

SPEAKING UP FOR WOMEN'S HEART HEALTH

A Social Media Toolkit *created by the Society for Women's Health Research*

Cardiovascular disease (CVD) can refer to several conditions, including heart disease, stroke, heart failure, and arrhythmia.

Heart disease is the leading cause of death for both women and men in the United States, resulting in one in every five deaths. In 2021, about 695,000 people died of heart disease. Heart disease also costs the United States an estimated \$219 billion each year, encompassing the cost of health care services, medications, and premature death.

Six million women in the United States are living with heart disease, and 20% of female deaths due are due to heart disease. Women tend to experience higher missed or delayed diagnoses of heart disease, because of the difference in presentation of heart disease symptoms in women, the historical underrepresentation of women in cardiovascular research, and gender bias in health care, among other factors.

Despite the devastating health, economic, and societal impacts of heart disease, disparities exist in the understanding, diagnosis, and treatment of cardiovascular conditions in women.


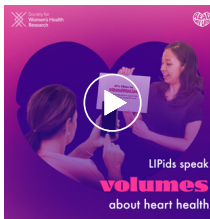
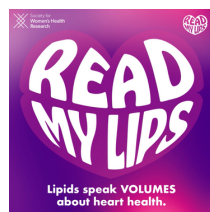
Addressing gender-specific considerations in research, clinical care, and policymaking is a public health imperative and is key to improving women's heart health across the lifespan.

The Society for Women's Health Research (SWHR) has created this social media toolkit to help raise awareness about the gaps that exist and, ultimately, advance women's heart health policy.

Join SWHR this American Heart Health Month and beyond to spread crucial heart health information and improve women's heart health outcomes.




Explore the social media toolkit!

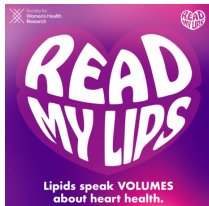


Topic	Twitter (X) Posts	Facebook, LinkedIn, or Instagram Posts	Graphics
Heart disease in women	<p>Heart disease is the leading cause of death for women and men in the United States, resulting in 1 in every 5 deaths. Heart disease also costs the United States an estimated \$219 billion each year. We're joining @Society for Women's Health Research @SWHR to help improve women's heart health policy. #SWHRtalksHeart</p>	<p>Heart disease is the leading cause of death for women and men in the United States, resulting in 1 in every 5 deaths. Heart disease also costs the United States an estimated \$219 billion each year. We're joining @Society for Women's Health Research to help close the care gaps that exist and move the needle forward for women's heart health policy. #SWHRtalksHeart</p>	
It's time to #ReadMyLips	<p>We stand with @SWHR for the need 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/ #SWHRtalksHeart</p>	<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 optimal way to determine if you have #highcholesterol, which increases the risk of #heartdisease. Only 54% of people who could benefit from cholesterol medication are currently taking it. It's time for policymakers to #ReadMyLips and support policies that improve screenings and health outcomes for women. Read SWHR's heart health policy agenda: https://swhr.org/read-my-lips/ #SWHRtalksHeart</p>	 <p><i>This is a video</i></p>
Read My Lips: American Heart Month	<p>We're partnering with @SWHR this #AmericanHeartMonth to empower women to take charge of their #hearthealth! #ReadMyLips: Your lipids hold key insights about your #cholesterol, which is why it's crucial to talk to your #doctor about a #lipidpanel. #SWHRtalksHeart</p>	<p>This #AmericanHeartMonth, we're teaming up with our partner SWHR to encourage all women to feel empowered about their #hearthealth through the #ReadMyLips campaign. Your lipids speak volumes about your #cholesterol, which is why it's crucial to talk with your doctor about getting a lipid panel to learn more about your #cholesterol levels.</p> <p>Follow along with us and @Society for Women's Health Research for more information and resources about heart health. #SWHRtalksHeart</p>	

