



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

# HEART HEALTH

## FOR WOMEN



### Partner Social Media Toolkit

FDA Office of Women's Health

# Help Women Live Heart Healthy

There is often a misconception that heart disease only affects men. In reality, heart disease is the leading cause of death for women in the United States.

The FDA Office of Women's Health is driving the effort to help spread the word through Knowledge & News on Women's Health (KNOWH) with [heart health resources](#) like the *Getting a Beat on What Women Know about Heart Health* [video](#), [fact sheet](#), and additional information all designed to help women #KNOWHmore about keeping their heart healthy. You can help, too, by sharing sample messages in this toolkit on your social media channels. Together, we can help all women improve their heart health and start living heart healthy today!

## Sample Tweets

1. #DYK heart disease is the leading cause of death for women in the U.S.? #KNOWHmore about heart disease and how to keep yours healthy with these tips from @FDAWomen: <https://youtu.be/kAKaLnP2OFQ>
2. Have you or a woman you know been affected by heart disease? Help the women in your life to #KNOWHmore about #HeartHealth by sharing these tips from @FDAWomen: <https://youtu.be/7jbRLF4QfMI>
3. @FDAWomen has all the information you need to help you keep your heart healthy, for you and your loved ones! Get to #KNOWH the signs of a heart attack, plus the facts on aspirin, and learn how to manage health conditions and eat a heart healthy diet: [www.fda.gov/womenshearthealth](http://www.fda.gov/womenshearthealth)
4. Choosing foods low in sodium, trans-fat, and sugar can help you maintain a healthy heart. Want to #KNOWHmore? Check out these tips from @FDAWomen: [www.fda.gov/womenshearthealth](http://www.fda.gov/womenshearthealth)
5. High blood pressure, diabetes, and high cholesterol are common health problems that can increase women's risk of #HeartDisease. Get to #KNOWH how to manage these conditions with help from @FDAWomen: [www.fda.gov/womenshearthealth](http://www.fda.gov/womenshearthealth)
6. Help control high #bloodpressure and improve your overall #HeartHealth. Talk to your health care provider about available medicines, and find other resources to stay informed from @FDAWomen: <http://go.usa.gov/x9HGM> #KNOWHmore
7. #DYK having diabetes increases your risk of #HeartDisease? Talk to your health care provider about how to manage #diabetes to help keep your heart healthy. @FDAWomen has information to help you #KNOWHmore and stay health: [www.fda.gov/womenshearthealth](http://www.fda.gov/womenshearthealth)
8. @FDAWomen asked women like you what they know about heart disease. Find out if age is a risk factor, and learn ways you can improve your #HeartHealth when you #KNOWHmore: <https://youtu.be/Q2x6tJTxyj4>
9. Daily use of aspirin is not right for everyone. Ask your health care provider if you should use it as a prevention option. Find out more from @FDAWomen: [www.fda.gov/womenshearthealth](http://www.fda.gov/womenshearthealth)
10. #QuestionOfTheDay: Would you know if you were having a heart attack? Symptoms can be different in women than in men. Watch this video from @FDAWomen and get to #KNOWHmore about signs beyond chest pain: <https://youtu.be/q4Uv5PGXmpk>

11. [Insert poll function on Twitter]

True or false? Women can experience different signs and symptoms of a heart attack than men

- a. [Insert answer #1] True
- b. [Insert answer #2] False

[Reply] The correct answer is True. While the most common symptom for both women & men is chest discomfort, women are more likely to have other symptoms such as back, jaw, and neck pain, shortness of breath, and nausea. #KNOWHmore and help stay safe with info from @FDAWomen:

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

12. You can make a difference in women's heart health! #ClinicalTrials help ensure safe treatments for those in need, and diverse representation in trials helps ensure safe treatments for all women. Learn how you can participate with information from @FDAWomen: [www.fda.gov/womeninclinicaltrials](http://www.fda.gov/womeninclinicaltrials)

## Sample Facebook Posts

1. Did you know heart disease is the leading cause of death for women? 1 in 5 American women die from heart disease every year! 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.

