

**#Research4All Social Media Kit**  
**Sample Resources for Reintroduction Day & May 13 Tweet Storm**

**Contact:**

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On April 29, Rep. Jim Cooper (D-TN) and Rep. Cynthia Lummis (R-WY) re-introduced the bipartisan Research for All Act ([H.R. 2101](#)). This guide contains sample social media language and graphics connected to the reintroduction of the Research for All Act. The resources may be used on the day of reintroduction, or during the **#Research4All Twitter Storm** during Women's Health Week, **May 13, 3:00-4:00 PM ET**. We hope you'll utilize the tweets, hashtags, and/or graphics that work for your organization, and please feel free to post your own content related to the issue of gender disparities in medical research using the **#Research4All** hashtag.

You are also welcome use the #StudyUsWomen hashtag—part of the ongoing #StudyUsWomen social media campaign educating the public about why female test subjects must be included and analyzed in medical research.



**THUNDERCLAP**

To Be Pre-Scheduled May 13 @ 3:00 PM ET

[Click Here to Register](#)

I support the #Research4All Act b/c medical research must account for women. Act Now!  
#StudyUsWomen #womenshealthweek <http://cooper.house.gov/media-center/press-releases/cooper-lummis-reintroduce-research-for-all-act>



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## TWITTER

### Pre-Promotion and Introductory Messages for Tweet Storm

- Join the #Research4All Tweet Storm, May 13 @ 3PM ET, hosted by @SWHR and @Hadassah. #StudyUsWomen #womenshealth
- Proud to join @Hadassah and @SWHR for today's #Research4All Tweet Storm. Spread the word!
- Tune in NOW to the #Research4All Tweet Storm, hosted by @SWHR and @Hadassah

### Take Action!

- @YOURLEGISLATOR Support the bipartisan #Research4All Act introduced by @RepJimCooper & @CynthiaLummis <http://1.usa.gov/1c1YuaC> #StudyUsWomen
- @YOURLEGISLATOR Co-sponsor & support #Research4All Act! #StudyUsWomen <http://1.usa.gov/1c1YuaC>
- Medical researchers must #StudyUsWomen@! Urge your Representative to co-sponsor and support the #Research4All Act. [www.hadassah.org/gem](http://www.hadassah.org/gem)
- Support gender equity in medical research! Join me in urging Congress to pass the #Research4All Act! <http://cqrcengage.com/swhr>

### Spread the Word

- @RepJimCooper & @CynthiaLummis reintroduced the #Research4All Act to address gender disparities in medical research. #StudyUsWomen
- It's time for Congress to address gender disparities in medical research and make #Research4All a top priority. #StudyUsWomen
- Medical researchers have been using only male test subjects for years. What about the other half of the population? #StudyUsWomen #Research4All

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- Disparities in medical research lead to warped diagnoses for women. Support #Research4All!
- Medical researchers use male subjects because they assume “the female cycle” will interfere. #Research4All #StudyUsWomen
- #Research4All Act will ensure @US\_FDA and @NIH better address gender disparities in medical research. #StudyUsWomen
- Great progress by @US\_FDA and @NIH to better address gender disparities in medical research, but more can be done. Support #Research4All Act!

### From the Experts

- W/out [#Research4All](#) women r @ risk: incorrect diagnoses, misinformed treatments, sickness & even death [@BrighamWomens](#) <http://bit.ly/1cxJZFr>
- “Sex differences have been found in pain receptors, liver enzymes, even the wiring of the brain.” <http://cbsn.ws/1bDvwr5> #Research4All #StudyUsWomen
- Out of 2,000 animal studies done in 2009, bias toward use of male animals found in 8/10 disciplines. #Research4All <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3008499>
- Heart Disease is the #1 killer of women, yet only 1/3 of research subjects are women. [#Research4All](#) #StudyUsWomen <http://1.usa.gov/1PuSiqz>
- 8/10 prescription drugs pulled from the U.S. marketed between 1997-2001 posed greater risk to women. #Research4All #StudyUsWomen
- Time to end the Drug Dose Gender Gap! #Research4All Read More @nytimes [http://well.blogs.nytimes.com/2013/01/28/the-drug-dose-gender-gap/?\\_r=0](http://well.blogs.nytimes.com/2013/01/28/the-drug-dose-gender-gap/?_r=0)
- #StudyUsWomen: watch and learn! @NewsHour interview w/ @SWHR CEO Phyllis Greenberger & @NIH\_ORWH Dir. Janine Clayton <http://www.pbs.org/newshour/bb/nih-orders-scientists-test-new-drugs-animals-sexes>
- Watch: @TedTalks Single Biggest Health Threat Women Face w/ Dr. Noel Bairey Merz #StudyUsWomen #Research4All <http://bit.ly/10yciYT>

