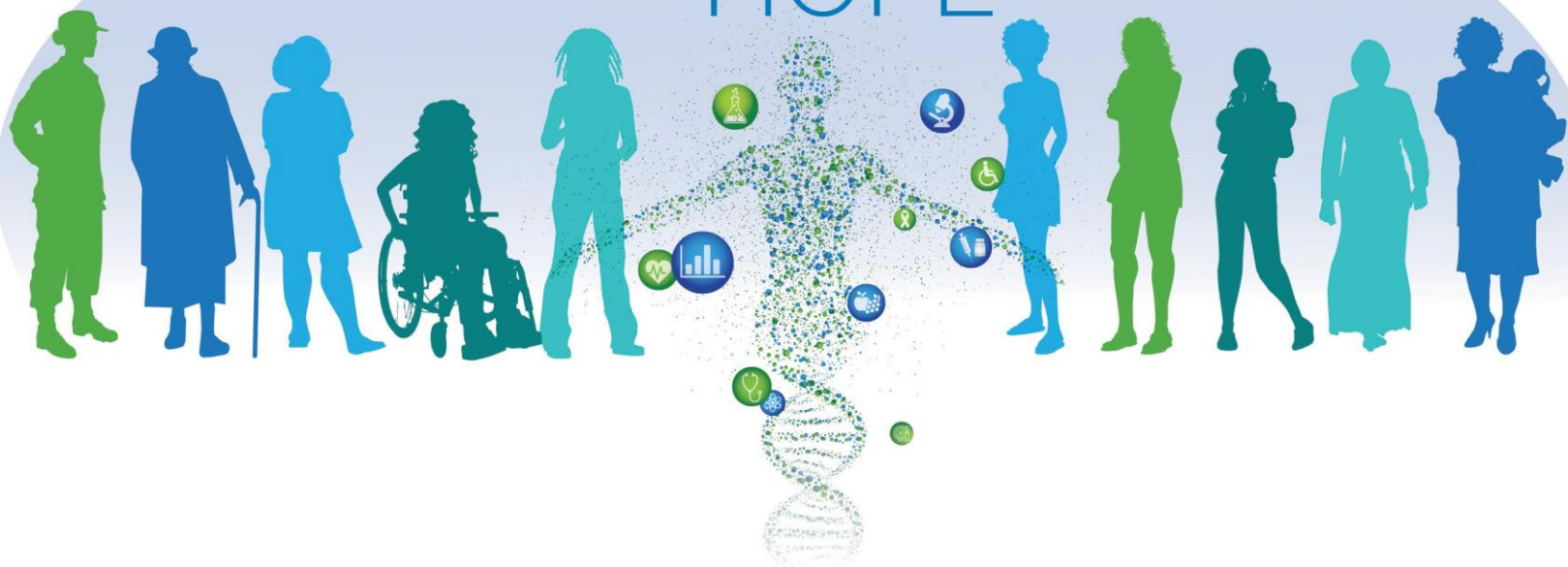


WOMEN IN CLINICAL TRIALS = HOPE



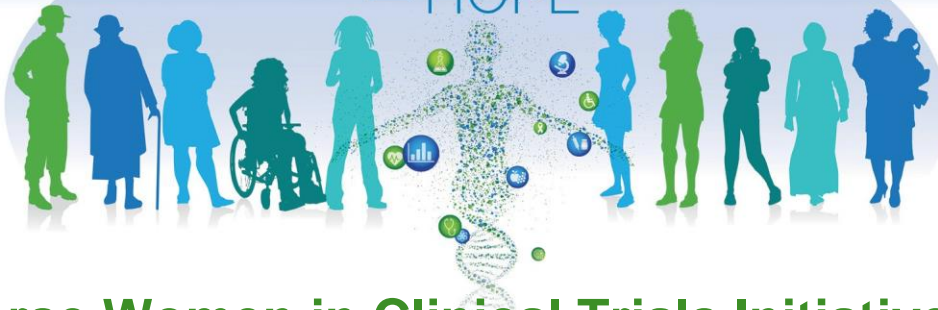
PARTNER SOCIAL MEDIA TOOLKIT



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

FDA Office of Women's Health
www.fda.gov/womeninclinicaltrials

WOMEN IN CLINICAL TRIALS = HOPE



Diverse Women in Clinical Trials Initiative

Partner Social Media Toolkit

Women’s participation in clinical trials has improved in many areas. To continue this momentum, we need women of all ages, races, ethnicities, and sexual orientation, as well as women with disabilities and chronic health conditions, to consider participating in a clinical trial. Supporting this kind of clinical trials diversity is a priority for the FDA.

The U.S. Food and Drug Administration (FDA) Office of Women’s Health launched the Diverse Women in Clinical Trials Initiative in partnership with the National Institutes of Health (NIH) Office of Research on Women’s Health. The goal is to:

- Raise awareness about the importance of diverse women participating in clinical trials.
- Share best practices about clinical study design, recruitment, and data analyses.

Increasing the diversity of women in clinical trials can help improve healthcare for all women. FDA cannot do this work alone. With the help of the healthcare industry, clinicians, government, researchers, and other interested groups, we can encourage participation in clinical trials.