#KNOWHmore about heart disease and help the women in your life protect their heart by sharing these tips from the FDA Office of Women's Health: [www.fda.gov/womenshearthealth](http://www.fda.gov/womenshearthealth)

2. Women helping other women is a powerful tool. Have you or a woman you know been affected by heart disease? The FDA asked women like you what they know about heart disease. Hear their personal experiences, get the facts, and help the women in your life #KNOWHmore about heart health by sharing: <https://youtu.be/7jbRLF4QfMI>

3. Do you know the signs of a heart attack? While the most common symptom for both women & men is chest discomfort, women are more likely than men to have other symptoms such as nausea or vomiting, back pain, and shortness of breath. #KNOWHmore about heart disease and help the women in your life protect their heart by sharing these tips from the FDA Office of Women's Health: <https://youtu.be/q4Uv5PGXmpk>

4. You can make a difference in heart health! Join a clinical trial and help health care providers learn more about how heart disease affects women of all ages, chronic health conditions, races and ethnic backgrounds. The FDA Office of Women's Health is raising awareness about the importance of diverse women participating in clinical trials through their Diverse Women in Clinical Trials Initiative. Learn more about how to participate: [www.fda.gov/womeninclinicaltrials](http://www.fda.gov/womeninclinicaltrials) #KNOWHmore

# Sample Blog Post

## Women and Heart Health

Heart disease affects many Americans, especially women. At least 1 in every 5 women dies from heart disease. But there are steps you can take every day to protect your heart and live a more heart-healthy life.

### Adopt a more heart-healthy diet

Foods that contain trans-fat, like dairy products and meat, can raise low-density lipoprotein (LDL), the “bad” cholesterol, in the blood. When LDL levels get too high, they raise your risk of heart disease. Try to add more heart-healthy foods like fruits and vegetables to your diet. These foods have no cholesterol or unhealthy fats in them. You can also cut back on foods with too much sugar or trans-fat.

### Understand the state of your health and take charge of it

Health conditions like diabetes, high blood pressure, and being overweight or obese can increase your risk of heart disease. They can cause your heart to work even harder to move blood around the body. They can also lead to a heart attack.

To get a sense of your heart health, set up an appointment with your health care provider. At the appointment, you can get tested for various health conditions. You can also learn how to manage existing health conditions better.

### Know the signs of a heart attack in women

Women are more likely than men to have signs of a heart attack other than chest pain or discomfort. There are many symptoms to watch out for, but a few include:

- Nausea
- Dizziness
- Shortness of breath
- Chest or back ache
- Sharp upper back pain
- Pain in your back, neck, jaw, or throat

Women are also more likely than men to have a heart attack that does not come with clear symptoms. That is why it's even more important to be aware of your risk factors for heart disease. If you think you are having a heart attack, seek out emergency help right away by calling 9-1-1.

### Get the facts about taking aspirin for prevention

Some people may take aspirin to prevent a heart attack or stroke. But taking aspirin daily may not be right for everyone. With any medication, there are risks and side effects. Talk with your health care provider to find out if taking aspirin daily is right for you.

### Volunteer in a clinical trial

Clinical trials are studies that help inform how people may respond to medical treatment. They also help ensure that treatment is safe and works as it should. It is important for women of diverse ages, disabilities, health conditions, races, and ethnic backgrounds to participate in clinical trials. This can help lead to medical treatments and medicines that are safe and work well for all women.

Visit [here](#) to learn how you can participate in a clinical trial.

**Although heart disease is serious, it can be managed. And in some cases, it can even be prevented. Visit the [FDA Office of Women's Health Heart Health website](#) to #KNOWHmore about heart disease and what you can do to improve your heart health. The more proactive you are about managing your heart health, the better you will be able to protect your heart. By following these steps, you can live a more heart-healthy lifestyle every single day.**



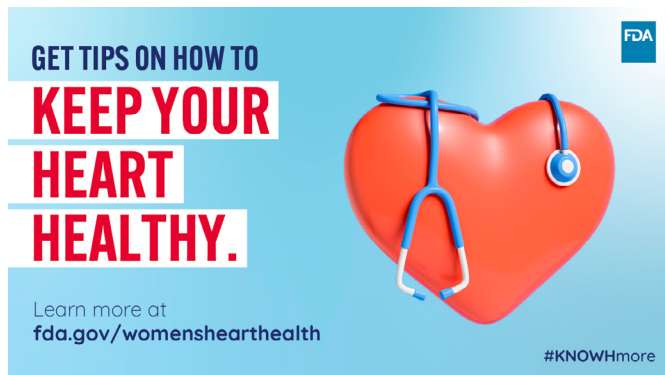
# Sample Social Media Graphics



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