

NATIONAL WOMEN'S HEALTH WEEK

#KNOWHmore to Optimize Your Maternal Health

www.fda.gov/womens



FDA

OFFICE OF WOMEN'S HEALTH

Digital Partner Toolkit
May 8 – 14, 2022



#KNOWHMORE TO OPTIMIZE YOUR MATERNAL HEALTH

National Women's Health Week (NWHW) is a time to encourage women to #KNOWHMore and prioritize their health. This year, the FDA Office of Women's Health's (OWH) focus for NWHW 2022 is to encourage women to focus on their maternal health.

Being pregnant and having a baby is an exciting time, and it is important to focus on your health at every stage. OWH has resources on many health topics that can help women #KNOWHMore about maintaining healthy habits before, during and after pregnancy. During NWHW, OWH is highlighting key messages each day of the week to help promote healthy habits for women. This toolkit provides sample messages, graphics, and resources for you to share with your loved ones, friends and community.

WHAT YOU'LL FIND IN THIS TOOLKIT:

- [General Sample NWHW Messages and Graphics](#)
- [Topic-Specific Sample Messages](#)
- [Additional Resources](#)

GENERAL SAMPLE NWHW MESSAGES AND GRAPHICS

FDA OWH invites you to raise awareness of this important week with sample messages and primary hashtags you can find below:

PRIMARY HASHTAGS

- #KHOWHmore
- #NWHW

SECONDARY HASHTAGS

- #WomensHealth
- #MaternalHealth

SAMPLE SOCIAL MEDIA COPY

Twitter

This National Women's Health Week, we encourage women to take charge of their maternal health! Want to #KHOWHmore about important women's health topics? Follow @FDAWomen to get valuable resources throughout the week. #NWHW
<http://bit.ly/FDAwomen>

Facebook

It's National Women's Health Week — a time to remember how important it is for women to prioritize their maternal health. The FDA Office of Women's Health has resources to help you #KHOWHmore about important women's health topics. Learn more: <http://bit.ly/FDAwomen>

Instagram

This National Women's Health Week, prioritize your maternal health! The FDA Office of Women's Health has resources on a variety of #womenshealth topics to help you and the women in your family #KHOWHmore. Visit www.fda.gov/womens for more info. [alternative CTA: Visit the link in bio for more info.]

#NWHW

Pinterest

National Women's Health Week is a time to remember how important it is for women to prioritize their maternal health. The FDA Office of Women's Health has resources to help you #KHOWHmore about important women's health topics.

<http://bit.ly/FDAwomen>

#NWHW #WomensHealth

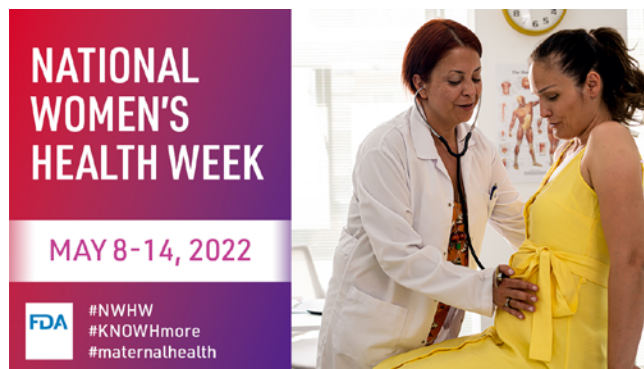
SAMPLE DIGITAL GRAPHICS

Downloadable graphics sized for Twitter, Facebook, Instagram and Pinterest can be found below:

Twitter



[DOWNLOAD GRAPHIC](#)



[DOWNLOAD GRAPHIC](#)



[DOWNLOAD GRAPHIC](#)



[DOWNLOAD GRAPHIC](#)



[DOWNLOAD GRAPHIC](#)

Facebook/Instagram



DOWNLOAD GRAPHIC



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DOWNLOAD GRAPHIC



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Pinterest



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TOPIC-SPECIFIC SAMPLE MESSAGES

During National Women's Health Week, the FDA Office of Women's Health (OWH) is highlighting key messages each day of the week to encourage women to prioritize their health.

MONDAY, MAY 9TH – NATIONAL WOMEN'S CHECK-UP DAY

Twitter

This #NationalWomensCheckUpDay, make sure you're scheduling your annual health screenings. It's important to know about your health conditions prior to your appointments to ask the proper questions. Be informed: <https://go.usa.gov/xucpt>

#NWHW #KNOWHmore

Facebook

This #NationalWomensCheckUpDay, make sure you're scheduling your annual health screenings. It's important to know about your health conditions prior to your appointments to ask the proper questions. Be informed about your health conditions and share these resources with women in your community. <https://go.usa.gov/xucpt>

#NWHW #KNOWHmore

Pinterest

Title: *National Women's Check-Up Day*

Post Copy: *This #NationalWomensCheckUpDay, make sure you're scheduling your annual health screenings. It's important to know about your health conditions prior to your appointments to ask the proper questions. Be informed about your health conditions and share these resources with women in your community. <https://go.usa.gov/xucpt>*

#NWHW #KNOWHmore #preventativecare #womenshealth

Instagram

📌 #PSA: One of the best ways to take care of your health is getting your annual health screenings. 📌

These tests are an important way to help recognize health concerns, often before you show signs or symptoms. #NWHW #KNOWHmore #NationalWomensCheckUpDay #NationalWomensHealthWeek

TUESDAY, MAY 10TH - PREECLAMPSIA AWARENESS MONTH

Twitter

Some women have #highbloodpressure for the first-time during pregnancy, called #preeclampsia. This can put both mother and baby at risk, but you can stay healthy with proper treatment. Know the facts: <https://go.usa.gov/xuKHu>

#PreeclampsiaAwarenessMonth #NWHW #KNOWHmore

Facebook

Some women have high blood pressure for the first-time during pregnancy, called #preeclampsia. This can put both mother and baby at risk, but you can stay healthy with proper treatment.

