

#NWHW Social Media Kit

Sample Resources for Women's Health Week 2016 (May 8-14)

National Women's Health Week is an observance led by the U.S. Department of Health and Human Services' Office on Women's Health to empower women to make their health a priority. The week also serves as a time to help women understand what steps they can take to improve their health and provides them with the resources, information, and tools to do so. The 17th annual National Women's Health Week kicks off on Mother's Day, May 8, and is celebrated through May 14, 2016. Get involved! Use this media kit to tweet, post, share graphics, and join the Thunderclap – all to help us promote a variety of health issues that predominantly or disproportionately affect women!



TWITTER

Sunday: Mother's Day (May 8)

Happy #MothersDay! New mom? Check out @SWHR's pregnancy and maternal health resources: <http://bit.ly/1JSy6yy> #NWHW

Starts today! Celebrate National Women's Health Week May 8–14. <http://go.usa.gov/csrZJ> #NWHW @SWHR

The opioid epidemic's toll on pregnant women and their babies <http://to.pbs.org/1VZUNWc> via @NewsHour #NWHW #maternalhealth @SWHR

The most vulnerable victims of America's opioid epidemic <http://www.reuters.com/investigates/special-report/baby-opioids/> via @SpecialReports #NWHW #maternalhealth @SWHR

Monday: National Women's Checkup Day (May 9)

@SWHR has info on women's health from A to Z! Find everything you need here: <http://swhr.org/resources/womens-health-a-to-z/> #NWHW

It's #CheckupDay! Schedule your annual physical, get tested for STIs, or simply make that dentist appointment you've been putting off! #NWHW @SWHR

This #CheckupDay, we want women to make their health a priority! #womenshealth #NWHW @SWHR

Are you in #DC? This #CheckupDay, schedule an appointment with local hospitals like @InovaHealth, @GUMedCenter, or @GWtweets! #NWHW @SWHR

Need help meeting your health goals? Who doesn't? Schedule your annual well-woman visit to get started. <http://go.usa.gov/csrKV> #NWHW @SWHR

How can you support #NWHW? Join the @womenshealth @ThunderclapIt by donating a tweet or Facebook post. <http://bit.ly/1RFQ8pG> @SWHR

Age is just a number! You're never too young or too old to make healthier choices. <http://go.usa.gov/csrKh> #NWHW @SWHR

How can you support #NWHW? Join the @womenshealth @ThunderclapIt by donating a tweet or Facebook post. <http://bit.ly/1RFQ8pG> @SWHR

Whether you're in your 20s or your 90s, @womenshealth has tips to help you lead a healthier life. <http://go.usa.gov/csrBe> #NWHW @SWHR

Tuesday: Sleep (May 10)

PTSD: Not Just in Soldiers, And Not Just in Men http://www.huffingtonpost.com/society-for-womens-health-research/ptsd-not-just-in-soldiers-and-not-just-in-men_b_7292154.html #NWHW @SWHR

SexX Matters: @SWHR explains why women's #sleep health needs more attention. <https://onmogul.com/stories/sexx-matters-in-sleep-health> #NWHW

Plenty of sleep = better mental health. Count me in! <http://go.usa.gov/csrBB> #NWHW @SWHR

It's #NWHW and today we're focused on #sleep! Check out @SWHR's latest piece at @LawStreetMedia: <http://lawstreetmedia.com/issues/health-science/sleep-drugs-what-every-woman-should-know/>

Learn more about @SWHR's Interdisciplinary Network on #Sleep: <http://swhr.org/swhr-interdisciplinary-network-on-sleep/> #NWHW

@SWHR's #sleep network just published an article in the journal Sleep Review: <http://www.sleepreviewmag.com/2016/04/sexx-women-sleep-health/> #NWHW

Check out @SWHR's @HuffPo article on #sleep health! <http://huff.to/1bhQm5Q> #NWHW

25 percent of American adults suffer from #insomnia. Read @SWHR's @HuffPoHealth piece: <http://huff.to/1FUdzHB> #sleep #NWHW

"There are gaps in our understanding of the roles of sex and gender on #sleep and sleep disturbances." Read @SWHR's piece at @HuffPoHealth: <http://huff.to/1bhQm5Q> #NWHW