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#### Thanking Hill Champions

- I applaud @RepJimCooper & @CynthiaLummis for introducing the #Research4All Act. What are your legislators doing for women? #StudyUsWomen
- @RepJimCooper Thank you for your leadership on gender equity in medical research! #Research4All #StudyUsWomen
- @CynthiaLummis Thank you for your leadership on gender equity in medical research! #Research4All #StudyUsWomen

#### Society for Women's Health Research Resources

- Take action for the #Research4All Act via the @SWHR Action Page: <http://cqcengage.com/swhr>
- Check out @SWHR's Sex of Cells Initiative <http://swhr.org/sex-of-the-cells-initiative> #Research4All
- Read about @SHWR's briefing Women's Health Can't Wait: The Continued Need for Sex and Gender Based Research <http://bit.ly/1Ox2EZW> #Research4All
- Learn more about The Society for Women's Health Research (@SWHR), which marks 25 years of transforming women's health <http://bit.ly/196Z70Y> #Research4All
- [#StudyUsWomen!](#) Explore [@SWHR](#) clinical trial resources to learn more and join a trial yourself <http://swhr.org/resources/clinical-trials> #Research4All

#### Hadassah Gender Equity in Medical Research (GEM) Initiative Resources

- Take action for the #Research4All Act via the @Hadassah National Action Center: [www.hadassah.org/gem](http://www.hadassah.org/gem)
- Learn more about @Hadassah's Women's Health Advocacy: <http://www.hadassah.org/health-medicine-in-us/advocate-for-women.html> #Research4All
- Read how the @Hadassah Medical Organization Forges Ahead with Gender-Based Research and Advocacy <http://bit.ly/1HR4Wxo> #Research4All

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- Check out @Hadassah's Gender Equity in Medical Research Factsheet  
<http://www.hadassah.org/advocate/files/2015-02-gemfactsheet.pdf> #Research4All
- For more articles & videos, check out @Hadassah's #StudyUsWomen Media Kit  
[http://www.hadassah.org/advocate/files/2015-mediakit\\_gemv2.pdf](http://www.hadassah.org/advocate/files/2015-mediakit_gemv2.pdf) #Research4All



## FACEBOOK

- In honor of Women's Health Week, join me in advocating for the newly reintroduced #Research4All Act! This crucial legislation will help ensure that medical research can benefit women and men equally. #StudyUsWomen  
*Action Links:* [www.hadassah.org/qem](http://www.hadassah.org/qem) | <http://cqcencqage.com/swhr>
- It's Women's Health Week! Sex differences have been found in pain receptors, liver enzymes, even the wiring of the brain." We're not studying women in research and clinical trials—but we need to be! Urge your legislators to support the #Research4All Act to help ensure that medical research can benefit women and men equally.  
<http://cbsn.ws/1bDvwr5>
- Learn more about sex disparities in medical research and advocate for the #Research4All Act! Watch the Society for Women's Health Research's President and CEO, Phyllis Greenberger, in an interview with Judy Woodruff at PBS NewsHour last year.  
<http://www.pbs.org/newshour/bb/nih-orders-scientists-test-new-drugs-animals-sexes>
- Did you know every cell has a sex? Biomedical research -- from the most basic, cellular-level studies to late-stage clinical trials -- should account for differences between the sexes to yield therapies and cures tailored appropriately for both men and for women. I'm proud to join Hadassah in advocating for the bipartisan #Research4All Act. Tell Congress to pass this crucial legislation so medical researchers #StudyUsWomen!  
[www.hadassah.org/gem](http://www.hadassah.org/gem)