Suggested Hashtags





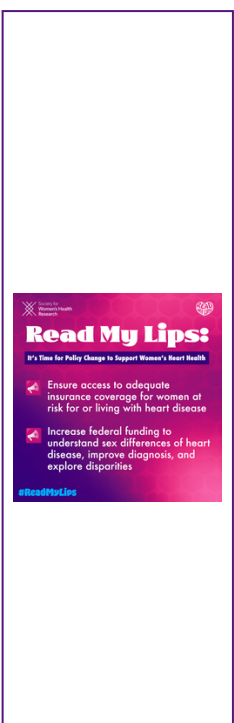
#SWHRtalks Heart	#ReadMyLips	#WomensHeart Health	#HeartDisease	#AmericanHeart Month
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Topic	Twitter (X) Posts	Facebook, LinkedIn, or Instagram Posts	Graphics
<p>SWHR Heart Health Policy Agenda</p>	<p>The @SWHR Heart Health Policy Agenda serves as a roadmap for #policymakers to rectify the gap that exists within women’s heart health. Read it today! swhr.org/hearthealthpolicyagenda #SWHRtalksHeart</p>	<p>Tackling the gender disparity in heart health requires a comprehensive approach—starting with the research enterprise and extending to health care provider education to ensure equitable and effective cardiovascular care for women. The new Heart Health Policy Agenda from the @Society for Women’s Health Research intends to serve as a roadmap for policymakers to rectify the gap that exists within women’s heart health. Read the Agenda today! swhr.org/hearthealthpolicyagenda #SWHRtalksHeart</p>	
<p>Heart Health Policy: Education, Awareness, Advocacy</p>	<p>Heart disease is considered an “invisible illness.” Championing education and advocacy among women & providers is key in our fight against heart health. Read the @SWHR Heart Health Policy Agenda: swhr.org/hearthealthpolicyagenda #SWHRtalksHeart</p>	<p>Heart disease is considered an “invisible illness;” it’s not visible to others and may be difficult to diagnose. Raising heart health awareness among women and care providers is key in our fight against heart health. By championing education, awareness, and advocacy, the United States can reduce the burden of heart disease across society. Explore the @Society for Women’s Health Research’s Heart Health Policy Agenda to learn more: swhr.org/hearthealthpolicyagenda #SWHRtalksHeart</p>	
<p>Heart Health Policy: Research Needs</p>	<p>Heart disease research funding is not proportional to the disease burden, and women remain underrepresented in cardiovascular clinical trials. Explore the @SWHR Heart Health Policy Agenda for more: swhr.org/hearthealthpolicyagenda #SWHRtalksHeart</p>	<p>Heart disease research funding is not proportional to the disease burden, and women remain underrepresented in cardiovascular clinical trials.</p> <p>With more funding, the opportunities to advance women’s heart health are vast. Read the @Society for Women’s Health Research’s Heart Health Policy Agenda to learn more: swhr.org/hearthealthpolicyagenda #SWHRtalksHeart</p>	

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Heart Health Policy: Clinical Care	<p>#DYK, women ages 18-55 who report chest pain wait longer to be evaluated for a possible heart attack than men in the same age range? We must close the care gap. Download the @SWHR Heart Health Policy Agenda to learn more: swhr.org/hearthealthpolicyagenda #SWHRtalksHeart</p>	<p>#DYK, women ages 18-55 who report chest pain wait longer to be evaluated and receive less thorough evaluations for a possible heart attack than men in the same age range?</p> <p>Women are often undertreated for heart disease and are less likely to receive guideline recommended therapies. We must close the clinical care gap. Download and read the @Society for Women's Health Research's Heart Health Policy Agenda to learn more about the role of policy to close these heart health care gaps: swhr.org/hearthealthpolicyagenda #SWHRtalksHeart</p>	
Heart Health Policy: Coverage and Access	<p>Access to comprehensive health care, including treatments and medications, is critical for promoting women's heart health across the lifespan. Read the @SWHR Heart Health Policy Agenda to learn more: swhr.org/hearthealthpolicyagenda #SWHRtalksHeart</p>	<p>Access to comprehensive health care, including treatments and medications, is critical for promoting women's heart health across the lifespan. Equitable access to care allows women to make informed health decisions at every life stage, from young adulthood through #menopause, and in #pregnancy, if desired. Read the @Society for Women's Health Research's Heart Health Policy Agenda to learn more: swhr.org/hearthealthpolicyagenda #SWHRtalksHeart</p>	
Asking your reps to support women's hearts	<p>This #AmericanHeartMonth, I'm asking you to #ReadMyLips -- lipids that is! Did you know a lipids panel is the optimal way to measure cholesterol levels, which can inform you of your heart health risk? Will you join me [@REP/SEN HANDLE] in supporting women's heart health?</p>		

Download the graphics!

