



**U.S. FOOD & DRUG
ADMINISTRATION**

OFFICE OF WOMEN'S HEALTH



COLLEGE WOMEN'S CAMPAIGN

DIGITAL TOOLKIT



2019



www.fda.gov/collegewomen

COLLEGE WOMEN'S CAMPAIGN DIGITAL TOOLKIT

Between keeping up with classes, making time for friends, and participating in campus activities, college women can be so busy that they neglect their health. Many college women are also learning how to manage their health independently for the first time. Student health center staff and campus leaders can play a key role in encouraging college women to take time for their health.

The U.S. Food and Drug Administration (FDA) Office of Women's Health launched the **College Women's Campaign** to provide health and safety information to students. The campaign is partnering with college health professionals, peer health programs, sororities, and other campus organizations to empower young women to make informed decisions about the use of medicines and other FDA-regulated products.

Join the more than 150 schools that are participating in the College Women's Campaign!

HELP STUDENTS STAY HEALTHY AND SAFE!

Use this toolkit to share FDA's health tips and resources with the women on your campus:

- Share our sample tweets and Facebook posts
- Pin our graphics to your Pinterest board
- Post our photos to your Instagram
- Include our sample blog in your campus blog or newsletter
- Hang flyers in your student health center, library, resident halls, and student union
- Add our resources to your website

SAMPLE TWEETS

1. Making a list of things to pack as you head back to school? What about a checklist of your health information? Learn 5 health tips for a successful school year: <https://go.usa.gov/xynpv>
2. As you juggle classes, extracurriculars, and social activities, don't let sleep get lost in the mix. Most people need 7-8 hours of sleep a night. Here are 8 tips for better sleep: <https://go.usa.gov/xynpt>
3. With the stress of exams and papers, you may be tempted to use different medications. Misusing medications could be dangerous and even life-threatening. Read these 3 tips for making smart decisions about prescription and over-the-counter medications: <https://go.usa.gov/xyndr>
4. Freshman year brings many new experiences, which may include being in charge of your health for the first time. FDA has tips to help you be your healthiest self: www.fda.gov/collegewomen

5. DYK: If you aren't careful, contact lenses can cause major eye problems. Keep your eyes safe. Learn about contact lens safety: <https://go.usa.gov/xyndN>
6. In college you share a lot of things like clothes, textbooks, and living space. One thing you shouldn't share – makeup. Get the facts about cosmetics: <https://go.usa.gov/xyndw>
7. When it comes to your health and safety, @FDAWomen has resources every college woman can use! Whether you're looking for medication, beauty, or general health tips, it's covered. Visit: www.fda.gov/collegewomen
8. Looking for health resources to share with women on your college campus? Connect women to health and safety tips from @FDAWomen. Visit www.fda.gov/collegewomen

SAMPLE FACEBOOK POSTS

1. Whether you're a freshman, senior, or in between, college can be stressful. Don't be tempted to use medicines to help keep up with your busy schedule. Misusing medications can be dangerous and can even cost you your life. Here are 3 safety tips to help you stay healthy: <https://go.usa.gov/xyndr>
 1. Use medications as directed
 2. Do not share prescription medicines
 3. Store medicines safely
2. Heading back to college? Having a healthy mind and body is essential for a successful school year. Start the year off right by taking care of yourself! Keep these 5 tips in mind: <https://go.usa.gov/xynpv>
3. As you transition into college life, be informed about your reproductive health. Know what birth control options you have. FDA has resources that can help: <https://go.usa.gov/xynvj>
4. College is a time to try new things and cigarettes may have been on your experimentation list. If you need help quitting, help is available. Here are 5 tips to help you quit smoking for yourself and those who need you: <https://go.usa.gov/xynv5>
5. Join us and over 150 colleges and universities in providing college women with free health resources! Use resources from FDA's College Women's Campaign at your events: <https://go.usa.gov/xynvA>
6. Empower the women in your college community to take charge of their health! FDA has tips every college woman can use. If you're a campus leader, health professional, parent, or friend, use these resources to connect the women in your life to health and safety tips: www.fda.gov/collegewomen

SAMPLE BLOG POSTS FOR STUDENTS

In college? You are finally getting a little taste of freedom! One thing that may not cross your mind when it comes to your newfound independence—managing your health.

This may be the first time you have had to handle things like making regular doctors' appointments or managing medications.

Learn to make your health a priority. Between balancing classes, extracurriculars, and social activities, you may find that your health ends up at the bottom of your priority list. However, keeping your health at the top of your list helps everything else fall into place.