Sleep is a major factor in #womenshealth. Check out @SWHR's recent piece on #sleep on @HuffPoHealth: <http://huff.to/1FUdzHB>

Women sleep an average of 6 hours 41 minutes per night – that's not enough! Learn more: <https://sleepfoundation.org/sleep-topics/women-and-sleep> #NWHW

Wednesday: Sex Differences in Lung Health (May 11)

Lung cancer kills more women than any other cancer – nearly 200 women each day. <http://swhr.org/fact-sheet-lung-cancer/> #NWHW @SWHR

Lung cancer kills twice as many women as any other form of cancer. Learn more: <http://www.lungforce.org/womens-lung-health-barometer-infographic> #NWHW @SWHR

Anyone, not just smokers, can get #lungcancer, and the five-year survival rate after diagnosis is only 18%. <http://www.lungforce.org/womens-lung-health-barometer-infographic> #NWHW @SWHR

Do you know the number-one cancer killer of women? #Lungcancer. Learn more: <http://www.lungforce.org/womens-lung-health-barometer-infographic> #NWHW @SWHR

#Lungcancer will kill 71k U.S. women this year alone. <http://www.lungforce.org/womens-lung-health-barometer-infographic> #NWHW @SWHR

Thursday: Minority Mental Health (May 12)

We're not talking about #mentalhealth in minority communities, but we need to be. #NWHW #POC #WOC @SWHR

We can all change the words we use when talking about #mentalhealth. <http://huff.to/1lpzfti> #NWHW @SWHR

One in four people in the U.S. will experience a #mentalhealth problem in the course of a year. Learn more: <http://bit.ly/1EVoFd7> #NWHW @SWHR

Stress is a health issue, too! Find resources and support on @SWHR's website: <http://bit.ly/1EVoFd7> #NWHW #mentalhealth

Do you know the symptoms of #PTSD in women? Learn with @SWHR's fact sheet! <http://bit.ly/1KS1r9X> #mentalhealth #NWHW

Why the black community has a fraught relationship with therapy: <http://bit.ly/1YIMaOE> via @attn #NWHW @SWHR

2/3 of all individuals with #depression are women. Learn more: <http://swhr.org/fact-sheet-mental-health/> #NWHW @SWHR

Prevalence of #mentalhealth issues are higher in women than men – 22% vs 15%. Learn more: <http://swhr.org/fact-sheet-mental-health/> #NWHW @SWHR

Some #PTSD symptoms are more common in women than men. Learn more: <http://www.ptsd.va.gov/public/PTSD-overview/women/women-trauma-and-ptsd.asp> #NWHW @SWHR

Friday: Diabetes (May 13)

#Diabetes is the fifth leading cause of death for women in the U.S. Learn more: <http://swhr.org/diabetes-2/> #NWHW @SWHR

Women are more likely than men to experience a diabetic coma, which can occur if a person's #diabetes is poorly controlled. <http://swhr.org/diabetes-2/> #NWHW @SWHR

Women with diabetes are also more likely to suffer a heart attack at a younger age than women without diabetes. <http://swhr.org/diabetes-2/> #NWHW @SWHR

The rates of depression, heart disease, blindness, stroke, and eating disorders are higher among women with diabetes. <http://swhr.org/diabetes-2/> #NWHW @SWHR

#Diabetes is one of the leading underlying causes of death among women aged 65 years and older. Learn more: <https://diabetessisters.org/women-diabetes> #NWHW @SWHR

Approximately 3.8 million women aged 45-64 years have #diabetes. Learn more: <https://diabetessisters.org/women-diabetes> #NWHW @SWHR

Diabetes was once a problem of the rich. Now it belongs to the poor. <http://wpo.st/CPZW1> #NWHW @SWHR

#Diabetes is a leading cause of death among middle-aged American women. Learn more: <https://diabetessisters.org/women-diabetes> #NWHW @SWHR



FACEBOOK

Sunday: Mother's Day (May 8)

Wishing a happy and healthy Mother's Day to all mothers everywhere. New mom? We've got pregnancy and maternal health resources at our website: <http://bit.ly/1JSy6yy>

National Women's Health Week kicks off TODAY, May 8! Let's spread the word to our moms, sisters, friends, and coworkers. <http://go.usa.gov/csrWW>

Monday: National Women's Checkup Day (May 9)