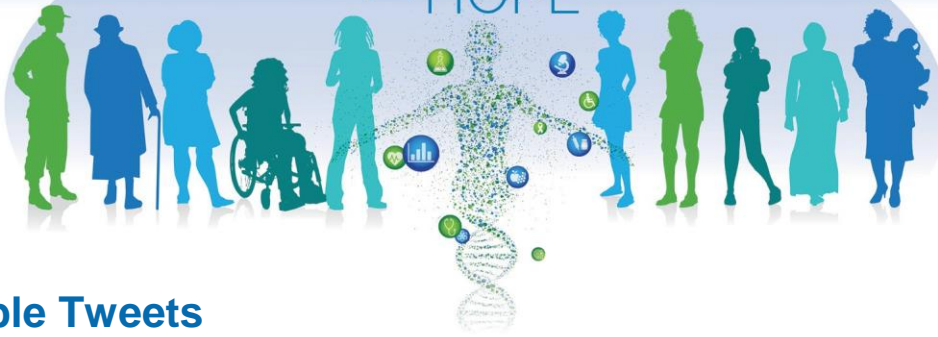
This toolkit provides sample social media resources that you can use to inform consumers and health professionals about the initiative and to promote diverse women’s participation in clinical trials.

To learn more, visit www.fda.gov/womeninclinicaltrials.

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WOMEN IN CLINICAL TRIALS = HOPE



Sample Tweets

1. Clinical trials = Hope. Learn how to make a difference for yourself and women like you: <http://go.usa.gov/x8Eyu>
2. Play a part in the future of women's health. Find out how joining a clinical trial can make a difference: <http://go.usa.gov/x8Eyu>
3. Have you considered participating in a clinical trial? Ask your healthcare provider if a clinical trial is right for you. Clinical trials = Hope: <http://go.usa.gov/x8Eyu>
4. When diverse women join clinical trials, doctors learn more about how meds affect all people. Learn more: <http://go.usa.gov/x8Eyu>
5. Help doctors learn about women's health by joining a clinical trial. Search by city, medical condition, or treatment: <https://go.usa.gov/xPxGQ>
6. DYK clinical trials can be a treatment option for many health conditions? Ask your healthcare provider if a clinical trial is right for you: <http://go.usa.gov/x8Eyu>
7. Diverse women make a difference in clinical trials. Find out why: <http://go.usa.gov/x8Eyu>
8. Provide hope for a healthier future. Ask your healthcare provider about participating in a clinical trial: <http://go.usa.gov/x8Eyu>
9. Make a difference. Join a clinical trial and help doctors learn more about women's health: <http://go.usa.gov/x8Eyu>
10. Do you know who should think about joining a clinical trial? Women of all ages, racial, and ethnic groups. Women with disabilities or chronic health conditions. When diverse people join, clinical trials can help improve health for all. <http://go.usa.gov/x8Eyu>
11. Healthy women can participate in clinical trials too! Talk to your doctor about finding the right one for you: <http://go.usa.gov/x8Eyu>
12. Thinking about joining a clinical trial? It's a great way to make a difference for women like you. 15 things you should know before joining a clinical trial: <http://go.usa.gov/x8Eyu>

WOMEN IN CLINICAL TRIALS = HOPE



Sample Facebook Posts

1. Clinical trials = Hope. Be part of the future of women's health! DYK that health conditions and treatments affect men and women differently? Clinical trials help doctors understand these differences—and improve the health of all people. Ask your healthcare provider if a clinical trial is right for you: <http://go.usa.gov/x8Eyu>
2. Calling all women: clinical trials = hope for better health, for you, and for women like you. Clinical trials need women of all ages and racial and ethnic groups. They need healthy women and women with disabilities, and chronic health conditions. Learn why diversity in clinical trials is important. Ask your healthcare provider if a clinical trial is right for you: <http://go.usa.gov/x8Eyu>
3. Want to help improve women's health? Clinical trials = hope for women today and tomorrow. When women of diverse ages and racial and ethnic backgrounds join clinical trials, they help doctors understand different women's distinct responses to medical treatments. <http://go.usa.gov/x8Eyu>
4. Clinical trials are research studies that help to show whether a test or treatment works and is safe. Including women from diverse backgrounds in clinical trials helps to advance our understanding of the health of all people. Learn about how you can help encourage diverse women to join clinical trials: <http://go.usa.gov/x8Eyu>

WOMEN IN CLINICAL TRIALS = HOPE



Sample Blog Post Women in Clinical Trials = Hope

Clinical trials help to show whether medical products are safe and effective. In recent decades, our country has made great strides in including women in clinical trials. But we can't stop there. We need to continue to encourage women of all ages, races, ethnicities, and sexual orientation—as well as women with disabilities and chronic health conditions—to consider participating in a clinical trial.

The U.S. Food and Drug Administration (FDA) Office of Women's Health is doing just that with their **Diverse Women in Clinical Trials Initiative**. This national initiative is bringing together a community of everyday women, health professionals, caregivers, researchers, and advocates who are raising their voices to encourage women to participate in clinical trials. The initiative provides tips and resources to help women talk with their healthcare providers about clinical trials. The initiative also shares best practices and resources with researchers to help improve clinical trials.

Visit FDA's Women in Clinical Trials webpage, www.fda.gov/womeninclinicaltrials for more information about how you can make a difference.

WOMEN IN CLINICAL TRIALS = HOPE



Sample Graphics

Use these graphics on your Facebook or Twitter accounts to accompany the social media messages above.

Facebook

A Facebook sample graphic with a white background. In the top right corner is the FDA logo. The main text reads "WOMEN IN CLINICAL TRIALS = HOPE" in blue. Below the text is the graphic of diverse women and a DNA helix. At the bottom, a light blue box contains the text "Ask your healthcare provider if a clinical trial is right for you." in green. At the very bottom, it says "Office of Women's Health www.fda.gov/womeninclinicaltrials" in small black text.

Twitter

A Twitter sample graphic with a white background. In the top right corner is the FDA logo. The main text reads "WOMEN IN CLINICAL TRIALS = HOPE" in blue. Below the text is the graphic of diverse women and a DNA helix. At the bottom, a light blue box contains the text "Ask your healthcare provider if a clinical trial is right for you." in green. At the very bottom, it says "Office of Women's Health www.fda.gov/womeninclinicaltrials" in small black text.