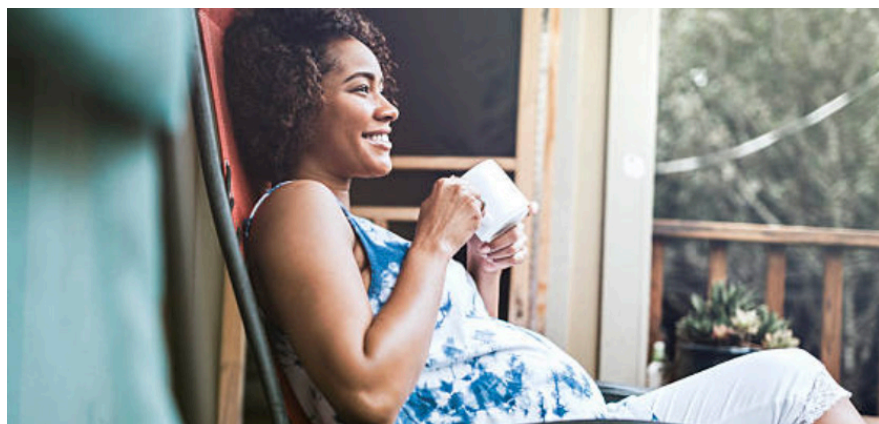




NATIONAL WOMEN'S HEALTH WEEK

PARTNER SOCIAL MEDIA TOOLKIT



National Women's Health Week is a great time to spread the word and empower yourself and women around you 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. Join us in sharing the messages and graphics in this toolkit to encourage women to live their healthiest lives.

Sample Tweets (7)

Sunday, May 12 Topic: Motherhood/Kick Off

- 1 Today is Mother's Day and the 1st day of National Women's Health Week! While we celebrate mothers, we also kick off a week of making health a priority. Follow @FDAWomen for women's health tips throughout the week: <https://go.usa.gov/xmTaG> #NWHW

Monday, May 13 Topic: Women in Clinical Trials

- 2 Medications and treatments can affect women and men differently. That's why it's important for women from diverse backgrounds to participate in #ClinicalTrials. Get tips to decide if a trial is right for you: <https://go.usa.gov/xmNec> #NWHW

Tuesday, May 14 Topic: Cardiovascular Disease

- 3 Many women don't know that heart disease is the leading cause of death for women. Learn more about the risk factors and prevention of heart disease: <https://go.usa.gov/xmjJf> #NWHW

Wednesday, May 15 Topic: Women in Science/STEM

- 4 Tune in to today's Scientific Speaker Series with @FDAWomen and Dr. Saralyn Mark! Dr. Mark will discuss #WomeninScience during the "Sex is Not Lost in Space" talk. To register, visit: <https://go.usa.gov/xmjJH>

Thursday, May 16 Topic: Pregnancy

- 5 If you're expecting or are a new mom, check out @FDAWomen's pregnancy resources to get the information you need to make the best choices for you and your baby: www.fda.gov/pregnancy #NWHW

Friday, May 17 Topic: HIV & Women

- 6 There are ways to prevent and treat HIV. Get the facts from @FDAWomen: <https://go.usa.gov/xmjJM> #NWHW