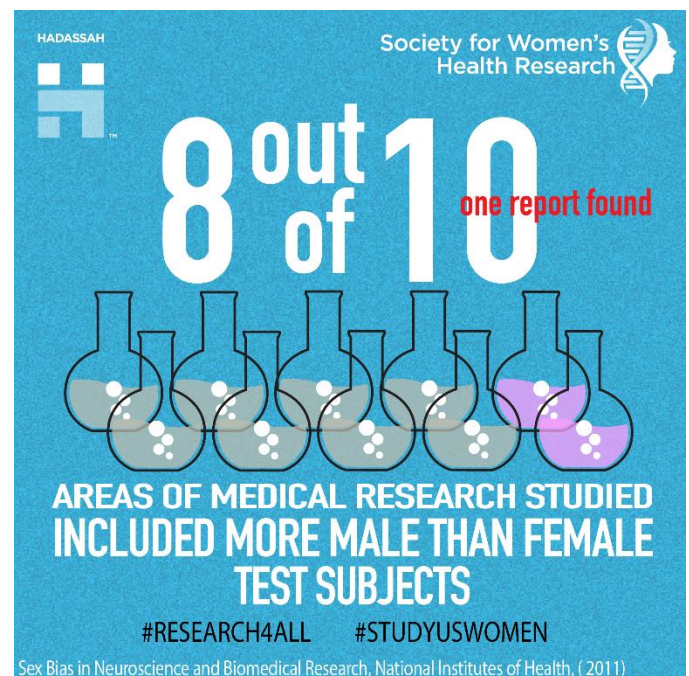
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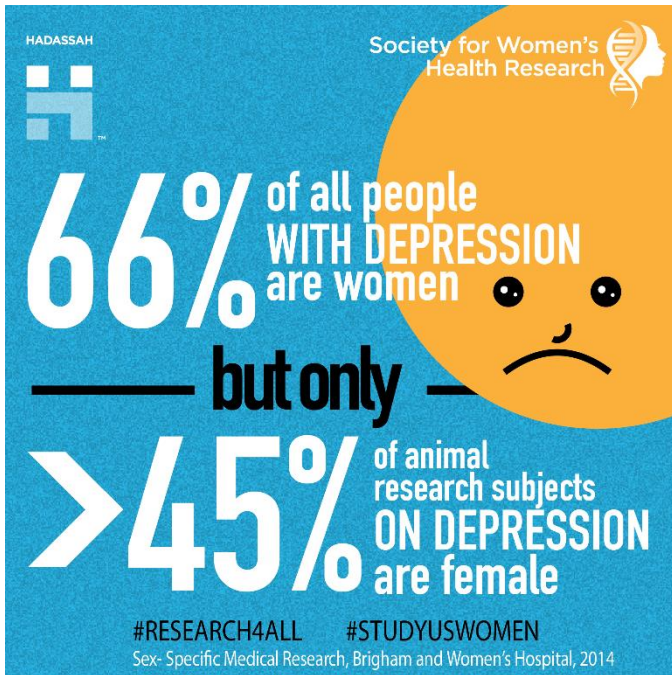
**FACEBOOK GRAPHICS**



Click to share or download these graphics from these Facebook Albums:

[Society for Women's Health](#) | [Hadassah](#)



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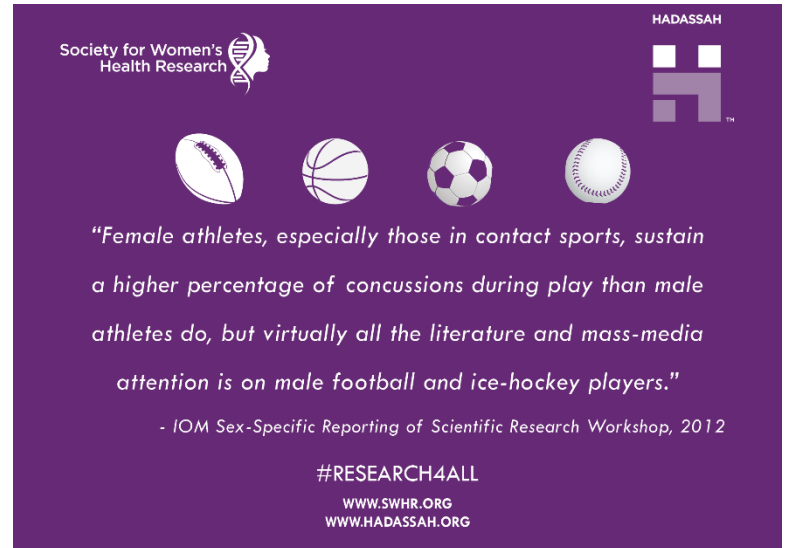
HADASSAH  Society for Women's Health Research 



**66%** of all people **WITH DEPRESSION** are women



**but only**

**>45%** of animal research subjects **ON DEPRESSION** are female

#RESEARCH4ALL #STUDYUSWOMEN  
Sex-Specific Medical Research, Brigham and Women's Hospital, 2014



Society for Women's Health Research  HADASSAH 

*"Female athletes, especially those in contact sports, sustain a higher percentage of concussions during play than male athletes do, but virtually all the literature and mass-media attention is on male football and ice-hockey players."*

- IOM Sex-Specific Reporting of Scientific Research Workshop, 2012

#RESEARCH4ALL  
WWW.SWHR.ORG  
WWW.HADASSAH.ORG