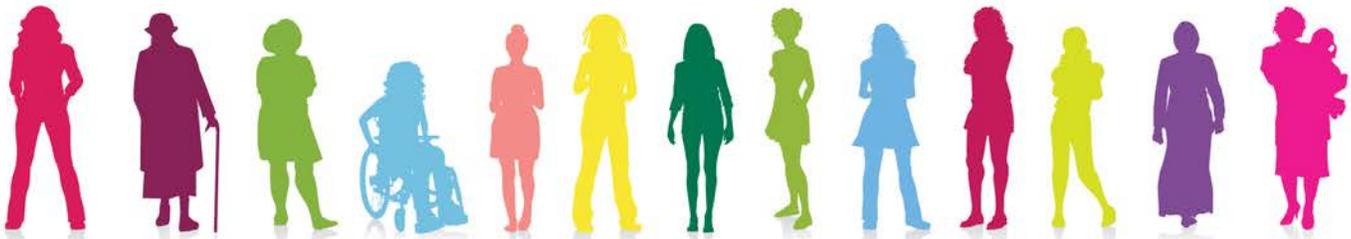
Tweets for Professional Audiences

Year-Round Tweets

1. [INSERT ORGANIZATION NAME] knows diversity of women in #clinicaltrials is important. Learn how you can get involved: <http://go.usa.gov/x8Eyu> [140 CHARACTERS, includes placeholder for organization]
2. Talk to your patients about the importance of diverse women in #clinicaltrials: <http://go.usa.gov/x8Eyu> [108 CHARACTERS]
3. Join us to help raise awareness of the importance of diverse women participating in #clinicaltrials. <http://go.usa.gov/x8Eyu> [127 CHARACTERS]
4. [INSERT ORGANIZATION NAME] supports the @FDAWomen Diverse Women in Clinical Trials initiative. Get involved: <http://go.usa.gov/x8Eym> [135 CHARACTERS, includes placeholder for organization]



5. [INSERT ORGANIZATION NAME] supports diversity of women in #clinicaltrials. Learn how you can get involved: <http://go.usa.gov/x8Eym> [133 CHARACTERS, includes placeholder for organization]
6. Looking for strategies to help recruit women into #clinicaltrials. Learn more with this toolkit from @NIH_ORWH : <http://1.usa.gov/1Ylkvrw> [120 CHARACTERS]
7. [#Nurses, #Nursepractioners, #Midwives]: encourage your patients to join #clinicaltrials: <http://go.usa.gov/x8Eym> [117 CHARACTERS, includes placeholder for hashtag]
8. Talk to your patients about [insert disease/ health condition] and how a #clinicaltrial could help them & women like them. <http://go.usa.gov/x8Eym> [123 CHARACTERS]
9. Research shows women consider joining #clinicaltrials if encouraged by their healthcare provider. Learn more: <https://go.usa.gov/x5yqf> [138 CHARACTERS]
10. Diversity of women in #clinicaltrials is important. Learn how to engage minority women in #clinicaltrials: <https://go.usa.gov/x5yqf> [130 CHARACTERS]
11. Medical products can affect women and men differently. @JanineClaytonMD on why women should join #ClinicalTrials: <http://bit.ly/1QTnlod>. [138 CHARACTERS]



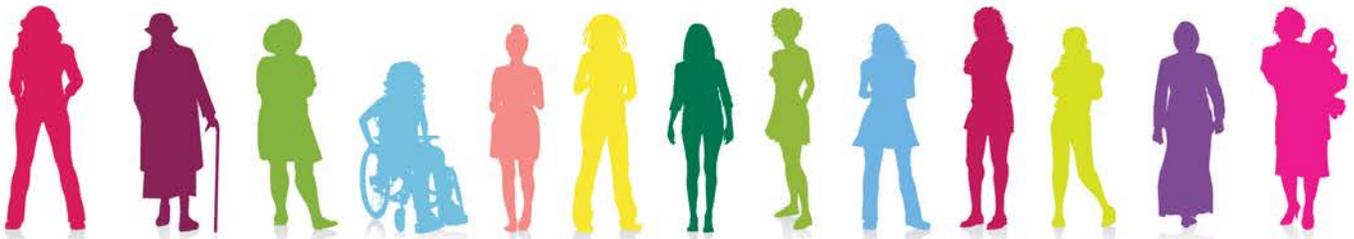
Sample Facebook Posts

Facebook Posts for Consumer Audiences

1. We're raising awareness about the importance of diverse women in #clinicaltrials. When diverse women join clinical trials, researchers can better understand the many factors that affect how women respond to medicines and other treatments. Learn how you can help make a difference for yourself and women like you: <http://go.usa.gov/x8Eyu>
2. You can help advance knowledge about women's health. Talk to your healthcare provider about whether a clinical trial is right for you. Learn how you can help make a difference for yourself and women like you with [insert disease/health condition]: <http://go.usa.gov/x8Eyu> [INSERT IMAGE]
3. Do you know someone with [INSERT DISEASE]? By participating in a clinical trial, they can give doctors information about treating the disease. Learn how clinical trials can help all women: <http://go.usa.gov/x8Eyu>
4. When diverse women participate in clinical trials, it gives doctors a better understanding of all women's health. Learn more about why clinical trials are so important: <http://go.usa.gov/x8Eyu>

Facebook Posts for Professional Audiences

1. Join us in raising awareness about the importance of diverse women in #clinicaltrials. Learn more about how to broach the topic with your patients: <http://go.usa.gov/x8Eym>
2. Did you know? Research shows most women would consider joining a clinical trial if recommended by their healthcare provider. Learn more about an initiative from the FDA Office of Women's Health and the NIH Office of Research on Women's Health. Find out how you can get the conversation started about clinical trials: <http://go.usa.gov/x8Eym> [INSERT IMAGE]
3. Get the tools to help you talk to your patients about clinical trials. Learn how you can encourage diverse women to participate: <http://go.usa.gov/x8Eym> [INSERT IMAGE]
4. Spread the word! Help your patients understand the benefits of joining a clinical trial. Research shows most women would consider joining a clinical trial if recommended by



their healthcare provider. Learn how you can get the conversation started:
<http://go.usa.gov/x8Eym>

Sample Blog Post

Diverse Women in Clinical Trials: Together We Can Make a Difference

Clinical trials help to show whether medical products are safe and effective. In recent decades, our country has made great strides in including women in clinical trials. But we can't stop there. We need to continue to encourage women of all ages, races, ethnicities, and sexual orientation—as well as women with disabilities and chronic health conditions—to consider participating in a clinical trial.

The U.S. Food and Drug Administration (FDA) Office of Women's Health is doing just that with their **Diverse Women in Clinical Trials Initiative**. This national initiative is bringing together a community of everyday women, health professionals, caregivers, researchers, and advocates who are raising their voices to encourage women to participate in clinical trials. The initiative provides tips and resources to help women talk with their healthcare providers about clinical trials. The initiative also shares best practices and resources with researchers to help improve clinical trials.

Find updates on the **Diverse Women in Clinical Trials** initiative and get free outreach resources on the FDA Office of Women's Health [website](#).

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