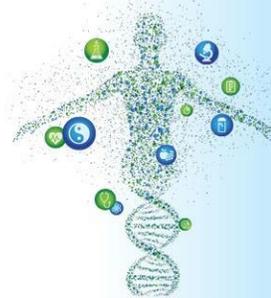




# NATIONAL WOMEN'S HEALTH WEEK

## PARTNER SOCIAL MEDIA TOOLKIT

FDA Office of Women's Health  
[www.fda.gov/womens](http://www.fda.gov/womens)



# National Women's Health Week: May 13-19, 2018

## Partner Social Media Toolkit

Whether it's taking control of your health in college or staying healthy and strong as you age, women's health is important across the lifespan. The U.S. Food and Drug Administration (FDA) Office of Women's Health has free health resources for women of all ages.

National Women's Health Week is a great time to spread the word and empower women to be healthy throughout their lives. The FDA Office of Women's Health is highlighting key messages each day of the week to encourage women to put their health first.

Use the messages and graphics in this toolkit to encourage women to live their healthiest lives, no matter their age.

## Sample Tweets (12)

*Sunday, May 13*

1. This #MothersDay, we're kicking off National Women's Health Week and celebrating women's health across the lifespan. Take control of your health at every age: <https://go.usa.gov/xXGAm> #NWHW
2. Do you know a soon-to-be new mom? This #MothersDay, share tips for new moms from @FDAWomen <http://go.usa.gov/x5PHY> #NWHW

*Monday, May 14*

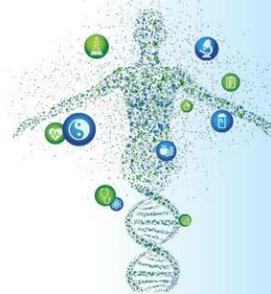
3. Be your healthiest self! Schedule regular check-ups and screenings like mammograms. Learn what you can expect from a mammogram from @FDAWomen: <http://go.usa.gov/xNGH8> #womenscheckupday #NWHW

*Tuesday, May 15*

4. Heart disease is the leading cause of death for women. Do you know the signs of a heart attack for women? Hint: they're different than for men. <http://go.usa.gov/xnHr3> #NWHW

*Wednesday, May 16*

5. This National Women's Health Week, get the latest info on research and learn how the FDA works to advance the science of women's health: <http://go.usa.gov/x5PvV> #NWHW



6. DYK? Women often experience heart disease differently than men. While men have more heart attacks, women are more likely to die from a heart attack. More on women's cardiovascular health here: <http://go.usa.gov/xnWGa> #NWHW

*Thursday, May 17*

7. It's important to take your medication exactly as prescribed by your doctor. Some medicines can have serious side effects when misused. Use these tips from @FDAWomen to use meds wisely: <http://go.usa.gov/xXGAq> #NWHW

*Friday, May 18*

8. During National Women's Health Week, make a difference for women's health! Find out if a clinical trial is right for you: <http://go.usa.gov/x8Eyu> #NWHW
9. When diverse women are included in clinical trials, researchers learn more about treatments that can help a diverse population. Ask your doctor if a clinical trial could be right for you. Learn more: <http://go.usa.gov/x8Eyu> #NWHW

*Saturday, May 19*

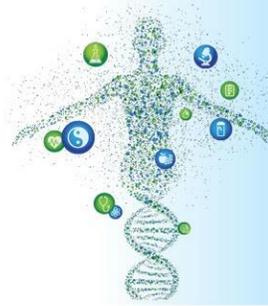
10. Clean. Separate. Cook. Chill. This National Women's Health Week, check out these 4 basic #foodsafety steps: <http://go.usa.gov/xnxFM> #NWHW

*General messages for any day of the week*

11. Celebrate your health at every age! The FDA Office of Women's Health has helpful health tips for all women: <https://go.usa.gov/xXGAm> #NWHW @FDAWomen
12. It's National Women's Health Week! Take control of your health. Follow @FDAWomen for health information for women at every age. #NWHW

## Sample Facebook Posts (2)

1. This National Women's Health Week, take charge of your health. The FDA Office of Women's Health has trustworthy health information for women of every age. Visit [www.fda.gov/womens](http://www.fda.gov/womens) to get free resources on women's health topics such as:
  - Safe medication use
  - Heart health
  - Pregnancy
  - Healthy aging
  - Caregiving
  - And much more!
2. It's never too late to start living a healthier lifestyle. You can make small changes every day to improve your health! This National Women's Health Week, take control of your health. Take a few minutes to get informed here: [www.fda.gov/womens](http://www.fda.gov/womens)



## Sample Graphics

Use these graphics on your Facebook or Twitter to accompany the social media messages above!

### Facebook

**FDA**

No matter your age,  
get the information  
you need to start living  
a healthier life today.

**NATIONAL WOMEN'S  
HEALTH WEEK  
MAY 13-19, 2018**

[www.fda.gov/womens](http://www.fda.gov/womens)

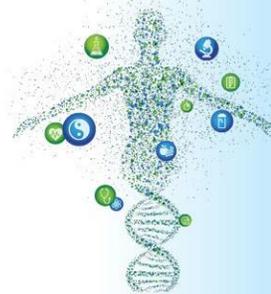
### Twitter

Get the information  
you need to start living  
a healthier life today.

**FDA**

**NATIONAL WOMEN'S  
HEALTH WEEK  
MAY 13-19, 2018**

[www.fda.gov/womens](http://www.fda.gov/womens)



## Sample Newsletter Article

### Celebrate National Women's Health Week

It's important to try to live your healthiest self at every age. But staying on top of all the health info out there can be overwhelming.

This National Women's Health Week, we're sharing resources from the [FDA Office of Women's Health](#) each day. Throughout the week, review this checklist to start living a healthier life today!

By the end of the week, you'll have more information for being your healthiest self.

- ✓ **Sunday:** To kick off National Women's Health Week, let's celebrate women's health across the lifespan. The Office of Women's Health has [resources for women of all ages](#), such as safe medication use, pregnancy, menopause, and mammograms.
- ✓ **Monday:** Today's the day to schedule a check-up! Make sure you visit your healthcare provider regularly – they will tell you which screenings are right for you, like regular [tests](#) and [mammograms](#).
- ✓ **Tuesday:** One in four women in the U.S. dies of heart disease<sup>1</sup>. Read [these four tips](#) for making good decisions about your heart health.
- ✓ **Wednesday:** For years, heart disease was considered a “man's disease.” We now know that it's very important for women to live heart healthy as well. The Office of Women's Health is working to continue to improve our knowledge of women's health through research. Get the latest information about how the FDA is supporting [research](#) to improve our health and the health of future generations.
- ✓ **Thursday:** When medicines are not used correctly, they can cause serious health problems. Use [these tips](#) to avoid common medication mistakes.
- ✓ **Friday:** Taking part in a clinical trial can help advance the health of all women and future generations. Ask your doctor if a clinical trial could be right for you! Learn more about clinical trials [here](#).
- ✓ **Saturday:** Food poisoning is usually preventable, yet it is common for Americans – about 1 in 6 are affected each year<sup>2</sup>. [Here](#) are four steps to help keep you and your family safe.

Bonus tip: Share health information with the women in your life to encourage them to take steps toward a healthier life as well! The [FDA Office of Women's Health](#) has resources to help you live a healthy life at every age.

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<sup>1</sup> <https://www.nhlbi.nih.gov/health/educational/hearttruth/lower-risk/index.htm>

<sup>2</sup> <https://www.fda.gov/Food/FoodborneIllnessContaminants/BuyStoreServeSafeFood/ucm255180.htm>