1025 Connecticut Avenue, NW | Suite 601 | Washington, D.C. 20036 | Phone 202-223-8224 | Fax 202-833-3472 | SWHR.org

It's National Women's Checkup Day! This year, make your health a priority and schedule your annual well-woman visit. Check out our resources on women's general health at our website: <http://swhr.org/>

Need help meeting your health goals? Who doesn't? Schedule your annual well-woman visit during National Women's Health Week to get started. <http://go.usa.gov/csrZm>

Tuesday: Sleep (May 10)

"There are gaps in our understanding of the roles of sex and gender on #sleep and sleep disturbances." Read our piece at @HuffPoHealth: <http://huff.to/1bhQm5Q> #NWHW

Not just a man's disease: Women get sleep apnea, too. http://www.huffingtonpost.com/society-for-womens-health-research/women-sleep-apnea_b_5823254.html #NWHW

SeXX Matters: The Society for Women's Health Research explains why women's sleep health needs more attention. <https://onmogul.com/stories/sexx-matters-in-sleep-health>

Wednesday: Lung Health (May 11)

In 1987, lung cancer surpassed breast cancer to become the leading cause of cancer deaths in women. Find more facts here: <http://bit.ly/1HqYBWP> #NWHW

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We're not talking about #mentalhealth in minority communities, but we need to be. #NWHW #POC #WOC

Why the Black Community Has a Fraught Relationship With Therapy <http://bit.ly/1YIMAOE> via @attn #NWHW

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Approximately 3.8 million women aged 45-64 years have #diabetes. Learn more: <https://diabetessisters.org/women-diabetes> #NWHW

Diabetes was once a problem of the rich. Now it belongs to the poor. <http://wpo.st/CPZW1>



THUNDERCLAP

Thunderclap is a social media platform on which a message is sent from hundreds of accounts at the same time – filling the social media “airwaves” with that message! Sign up to participate via social media in the [National Women's Health Week Thunderclap](#), Monday, May 9 at 12 pm EST, and then share these messages with your Twitter and Facebook followers!

Join the #NWHW Thunderclap and amplify our message! Register here:

<https://www.thunderclap.it/projects/39599-national-women-s-health-week>

Help us spread the word about #NWHW and staying healthy at any age: join the Thunderclap!

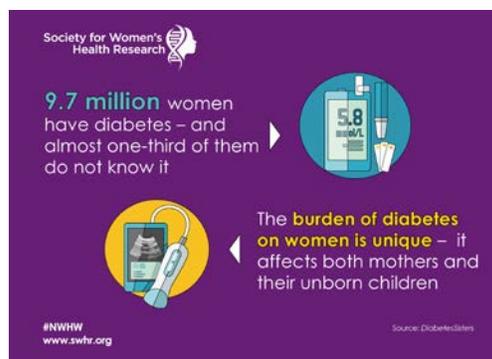
<https://www.thunderclap.it/projects/39599-national-women-s-health-week>

Add your voice, via Facebook or Twitter, to the #NWHW Thunderclap:

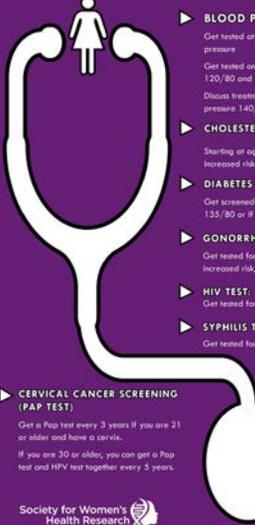
<https://www.thunderclap.it/projects/39599-national-women-s-health-week>

GRAPHICS

Click [here](#) to share or download these graphics from our Facebook Album.



