

#GoSpreadTheWord Media Kit

Sample Tweets and Facebook Posts in support of #GoSpreadTheWord on #WorldHeartDay

Facebook: <https://www.facebook.com/swhr2013>

Twitter: @SWHR, #GoSpreadTheWord, #WorldHeartDay

Website: <https://www.swhr.org>

About #GoSpreadTheWord: A patient advocacy campaign to spread the word about coronary artery disease (CAD) and women's unique risk, [Spread The Word](#) is supported by the [Society for Women's Health Research](#), [CardioDx](#), [HealthyWomen](#), [Nurse Practitioners in Women's Health](#), and the [Coalition of Labor Union Women](#). The Spread The Word campaign aims to educate women on the symptoms of CAD and its testing options as well as empower them to take control of their heart health.

We hope you'll utilize the tweets, hashtags, and/or graphics to support our work, and please feel free to post your own content related to this subject using the #GoSpreadTheWord hashtag.

About World Heart Day: World Heart Day takes place each year on September 29 as an opportunity for people all over the globe to participate in the world's biggest intervention against cardiovascular disease (CVD). Learn more at www.world-heart-federation.org.



TWEETS

Today is #WorldHeartDay! Follow us for heart health facts all day long! #GoSpreadTheWord

#Heartdisease is the number one killer of women and is more deadly than all forms of cancer combined. #WorldHeartDay #GoSpreadTheWord

Coronary artery disease (#CAD) is the most common form of #heartdisease. Learn more: <http://bit.ly/1DWH99e>

Women's #CAD symptoms differ from men's. Learn more: <http://bit.ly/1DWH99e>
#GoSpreadTheWord #WorldHeartDay

Back pain? Palpitations? #GoSpreadTheWord can help you identify #CAD symptoms:
<http://bit.ly/1DWH99e> #WorldHeartDay

Urge women around you to be proactive in discussing heart health with their healthcare providers. <http://bit.ly/1L3KnC1> #GoSpreadTheWord #WorldHeartDay

A simple blood test can tell you whether your symptoms point to #CAD. Learn more <http://bit.ly/1KtkU1n> #GoSpreadTheWord #WorldHeartDay

A nuclear stress test, a common test for #CAD, can expose you to the same amount of #radiation as 39 mammograms. #WorldHeartDay #GoSpreadTheWord

#DidYouKnow a CT angiography scan can expose you to ~5.3 yrs worth of natural radiation? There are safer options to diagnose CAD. #WorldHeartDay #GoSpreadTheWord

To learn more about #CAD and testing options for women, visit www.Gospreadtheword.com. #GoSpreadTheWord #WorldHeartDay

Heart disease kills approximately one woman every minute in the U.S. #WorldHeartDay #GoSpreadTheWord

A woman's risk of #CAD increases with age. #GoSpreadTheWord #WorldHeartDay

Symptoms of a heart blockage can be harder to identify and more difficult to diagnose in women. #GoSpreadTheWord #WorldHeartDay

Most #CAD tests do not account for cardiovascular differences between women and men and can be less effective in female patients. #GoSpreadTheWord #WorldHeartDay

Coronary artery disease (#CAD), the most common form of heart disease, causes 1 in 7 deaths in the U.S. #WorldHeartDay #GoSpreadTheWord

Want to learn more about women's heart health? SWHR is hosting a symposium Oct. 7-8: <http://bit.ly/1JwmePa> #WorldHeartDay

Want even more resources on heart health? We've got you covered: <http://swhr.org/cardiovascular-disease/> #WorldHeartDay

Learn more about sex differences in heart disease: <http://bit.ly/1j3tSJQ> #WorldHeartDay #GoSpreadTheWord

"Women's Heart Health: What We Don't Know" <http://huff.to/1MmhqNE> #WorldHeartDay

"Changing Perceptions About #HeartDisease" <http://huff.to/1Kw8AdK> #WorldHeartDay

"Spreading The Word, From One Heart To Another" <http://huff.to/1IMT1BU> #WorldHeartDay #GoSpreadTheWord

75 percent of women rarely or never talk to their family and friends about #heartdisease.
#GoSpreadTheWord #WorldHeartDay

80 percent of Americans don't make exercise a regular habit. Don't be a statistic!
#GoSpreadTheWord #WorldHeartDay

Obesity impacts the development of #CAD in women more than it does in men.
#GoSpreadTheWord #WorldHeartDay

The risk of #heartdisease can be lowered by 80 percent with modest changes in diet and
lifestyle! #GoSpreadTheWord #WorldHeartDay

Only 56 percent of women know that #heartdisease is our leading cause of death.
#WorldHeartDay #GoSpreadTheWord

90 percent of women have one or more risk factors for #heartdisease. #WorldHeartDay
#GoSpreadTheWord

More women than men die of coronary artery disease. #GoSpreadTheWord
#WorldHeartDay #CAD



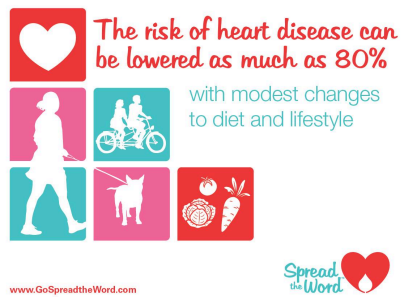
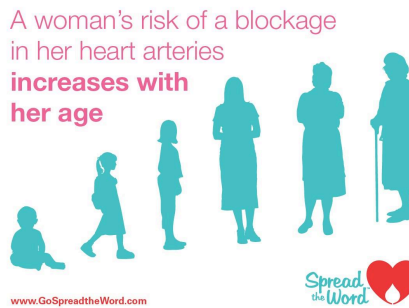
POSTS:

Women experience less obvious symptoms of coronary artery disease such as fatigue, weakness, tightness or pressure in the back, or a burning sensation in the upper body. Learn more: <http://bit.ly/1DWH99e>

A new patient advocacy campaign called Spread the Word aims to help women and those who love them identify obstructive coronary artery disease symptoms and to empower women to be proactive in discussing their heart health and testing options with their healthcare providers. Learn more: <http://bit.ly/1DWH99e>

The only way to know if your symptoms point to coronary artery disease is to get tested. Some tests are invasive or come with risks like radiation exposure, while others are non-invasive and more accurate for women. Get informed so you and your healthcare provider can decide together on the best option for you. Learn More: www.GoSpreadtheWord.com

IMAGES AND GRAPHICS:



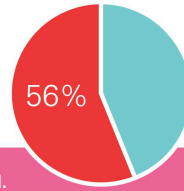


Heart disease is the leading
cause of death across most
ethnicities in the United States.

www.GoSpreadtheWord.com



Only 56% of
women know
that **heart
disease**
is our



**MOST COMMON
CAUSE OF DEATH.**

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