Download all of the toolkit graphics here: [link](#)

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Ask your reps to support National Cholesterol Education Month	<p>[@REP/SEN HANDLE], I'm asking you to cosponsor the resolution designating September as National Cholesterol Education Month. We must work together to raise awareness for and improve our nation's heart health! #ReadMyLips</p>		
Ask your reps to support heart health funding	<p>There are notable gaps in women's health research, including women's heart health research. I support increasing research funding at the @NIH in FY24 and FY25 to improve our knowledge of heart disease. [@REP/SEN HANDLE], please support this funding! #ReadMyLips</p>		
For Congress supporting National Cholesterol Education Month	<p>I support the resolution from @SenHydeSmith and @SenGaryPeters designating September as National Cholesterol Education Month. We must raise awareness around the risks of high cholesterol for your heart health and improve our nation's heart health! #ReadMyLips</p>		
For Congress supporting heart health funding	<p>There are notable gaps in women's health research, including women's heart health research. I support increasing research funding at the @NIH in FY24 and FY25 to advance our collective knowledge of heart disease. #ReadMyLips</p>		
Read My Lips: It's Time for Policy Change	<p>DYK women are more likely than men to die from a heart attack? We're joining @SWHR to call on policymakers to support women's #hearthealth, including lipid panel testing for cholesterol. Tag your representatives to tell them it's time to #ReadMyLips! https://swhr.org/read-my-lips/</p>	<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/ #SWHRtalksHeart</p>	

Relevant Heart Health Policies

- September as National Cholesterol Education Month:
 - The resolution for 2023 has been introduced in the [House](#) and in the [Senate](#)
 - The resolution for 2024 has been introduced in the [Senate](#)
- CONNECT for Health Act of 2023: in the [House](#) and in the [Senate](#)
- DIVERSE Trials Act of 2022: in the [House](#) and in the [Senate](#)
- NIH Clinical Trial Diversity Act of 2023: in the [House](#) and in the [Senate](#)

If you have questions about SWHR's policy efforts, please email SWHR's policy team at [policy\[at\]swhr.org](mailto:policy@swhr.org)

Connect with SWHR

Help SWHR improve heart health policy and close care gaps for women living with heart disease by sharing the content in this toolkit. Tag SWHR in your heart health posts, so the Society can see, like, and repost these messages. Connect with SWHR to learn more, on social media and online at swhr.org.

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@SWHR	@Society for Women's Health Research	@Society for Women's Health Research	@swhr_official

About SWHR

The Society for Women's Health Research (SWHR) is a national nonprofit and thought leader dedicated to advancing women's health through science, policy, and education while promoting research on sex differences to optimize women's health. Founded in 1990 by a group of physicians, medical researchers, and health advocates, SWHR is making women's health mainstream by addressing unmet needs and research gaps in women's health. Thanks to SWHR's efforts, women are now routinely included in most major medical research studies and more scientists are considering sex as a biological variable in their research. Visit www.swhr.org for more information

Society for Women’s Health Research Resources

SWHR Materials

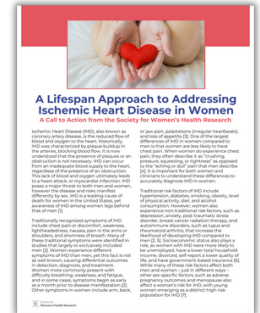
- [SWHR Policy Agenda: Improving Women’s Heart Health Outcomes Across the Lifespan](#)
- [Factors Impacting Women’s Cardiovascular Health Across the Lifespan](#)
- [A Lifespan Approach to Addressing Ischemic Heart Disease in Women](#)
- [Value of Diagnostics within Women’s Health: Cardiovascular Disease](#)

SWHR Blogs

- [Getting Serious About Heart Health](#)
- [Improving Heart Outcomes for Women through Policy and Public Health Avenues](#)

SWHR Webinars

- [Getting at the Heart of Needs in Women’s Heart Health](#)
- [Heart to Heart: A Chat About Heart Disease Risk in Women](#)
- [On My Heart: Women Share Personal Journeys with Heart Disease](#)
- [Taking it to Heart: Addressing Cardiovascular Disease in Women](#)



Partner Resources

- American Heart Association: [Go Red for Women](#)
- American Heart Association: [Know Your Risk](#)
- American Heart Association: [Living with Cardiovascular Disease](#)
- American Heart Association: [Preventing Cardiovascular Disease](#)
- WomenHeart: [From Errors to Solutions: Building a Research Agenda to Improve Diagnosis of Heart Disease in Women](#)
- WomenHeart: [Know Your Rights Fact Sheet](#)
- WomenHeart: [WomenHeart Champions](#)