Know the facts: <https://go.usa.gov/xuKHu>

#PreeclampsiaAwarenessMonth #NWHW #KNOWHmore

Instagram

Some women have high blood pressure for the first-time during pregnancy, called #preeclampsia. This can put both mother and baby at risk, but you can stay healthy with proper treatment.

#PreeclampsiaAwarenessMonth #NWHW #KNOWHmore

WEDNESDAY, MAY 11TH – PREGNANCY REGISTRIES

Twitter

A pregnancy registry collects health data from women who take prescription medicines or vaccines while pregnant. Registries can improve safety information for these medicines. Learn how you can help: www.fda.gov/pregnancyregistries

#NWHW #KNOWHmore

Facebook

Many women need to take medicine while they are pregnant. A pregnancy registry collects health information from women who take prescription medicines or vaccines while pregnant.

Enrolling in a pregnancy exposure registry can help improve safety information for these medicines and vaccines. Learn more about how you can help:

www.fda.gov/pregnancyregistries

#NWHW #KNOWHmore

Pinterest

Title: *Enroll in a Pregnancy Registry Today*

Post Copy: *Many women need to take medicine while they are pregnant. A pregnancy registry collects health information from women who take prescription medicines and vaccines while pregnant. Enrolling in a pregnancy exposure registry can help improve safety information for these medicines and vaccines. Learn more about how you can help: www.fda.gov/pregnancyregistries*

#NWHW #KNOWHmore #maternalhealth #womenshealth

Instagram

If you're pregnant and take medications or vaccines for your health conditions, consider enrolling in a pregnancy registry. Pregnancy registries collect health data from women who take prescription medicines while pregnant. This information can help improve safety information for these medicines.

#NWHW #KNOWHmore #NationalWomensHealthWeek

THURSDAY, MAY 12TH - GESTATIONAL DIABETES

Twitter

Developing diabetes for the first time during pregnancy is referred to as #gestationaldiabetes. Diabetes can be managed during pregnancy. You can also enroll in a pregnancy registry to help doctors learn more about how diabetes medicines affect pregnant women.

For more info: <https://go.usa.gov/xucpV>

#NWHW #KNOWHmore

Facebook

Some women develop diabetes for the first time when they become pregnant, known as #gestationaldiabetes. Diabetes can be managed during pregnancy. You can also enroll in a pregnancy registry to help doctors learn how diabetes medicines affect pregnant women.

For more info: <https://go.usa.gov/xucpV>

#NWHW #KNOWHmore

Instagram

Developing diabetes for the first time during pregnancy is referred to as #gestationaldiabetes. Diabetes can be managed during pregnancy. You can also enroll in a pregnancy registry to help doctors learn how diabetes medicines affect pregnant women. Get more information at fda.gov/womensdiabetes

#NWHW #KNOWHmore

FRIDAY, MAY 13TH – LACTATION AND BREASTFEEDING

Twitter

Breastfeeding is the best source of nutrition for most infants. It can also reduce the risk for certain health conditions for infants and mothers.

Check out breastfeeding resources: <https://go.usa.gov/xuk9j>

#NWHW #KNOWHmore

Facebook

Breastfeeding is the best source of nutrition for most infants. It can also reduce the risk for certain health conditions for infants and mothers. The FDA has general tips on how to safely use a breast pump and store breast milk. Talk to your healthcare provider for other breastfeeding tips. Check out breastfeeding resources:

<https://go.usa.gov/xuk9j>

#NWHW #KNOWHmore

Instagram

Breastfeeding is the best source of nutrition for most infants. It can also reduce the risk for certain health conditions for infants and mothers. The FDA has general tips on how to safely use a breast pump and store breast milk. Talk to your healthcare provider for other breastfeeding tips. Check out breastfeeding resources on [fda.gov/womens](https://www.fda.gov/womens)

#NWHW #KNOWHmore

ADDITIONAL RESOURCES

Looking to create custom social content, host a chat on Clubhouse or record a podcast? FDA OWH has a variety of resources to leverage. Use the following facts and materials to help create additional messages and talking points.

1. Pregnancy makes it harder for a woman's body to fight off illness caused by food. Some foods are not safe for a pregnant woman and her baby. Check out [these](#) food safety tips.
2. Many women need to take medicine while they are pregnant. Find more information [here](#) on taking medicine while pregnant.
3. It's important to know how to safely use a breast pump and store breast milk. Get tips and resources [here](#).
4. Most women use cosmetics and other products every day. [Here](#) are resources explaining how to use these products safely.
5. It's important for women to make good food choices for their overall health and well-being. [Here](#) are resources to help.
6. Data regarding how COVID-19 vaccines may affect those who are pregnant continues to be collected during clinical trials and monitored through pregnancy exposure registries and studies. If you are pregnant or breastfeeding, talk to your healthcare provider. Learn more [here](#).
7. Mammograms are the best way to screen for breast cancer. Get the facts about mammograms [here](#).
8. Menopause is when a woman's period stops for at least 12 months. Tips for managing menopause before, during and after are [here](#).
9. Depression affects 1 out of 5 women in the United States. [Here](#) are resources about depression and how it can be treated.
10. Healthy aging involves managing health conditions, such as [diabetes](#), [osteoporosis](#) and [high blood pressure](#).