

The Society for Women's Health Research - *Read My Lips* Policy Campaign

Partner Social Posts – February 2024

The Society for Women's Health Research (SWHR) is advocating for policy change to support women's heart health. The *Read My Lips* campaign emphasizes the importance of women knowing their risk factors for heart disease and understanding the critical role of cholesterol screening – and specifically, lipid panel testing, the most comprehensive way to measure cholesterol – in taking charge of their heart health. We're looking to raise awareness about gaps in women's heart health, including awareness and education gaps, among policymakers and their staff to drive policy action related to women's heart health. We've outlined some of these steps in our policy agenda: <https://swhr.org/read-my-lips/>

We would love your help in spreading this message during February – American Heart Month.

Enclosed are three pre-drafted social posts and creative graphics for your organization to tailor and use on your social media channels.






- Post 1: Learn About Read My Lips
- Post 2: Tag Your Representative
- Post 3: Read the Policy Agenda

We kindly request you tag Society for Women's Health Research and use the hashtag #ReadMyLips in any social posts about the campaign:






- Facebook: <https://www.facebook.com/SocietyForWomensHealthResearch/> (@Society for Women's Health Research)
- X (Twitter): <https://twitter.com/SWHR> (@SWHR)
- Instagram: https://www.instagram.com/swhr_official/ (@swhr_official)
- LinkedIn: <https://www.linkedin.com/company/society-for-women's-health-research-swhr/> (@Society for Women's Health Research (SWHR))

Throughout the month, please also feel free to repost any Read My Lips content on SWHR's social accounts.






Post 1: Learn About Read My Lips

Channel	Copy	Creative
	<p>#ReadMyLips: The time is now to get serious about addressing women's heart health! Did you know that a lipid panel test is the best way to test for #cholesterol, but most women don't know about this essential tool? Check out how our partner, @Society for Women's Health Research, is committed to addressing women's heart health and encouraging #policymakers to take action: https://swhr.org/read-my-lips/</p>	 <p data-bbox="1543 911 1969 979">Please see the link to download the creative asset here</p>
	<p>#ReadMyLips: The time is now to get serious about addressing women's heart health! Did you know that a lipid panel test is the best way to test for #cholesterol, but most women don't know about this essential tool? Check out how our partner, @Society for Women's Health Research (SWHR), is committed to addressing women's heart health and encouraging #policymakers to take action: https://swhr.org/read-my-lips/</p>	
	<p>#ReadMyLips: The time is now to get serious about addressing women's #hearthealth! Check out how our partner, @SWHR, is encouraging women to take charge of their heart health and engage #policymakers in the discussion: https://swhr.org/read-my-lips/</p>	
	<p>#ReadMyLips: The time is now to get serious about addressing women's #hearthealth! Did you know that a lipid panel test is the best way to test for #cholesterol, but most women don't know about this essential tool?</p> <p>Check out how our partner, @swhr_official, is to addressing women's heart health and learn how #policymakers can lend their support: https://swhr.org/read-my-lips/</p> <p>#womenshealth #womenshearthealth #cardiovascularhealth #highcholesterol #healthpolicy #healthforall #heartdisease #hearthealthy #healthscreening</p>	

Post 2: Tag Your Representative

Channel	Copy	Creative
	<p>It's time to break the silence on women's #hearthealth. Heart disease is the leading cause of death for women in the U.S. - and women are more likely to die from heart attacks than men.</p> <p>We're partnering with @Society for Women's Health Research to call on policymakers to ensure that comprehensive coverage for cardiovascular health includes essential services like preventive screenings, diagnostic tests, and necessary treatments.</p> <p>Tag your representatives to let them know it's time to #ReadMyLips! Patients and policymakers can learn more about women's heart health at https://swhr.org/read-my-lips/</p>	 <p>Please see the link to download the creative asset here</p>
	<p>Heart disease is the leading cause of death among women in the U.S., and women are more likely to die from a heart attack than men.</p> <p>We're partnering with @Society for Women's Health Research (SWHR) to call on policymakers to support women's #hearthealth and raise awareness about heart health risk and the role of lipid panel testing in tackling #highcholesterol.</p> <p>Tag your representatives to let them know it's time to #ReadMyLips! Patients and policymakers can learn more about women's heart health at https://swhr.org/read-my-lips/</p>	
	<p>DYK women are more likely than men to die from a heart attack? We're calling on policymakers with @SWHR to support women's #hearthealth, like lipid panels for cholesterol testing. Tag your representatives to tell them it's time to #ReadMyLips! Learn more: https://swhr.org/read-my-lips/</p>	
	<p>It's time to break the silence on women's #hearthealth. #Heartdisease is the leading cause of death for women - and women are more likely to die from heart attacks than men.</p> <p>We're partnering with @swhr_official to call on policymakers to support policies that improve women's health, including raising awareness about heart health risk and the role of lipid panel testing in tackling #highcholesterol.</p> <p>Tag your representatives to let them know it's time to #ReadMyLips! Patients and policymakers can read more about women's heart health at link in bio.</p> <p>#hearthealthy #healthforall #womenshearthealth #healthscreening #heartattack #cardiovascularhealth #healthpolicy</p>	

Post 3: Read the Policy Agenda

Channel	Copy	Creative
	<p>We stand with our partner, @Society for Women’s Health Research, on the need for policy change to support women’s #hearthealth. A lipid panel is the best way to determine if you have #highcholesterol, which increases the risk of #heartdisease - but only 54% of people who could benefit from cholesterol medication are currently taking it.</p> <p>It's time for policymakers to #ReadMyLips and support policies that improve screenings and health outcomes for women. Read the policy agenda: https://swhr.org/read-my-lips/</p>	 <p data-bbox="1545 943 1969 1011">Please see the link to download the creative asset here</p>
	<p>We stand with our partner, @Society for Women’s Health Research (SWHR), on the need for change to support women’s #hearthealth. A lipid panel is the best way to determine if you have #highcholesterol, which increases the risk of #heartdisease. However, only 54% of people who could benefit from cholesterol medication are currently taking it.</p> <p>It's time for policymakers to #ReadMyLips and support policies to improve screenings and health outcomes for women. Read the policy agenda: https://swhr.org/read-my-lips/</p>	
	<p>We stand with @SWHR on the need for change to support women’s #hearthealth. A lipid panel is the best way to test for #highcholesterol, a risk for heart disease. It's time for policymakers to #ReadMyLips and support policies to improve women's health: https://swhr.org/read-my-lips/</p>	
	<p>We stand with our partner, @swhr_official, on the need for change to support women’s #hearthealth. A lipid panel is the best way to determine if you have #highcholesterol, which increases the risk of #heartdisease - but only 54% of people who could benefit from cholesterol medication are currently taking it.</p> <p>It's time for policymakers to #ReadMyLips and support policies to improve screenings, awareness, and health outcomes for women. Read the policy agenda at link in bio.</p> <p>#hearthealthy #healthforall #womenshearthealth #healthscreening #cardiovascularhealth #healthpolicy</p>	