Saturday, May 18 Topic: Depression/Mental Health

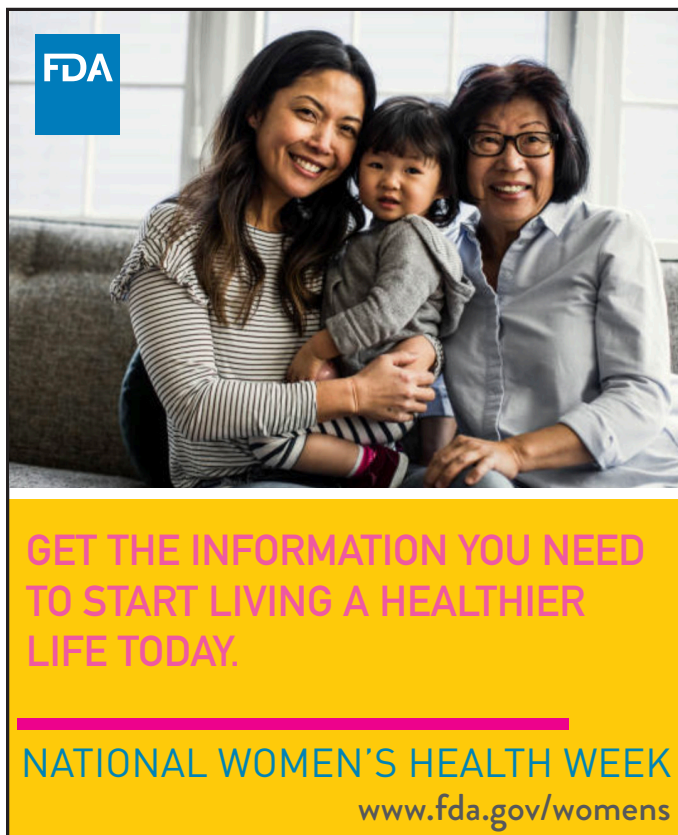
- 7 Depression is more common than you think. There is hope. Get the facts about depression, treatment options, and more from @FDAWomen: <https://go.usa.gov/xmjJJ> #NWHW

Sample Facebook Posts (2)

- 1 National Women's Health Week is May 12-18, 2019. This week can serve as a reminder to take steps to make your health and the health of women in your family and community a priority. The FDA Office of Women's Health has resources for women that can help! <https://go.usa.gov/xmTaG>
- 2 This National Women's Health Week, take small steps to make your health a priority. The FDA Office of Women's Health has resources that can help: <https://go.usa.gov/xmTaG>

Sample Social Media Graphics

FACEBOOK



TWITTER



Sample Newsletter Article

National Women's Health Week: Taking small steps toward a healthier life.

Daughter. Sister. Mother. Wife. Caregiver. Grandmother. And everything in between. Women wear many different hats and fill many different roles—throughout each day and throughout their lives. It can be easy to forget to take time to care for yourself. This National Women's Health Week (May 12-18, 2019), take a moment to think about your self-care. If you don't have a self-care routine, now is the perfect time to establish one. Better health is possible, even if you just change one little thing in your daily routine.

The FDA Office of Women's Health has resources and tips to help guide these small steps. Each day this week, FDA will be focusing on a different women's health topic. See below for more:

Sunday: Happy Mother's Day & Happy Kickoff to National Women's Health Week! Celebrate the moms in your life by sharing information and resources to help the women you love be as healthy as possible: <https://go.usa.gov/xmTaG>

Monday: Medicines and treatments affect women and men differently. That's why it's so important for diverse women to participate in clinical trials. Learn more: <https://go.usa.gov/xmNec>

Tuesday: Today's the day to focus on your heart! Follow these four tips from the FDA Office of Women's Health for better heart health: <https://go.usa.gov/xmjJf>

Wednesday: Looking to learn more about career opportunities for women in science? Join today's Scientific Speaker Series to hear Dr. Saralyn Mark speak about her experience in a STEM career during the "Sex is Not Lost in Space" seminar! To register, please visit: <https://go.usa.gov/xmjJH>

Thursday: If you are a pregnant woman taking medicine, consider enrolling in a pregnancy registry to help improve safety information for women. Find one here: www.fda.gov/pregnancyregistries

Friday: Every year, thousands of women are infected with HIV. The only way to know your HIV status is to get tested. Find information about HIV testing, prevention, and treatment here: <https://go.usa.gov/xmjJM>

Saturday: Are you paying attention to your mental health? Women are more likely to feel depressed than men, but you don't have to suffer in silence. Get the facts: <https://go.usa.gov/xmjJJ>

Explore the FDA Office of Women's Health website, www.fda.gov/womens, for more women's health resources to help you take steps toward better health.