Tips to keep you safe and healthy:

If you use any type of [medicines](#), know how to properly take them. This applies to any regularly prescribed medications or even over-the-counter medicines and vitamins. Always remember to:

- Follow directions
- Don't use expired medications
- Store all medicines safely
- Contact your healthcare professional if any questions come up along the way

Next, taking care of your [mental health](#) and committing to a [proper sleep schedule](#) will help keep your mind and body happy and healthy. College can be a stressful time. You may have some all-nighters in your future, but be sure to keep your mental health and sleep schedule on track. If you have trouble sleeping or experience mental health concerns, be sure to talk to the professionals at your health center to get the treatment that is right for you.

Becoming more comfortable with managing your health and knowing about the resources that are available to you will be empowering, just wait and see. Now get out there and tackle college like the strong and independent woman you are!

For more information visit: www.fda.gov/collegewomen.

SAMPLE BLOG POST FOR COLLEGE HEALTH PROFESSIONALS

For many women, college may be the first time they are in charge of making their own health decisions. While young women are navigating all that college has to offer, they'll also need to take steps to ensure they stay healthy and safe—whether it's getting enough sleep, making smart decisions about medication use, or learning about their birth control options. As a college healthcare professional, I am dedicated to helping empower college women to manage their health and provide them with the tools and resources they need to stay healthy.

That's why I'd like to introduce you to the free resources available from the FDA Office of Women's Health (OWH). As part of its [College Women's campaign](#), FDA OWH develops and disseminates health and safety information to college students through college health centers, health education programs, fraternities and sororities, and other

campus programs.

These resources provide information on health topics, including:

- Medication safety
- Reproductive health (birth control, HPV, and HIV)
- Sun safety
- Depression
- Diabetes
- Sleep problems
- Smoking cessation
- General health

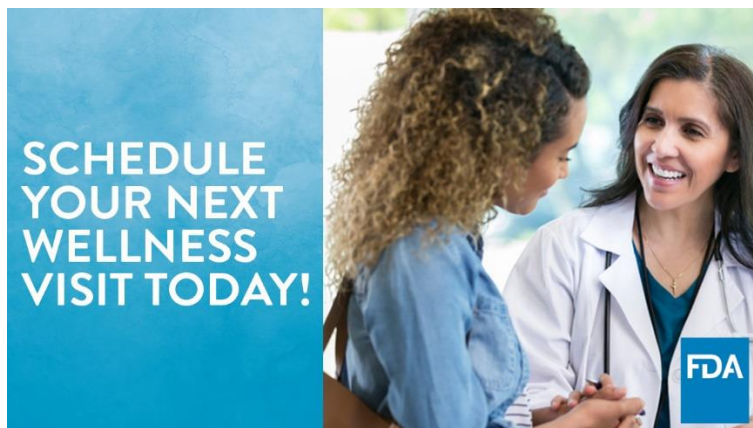
For college students, I know this is a busy time in your life—going to classes, preparing for exams, and managing all your social activities can be a lot. But, it's important to take time to care for yourself. To learn more about the FDA OWH college women resources, go to: www.fda.gov/collegewomen.

If you're a college healthcare professional like me, I encourage you to share these resources with your students and healthcare network. You can also request [free print copies](#) of materials that you can distribute to students on campus.

SOCIAL MEDIA GRAPHICS

Sample Tweet

When was the last time you saw your doctor or healthcare professional for a wellness visit? If you have to think about it for more than a few seconds, then the answer is too long! Get health info to help you take care of yourself today and every day: www.fda.gov/collegewomen



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Sample Facebook Post

Knowing how to properly use and take medication is important! Misusing medication can be dangerous. Here are 3 tips to help you make smart decisions about using prescription and over-the-counter medicines: <https://go.usa.gov/xyndr>



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Sample Pinterest Post

Sometimes getting 7 or 8 hours of sleep doesn't mix with your busy college schedule. But sleep is essential to your health. We challenge you to adjust your habits to help you get the sleep you need! Tips for better sleep: <https://go.usa.gov/xynpt>



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Sample Instagram Post







Start your school year off right! Put your health and safety first! 5 tips for college women: <https://go.usa.gov/xynpv>




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FLYER

Print and distribute this flyer around campus.



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**RESOURCES FOR
COLLEGE
WOMEN**

ON TOPICS INCLUDING:

- GENERAL HEALTH AND BEAUTY
- MEDICATION SAFETY
- REPRODUCTIVE HEALTH
- AND MUCH MORE!

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