



National Women's Health Week

May 10-16, 2020

#NWHW #FindYourHealth
Womenshealth.gov/nwhw

NWHW
NATIONAL WOMEN'S HEALTH WEEK



BACKGROUND

National Women's Health Week (NWHW) is a weeklong health observance led by the U.S. Department of Health and Human Services' Office on Women's Health (OWH). The week --May 10-16, 2020-- serves as a reminder for women and girls, to make their health a priority and take care of themselves especially during the COVID-19 outbreak. We want all women and girls, especially those with [underlying health conditions](#), such as [hypertension](#), [diabetes](#), [obesity](#), [cardiovascular](#) and respiratory conditions, and [women 65 years and older](#), to pay close attention to their physical and mental health and take steps to protect them. Having underlying or chronic health conditions can increase the risk of illness, including COVID-19.

When it comes to taking steps for better health, we know it's not always easy, especially during a time like COVID-19. This National Women's Health Week ([#NWHW](#)), OWH's theme continues to be [#FindYourHealth](#). We're asking women to think about where they are on their health journey, where they want to go and how they can continue to achieve those health goals, even while they practice [social distancing](#). OWH offers tips, resources, and reliable health information to help women find what works for them. Use our toolkit to promote National Women's Health Week and join us in the celebration!



WHAT STEPS CAN WOMEN TAKE FOR BETTER HEALTH?

During NWHW, the Office on Women's Health encourages women and girls to take care of your [body](#) and [mind](#). Our daily themes below will highlight the steps you can take, even while [social distancing](#) to stay healthy.

- ***Talk to your healthcare provider***
Pay attention to your overall health and schedule an in-person or [telehealth](#) visit with your health provider:
 - if you have concerns about COVID-19;
 - if you are sick or something doesn't feel normal;
 - if [stress](#) is getting in the way of your daily activities; or,
 - if you have a health condition, such as [asthma](#), [diabetes](#), [high blood pressure](#) or [obesity](#), develop or maintain a plan to keep it under control.
- ***Maintain a healthy weight.***
- ***Get and stay active*** regularly [in your home](#) or outside your home.
- ***Eat heart-healthy***, well-balanced meals and snacks.
- ***Take care of your mental health***
 - Stay connected with family and friends.
 - [Loneliness](#) and [social isolation](#) can increase your risks of heart disease, depression and weaken your immune system.
- ***Find healthy ways to manage stress.***
- ***Practice good sleep habits*** to improve your mental and physical health and boost your immune system:
 - Follow a routine for going to sleep – be consistent going to bed and getting up – even on weekends.
 - Try to get [at least 7 hours of sleep](#).
- ***Monitor alcohol intake*** and avoid illicit drugs, including drugs that are not prescribed to you.
- ***Look out for your lungs***
 - Try to [quit smoking](#) and [vaping](#).

- Smoking weakens your lungs and puts you at a much higher risk of having serious complications from infections like COVID-19.
- ***Slow and stop the spread of COVID-19*** while protecting yourself.
To get the most up-to date information on COVID-19 and things you can do to healthy and safe, visit:
 - [CDC.gov/coronavirus](https://www.cdc.gov/coronavirus)
 - [Coronavirus.gov](https://www.coronavirus.gov)
 - [USA.gov/coronavirus](https://www.usa.gov/coronavirus)
 - [When to Seek Emergency Care](#) By: *Adm. Brett P. Giroir, M.D.*, Assistant Secretary for Health
 - [When to Seek Emergency Care\(link is external\)](#) (video) By: *Adm. Brett P. Giroir, M.D.*, Assistant Secretary for Health





PROMOTE OUR ONLINE FEATURES

Share the “Are you ready to find your health?” online tool! We developed an [interactive tool](#) to help women reflect on their health. Women will explore their health goals, what motivates them, and reasons why it might be hard to stay on track with healthy behaviors, like eating well and getting enough physical activity. Based on their responses, women will get personalized tips to help them take the next step on their health journey. Use these messages to promote the tool:

Focusing on your health is important. Use this tool to find ideas to improve your health in a way that works for you. <https://go.usa.gov/xmnGe> #NWHW #FindYourHealth

Looking for ways you can eat healthier or get more physical activity? This tool can help: <https://go.usa.gov/xmnGe>. #FindYourHealth #NWHW

Encourage women to take steps to protect their physical and mental health — no matter their age! Women’s health needs change over time. Whether they’re in their 20s or 90s, we offer checklists with steps women can take to improve their health. If you’re a health care provider, share the checklists with your patients. Find the checklists on our [Healthy Living by Age pages](#) and add them to your website or patient newsletter. Encourage your followers to do the same with these messages:

Healthy looks good at every age! Regardless of what’s happening around you, you’re never too young or too old to make small changes for a healthier you. Get started today: <https://go.usa.gov/xmxwh>. #NWHW #FindYourHealth

JOIN OUR SOCIAL MEDIA ACTIVITIES

Share, retweet, and comment on our posts! Be sure to like OWH on [Facebook](#) and follow us on [Twitter](#) and [Pinterest](#). Or create your own National Women's Health Week posts on social media using the hashtags: **#FindYourHealth** and **#NWHW**.

Tell us about your Healthcare Hero!! During NWHW, we want to thank all of the Healthcare Heroes that are on the frontlines responding to the COVID-19 pandemic. Join us by tweeting about your heroes using **#HealthcareHero**.



Share tips all week long! Each day of National Women's Health Week, OWH will talk about the **key steps** women can take for good health on social media. You can do the same by using the sample messages we provide below or creating your own. Don't forget to use **#NWHW** and **#FindYourHealth** in any messages you share.



