



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. Help women across the country learn more about heart health by sharing information from the U.S. Food and Drug Administration (FDA).

The FDA Office of Women's Health has [heart health resources](#) like the *Getting a Beat on What Women Know about Heart Health* [video](#), fact sheets, and additional information to help women learn more about keeping their heart healthy. Share the sample messages in this toolkit on your social media channels to help spread the word about heart health and help women start living heart healthy today!

Sample Tweets

1. #DYK heart disease is the leading cause of death for women in the U.S.? Find out what other women like you know about heart disease & get tips on how to keep your heart healthy from @FDAWomen: <https://youtu.be/kAKaLnP2OFQ>
2. Have you or a woman you know been affected by heart disease? Take steps to improve your own #HeartHealth & share these tips from @FDAWomen with the women in your life: <https://youtu.be/7jbRLF4QfMI>
3. Keep your heart healthy for you and your loved ones! Eat a heart healthy diet, manage your health conditions, get the facts on aspirin & know the signs of a heart attack. Learn more from @FDAWomen: www.fda.gov/womenshearthealth
4. How can you maintain a heart healthy diet? Choose foods that are low in sodium, trans fat & sugar. Find other #HeartHealth tips from @FDAWomen here: www.fda.gov/womenshearthealth
5. Common health problems like high blood pressure, diabetes & high cholesterol can increase women's risk of #HeartDisease. Get tips on managing these conditions from @FDAWomen: www.fda.gov/womenshearthealth
6. What's your #BloodPressure? Know your numbers & talk to your healthcare provider about meds to help control high blood pressure & improve #HeartHealth. Find other resources to help you from @FDAWomen: <http://go.usa.gov/x9HGM>
7. #DYK diabetes increases the risk of #HeartDisease? Talk to your healthcare provider about how to manage #diabetes to help keep your heart healthy. @FDAWomen has information to help you: www.fda.gov/womensdiabetes
8. Do you think age is a risk factor for heart disease? @FDAWomen asked women like you what they know about heart disease & offered steps to improve #HeartHealth. Learn more: <https://youtu.be/Q2x6tJTxxv4>
9. Daily use of aspirin is not right for everyone. Ask your healthcare provider if you should use it as a prevention option. Find out more from @FDAWomen: www.fda.gov/womenshearthealth
10. #QuestionOfTheDay: Would you know if you were having a heart attack? Chest pain is not the only symptom & symptoms in women can be different than in men. Get the facts in @FDAWomen's #HeartHealth video: <https://youtu.be/q4Uv5PGXmpk>



11. [Insert poll function on Twitter]

True or false? The signs of a heart attack can be different for women than they are for 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 pain, jaw pain, shortness of breath, indigestion & nausea/vomiting. Learn more from @FDAWomen:

www.fda.gov/womenshearthealth

12. Make a difference in women's heart health! @FDAWomen has information about how you can participate in heart health #ClinicalTrials. Learn more: 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.

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

2. Have you or a woman you know been affected by heart disease? The FDA Office of Women's Health found out what women like you know about heart disease – including risk factors and heart attack symptoms. Hear their personal experiences, get the facts, and share with the women in your life. <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 back pain, jaw pain, shortness of breath, indigestion, and nausea or vomiting. Know the signs of a heart attack and learn more about how to protect your heart health from the FDA Office of Women's Health: <https://youtu.be/q4Uv5PGXmpk>
4. Join a clinical trial and help healthcare professionals 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



Sample Blog Post

Women: Protect your heart

Fact: One in five American women will die from heart disease, according to the Centers for Disease Control and Prevention (CDC).

The good news? You can take small steps to improve your heart health every day.

1. **Eat a heart healthy diet.** Choose low sodium and salt foods; limit foods that have trans fat, like pastries and fried food; and cut back on sugar.
2. **Manage your health conditions.** Take your medicines as directed and get your blood pressure and cholesterol tested regularly. If you have diabetes, check your blood sugar level on a regular basis.
3. **Get the facts about aspirin.** Some people take aspirin every day to help prevent a heart attack or stroke, but it is not right for everyone. Ask your healthcare provider if you should use aspirin.
4. **Know the signs of a heart attack in women**, including:
 - Heavy ache in your chest or back between your shoulder blades
 - Sharp pain in your upper body
 - Shortness of breath
 - Breaking out in a cold sweat
 - Unusual or unexplained tiredness
 - Feeling dizzy or light-headed
 - Feeling sick to your stomach

While the most common symptom for both women and men is chest discomfort, you can have a heart attack without experiencing chest pain or pressure. Women are more likely to have other symptoms such as back pain, jaw pain, shortness of breath, indigestion, and nausea or vomiting.

5. **Join a clinical trial.** Clinical trials help healthcare professionals learn about how women of different ages, disabilities, chronic health conditions, races and ethnic backgrounds respond to heart health treatments. Visit the FDA Office of Women's Health [Women in Clinical Trials](#) webpage to learn more about how you can participate in a clinical trial.

Go to the [FDA Office of Women's Health website](#) to learn more about heart disease and what you can do to improve your heart health. This [insert observance or month] and beyond, protect your heart by making good heart health decisions!



Sample Social Media Graphics

**GET TIPS ON
HOW TO KEEP YOUR
HEART HEALTHY.**

FDA

Learn more at:
www.fda.gov/womenshearthealth

This graphic features a light blue background with a dark blue horizontal band at the bottom. The text is in red and white. On the right side, there is a large red heart containing a white silhouette of a woman's profile. The FDA logo is in the top right corner.

Click image to download.

**4 TIPS
FOR BETTER
HEART HEALTH**

FDA

- ♥ Eat a heart healthy diet
- ♥ Manage your health conditions
- ♥ Get the facts about aspirin
- ♥ Know the signs of a heart attack

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