SCREENING TESTS FOR WOMEN AGED 18-39



- ▶ **BLOOD PRESSURE TEST:**
Get tested at least every 2 years if you have normal blood pressure.
Get tested once a year if you have blood pressure between 120/80 and 139/89.
Discuss treatment with your doctor or nurse if you have blood pressure 140/90 or higher.
- ▶ **CHOLESTEROL TEST:**
Starting at age 20, get a cholesterol test regularly if you are at increased risk for heart disease.
- ▶ **DIABETES SCREENING:**
Get screened for diabetes if your blood pressure is higher than 135/80 or if you take medicine for high blood pressure.
- ▶ **GONORRHEA TEST:**
Get tested for gonorrhea if you are sexually active and at increased risk, pregnant or not pregnant.
- ▶ **HIV TEST:**
Get tested for HIV at least once.
- ▶ **SYPHILIS TEST:**
Get tested for syphilis if you are at increased risk or pregnant.
- ▶ **CERVICAL CANCER SCREENING (PAP TEST)**
Get a Pap test every 3 years if you are 21 or older and have a cervix.
If you are 30 or older, you can get a Pap test and HPV test together every 5 years.
- ▶ **CHLAMYDIA TEST:**
Get tested for chlamydia yearly through age 24 if you are sexually active or pregnant.
Age 25 and older get tested for chlamydia if you are at increased risk, pregnant or not pregnant.

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10 DIFFERENCES THAT MAKE A DIFFERENCE

SEX AND GENDER DIFFERENCES IN HEALTH AND DISEASE

1. **HEART DISEASE:** Heart disease kills 500,000 American women each year - over 50,000 more women than men.
2. **DEPRESSION:** Women are 2-to-3x more likely than men to suffer from depression.
3. **OSTEOPOROSIS:** Women comprise 80% of the population suffering from osteoporosis.
4. **SMOKING:** Smoking has a more negative effect on cardiovascular health in women than in men.
5. **STIS:** Women are 2x more likely than men to contract a sexually transmitted infection.
6. **AUTOIMMUNE DISEASE:** 3 out of 4 people suffering from autoimmune diseases are women.
7. **ALCOHOL:** About 1.6 million alcoholics in the U.S. are women, who are the fastest growing segment of the alcohol abusing population.
8. **PAIN:** Many chronic pain conditions are more common in women, such as rheumatoid arthritis, fibromyalgia, migraine, and osteoarthritis (after age 45).
9. **STROKE:** Each year, approximately 40,000 more women than men suffer from a stroke.
10. **DRUG ADDICTION:** Women are more likely to experience more severe withdrawal symptoms than men when trying to quit an addictive substance.



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OUT OF NEARLY 2,000 ANIMAL STUDIES PUBLISHED IN 2009,
THERE WAS A BIAS TOWARD THE USE OF MALE ANIMALS
IN 8 OF 10 DISCIPLINES.

- Neuroscience and Biobehavioral Reviews, 2010

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SEX DIFFERENCES IN SLEEP

Women report more sleepiness and have a greater chance of developing insomnia and restless leg syndrome than their male counterparts.

Although men are at more risk for obstructive sleep apnea, women experience more symptoms than men such as fatigue, morning headaches, insomnia, depression, and use of sedatives than men.

Women with obstructive sleep apnea exhibit greater injury to a part of the brain that regulates heart function, which can lead to the development of hypertension and irregular heartbeat.

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WOMEN ARE 1.4 TIMES MORE LIKELY TO EXPERIENCE INSOMNIA THAN MEN

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HEART DISEASE IS THE NO. 1 KILLER OF WOMEN.
YET, ONLY 1/3 OF RESEARCH
SUBJECTS ARE WOMEN.



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CARDIOVASCULAR DISEASE
IS THE LEADING CAUSE OF DEATH
FOR AFRICAN-AMERICAN WOMEN



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Society for Women's
Health Research

"Medical research that is gender-neutral or skewed to male physiology puts women at risk for missed opportunities for prevention, incorrect diagnoses, misinformed treatments, sickness, and even death."

- Sex-Specific Medical Research: Why Women's Health Can't Wait Report from Brigham and Women's Hospital, 2014

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Society for Women's
Health Research

"Until the sex bias in clinical research is properly addressed... women will be forced to make do with therapies that may be of limited benefit to them."

- Alison M. Kim, AB, PhD, Candace M. Tingen, & Teresa K. Woodruff, PhD in 2010 Nature Commentary

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Society for Women's
Health Research



"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

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Society for Women's
Health Research



8 OUT OF 10 PRESCRIPTION DRUGS PULLED FROM THE U.S. MARKET FROM 1997 TO 2001 CAUSED GREATER HEALTH RISKS IN WOMEN.

- Neuroscience and Biobehavioral Reviews, 2010

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Any questions about how to get involved and/or use these materials?
Contact us at communications@swhr.org!