National Women's Health Week Sample Message Schedule

Date	Topic	Message
Sunday May 10	Mother's Day and #NWHW Kickoff	Happy National Women's Health Week!!! Welcome to a week focused on slowing down and turning in, protecting your mind and strengthening your body: https://go.usa.gov/xvkPq
	Talk to Your Healthcare Provider	Take some time to check-in on your mental and physical health. If something doesn't feel normal for you, schedule a #telehealth or in-person visit with your provider. https://go.usa.gov/xvn65 #NWHW #FindYourHealth
Monday May 11	Get Active	Whether it's hitting the treadmill or walking outside while #socialdistancing, #FindYourHealth in ways that work for you! https://go.usa.gov/xmnGe #NWHW
	Maintain a Healthy Weight	An important part of staying health is maintaining a #healthyweight. That number is different for everyone but it's important to know what a #healthyweight is for you. https://go.usa.gov/xvnz3 #NWHW #FindYourHealth
Tuesday May 12	Eat Heart-Healthy	Looking for ways to include more #heart healthy eating in your day? This tool can help→ https://go.usa.gov/xvnFX #FindYourHealth #NWHW
		#StayingAtHome may mean cooking more meals. While comfort foods are an easy choice, try to eat them in moderation. Use these tips to add some heart-healthy eating into your plans: https://go.usa.gov/xvDnk #FindYourHealth #NWHW
Wednesday May 13	Take Care of Your Mental Health	Staying connected to family and friends can reduce #anxiety and #depression. Keep in touch with your loved ones by hosting a virtual dinner or movie night. https://go.usa.gov/xvQZS #NWHW #FindYourHealth
Thursday May 14	Find Healthy Ways to Manage Stress	Sometimes finding your health means asking for help, and that's OK! If you're experiencing a change in your thoughts, behaviors, or moods, talk to your doctor. https://go.usa.gov/xmxfe #NWHW #FindYourHealth
		Taking care of the people you love is important...but so is taking care of yourself. Check out these 8 things you can do to prevent #caregiver stress: http://go.usa.gov/x9egF #NWHW #FindYourHealth
Friday May 15	Practice Good Sleep Habits	Good sleep is important for good health! Try out these 10 at-home strategies to improve your sleep! https://go.usa.gov/xvnMJ #NWHW #FindYourHealth
Saturday May 16	Avoid Smoking and Vaping	#Smoking and #vaping weakens your lungs putting you at a much higher risk for serious complications from #COVID19 →> https://go.usa.gov/xmjUN . #FindYourHealth
	Wrap-Up	#NWHW may be ending but remember: your health journey may change paths. Take the journey to better health that works best for you. https://go.usa.gov/xvnFj #FindYourHealth



ADDITIONAL INFORMATION AND RESOURCES

Add the **National Women's Health Week logo or web banner** to your website. Use the [logo](#) on any materials you create for the week.



Write about National Women's Health Week. Share information about the week through your newsletter, blog, or website. For messaging ideas, [read more about National Women's Health Week](#), check out our [ideas for celebrating](#), or use the language below.

Sample Newsletter, Blog, or Website Language

Your health is a lifelong journey. This [National Women's Health Week](#), learn what you can do to take the next step on your personal journey to better health.

Led by the Office on Women's Health (OWH), National Women's Health Week encourages women and girls to pay close attention to their physical and mental health and take steps to improve it. To be your healthiest self, you can:

- ***Talk to your healthcare provider***
Pay attention to your overall health and schedule an in-person or telehealth visit with your health provider:
 - if you have concerns about COVID-19;
 - if you are sick or something doesn't feel normal

- if [stress](#) is getting in the way of your daily activities; or,
 - if you have a health condition, such as [asthma](#), [diabetes](#), [high blood pressure](#) or [obesity](#), develop or maintain a plan to keep it under control.
- **[Maintain a healthy weight.](#)**
 - **[Get and stay active](#)** regularly, [in your home](#) or outside your home.
 - **[Eat heart-healthy](#)**, well-balanced meals and snacks.
 - **[Take care of your mental health](#)**
 - Stay connected with family and friends.
 - [Loneliness](#) and [social isolation](#) can increase your risks of heart disease, depression and weaken your immune system.
 - **[Find healthy ways to manage stress.](#)**
 - **[Practice good sleep habits](#)** to improve your mental and physical health, and boost your immune system:
 - Follow a routine for going to sleep – be consistent going to bed and getting up – even on weekends.
 - Try to get [at least 7 hours of sleep](#).
 - **[Monitor alcohol intake](#)** and avoid illicit drugs, including drugs that are not prescribed to you.
 - **[Look out for your lungs](#)**
 - Try to [quit smoking](#) and [vaping](#).
 - Smoking weakens your lungs and puts you at a much higher risk of having serious complications.
 - **[Slow and stop the spread of COVID-19](#)** while protecting yourself. To get the most up-to-date information on COVID-19 and things you can do to healthy and safe, visit:
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 - [Coronavirus.gov](https://www.coronavirus.gov)
 - [USA.gov/coronavirus](https://www.usa.gov/coronavirus)
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We know that when it comes to taking steps for better health, it's not always easy. Every woman has her own approach and is on her own unique, personal health journey. Take time this National Women's Health Week to pause and reflect on your health. Ask yourself where you are on your health journey and where you want to go. Whether you're focused on getting regular physical activity, eating healthier, or managing your stress, or staying healthy during COVID-19, OWH has [tips and resources](#) to help you along the way!

For ideas and tips to help you improve your health in a way that works for you, visit www.womenshealth.gov/nwhw. Start working toward your health goals — and share your progress with us using [#NWHW](#) and [#FindYourHealth](#)