



U.S. FOOD & DRUG
ADMINISTRATION

OFFICE OF WOMEN'S HEALTH



COLLEGE WOMEN'S CAMPAIGN

Digital Toolkit



2023

www.fda.gov/collegewomen

COLLEGE WOMEN'S CAMPAIGN DIGITAL TOOLKIT

Entering college can be one of the busiest periods in a student's life, and many college women are also learning how to independently manage their health at the same time. Student health center staff and campus leaders play a key role in encouraging college women to take time for their health. When college women take time for their health, they can keep up with classes, enjoy time with friends, and participate in other campus activities. Making your health a priority can help you avoid taking unnecessary health risks or developing preventable health issues or conditions.

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
- Follow us on Twitter [@FDAWomen](#)
- Pin our graphics to your Pinterest board and follow us [here](#)
- 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? Be sure to include a checklist of your health information. Check out our 5 health tips for a successful school year: <https://go.usa.gov/xynpv> #WomensHealth #CollegeWomen
2. Sleep is one of the most important things you'll need to successfully juggle classes, extracurricular activities, and your social life. Most people need 7-8 hours of sleep a night.
Learn tips for better sleep: <https://go.usa.gov/xynpt>
3. Misusing or missing medicines could be dangerous and even life-threatening. Find out how to make smart decisions about prescription and over-the-counter medicines to stay safe: <https://go.usa.gov/xyndr>
4. Your first year of college may feel overwhelming sometimes but managing your health doesn't have to be. Take charge of your health with info and resources from @FDAWomen: www.fda.gov/collegewomen #CollegeWomen #WomensHealth

5. #DYK if you aren't careful, your contact lenses can cause major eye problems? Learn more about contact lens safety and help protect your eyes: <https://go.usa.gov/xyndN>
6. Sharing living space, clothes, or even textbooks is all part of the college experience. But sharing your makeup shouldn't be. Get the facts on cosmetics safety: <https://go.usa.gov/xyndw>
7. When it comes to your health and safety, @FDAWomen has resources every college woman can use to learn about your health. Whether it's medicine, cosmetics, or general health tips, get the facts here: 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 #CollegeWomen
9. #ClinicalTrials can help discover safe medical treatments for treatable diseases, but more women are needed to join these trials. Check out this info from @FDAWomen to find out how you can help. www.fda.gov/womeninclinicaltrials #CollegeWomen
10. #DYK uterine fibroids are the most common benign (non-cancerous) tumors and can sometimes emerge at a younger age? Learn more from @FDAWomen about how to identify the symptoms and stay healthy: www.fda.gov/uterinefibroids

SAMPLE FACEBOOK POSTS

1. College can be stressful regardless of what year you're in, and medicines can be a tempting option to help you manage the load. But misusing medicines 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 medicines 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. Learn more about what birth control options you have. FDA has resources that can help: <https://go.usa.gov/xynvj>
4. If you need help quitting smoking, support is available: <https://www.fda.gov/tobacco-products/health-effects-tobacco-use/quitting-smoking-and-other-tobacco-public-health-resources>
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 and help your students: <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, share these resources to connect the women in your life to health and safety tips: www.fda.gov/collegewomen
7. Taking charge of your own health can leave you with a lot of questions. Finding answers is easier if you know more about navigating this next stage of independence. Visit www.fda.gov/womeninclinicaltrials and learn how you might even help women like you by participating in #ClinicalTrials that can help find safe and effective treatments for treatable diseases.
8. #DYK uterine fibroids are the most common benign (non-cancerous) tumors in women of childbearing age and can sometimes emerge at a young age? Learn more about how to identify the symptoms and stay healthy with resources from FDA: www.fda.gov/uterinefibroids

SAMPLE BLOG POSTS FOR STUDENTS

As you settle into college life and classes, it can be easy to forget about your health until you're faced with a medical issue. But there are steps you can take to keep your health on track while enjoying college life.

Use your medicine wisely:

If you use any [medicines](#), know how to take them properly. Doing so helps your medicine work as it should for you. This includes regularly prescribed medicines like birth control and over-the-counter medicines and vitamins.

When it comes to taking medicines, always remember to:

- Follow directions
- Do not use expired medicines
- Store all medicines safely
- Contact your health care professional if any questions come up along the way

Care for Your Physical and Mental Health

During the transition into college, it's important to keep your mental and physical health in focus. Learn how to prioritize your health as a college student.

Make time to exercise regularly. One in every four women in the U.S. engages in no physical activity at all. Being active for at least 30 minutes five days a week can promote a positive mood and overall well-being.

Aim for a good night's rest daily. Young women need between seven to nine hours of sleep each night. When you get a good night's rest, this helps boost your mind and mood. This can also help you stay alert and productive during your classes. If you have trouble sleeping or experience mental health concerns, talk to the professionals at your health center to get the treatment that is right for you.

Pay attention to changes in your body. As a young woman, sometimes you may experience changes in your body. This could be pain during sex or heavy or abnormal bleeding. One cause of this may be fibroids. They are the most common non-cancerous tumors, or growths, in women of childbearing age. They can grow in size or remain the same size over time. They can also cause other issues like anemia, painful periods, and infertility. If you experience changes during sex or with your monthly period, make an appointment to see your health care provider.

As a woman in college, many things can take your attention away from your health. But sticking to healthy routines and paying attention to changes in your body can help you maintain good overall health as you navigate college life.

For more information visit: www.fda.gov/collegewomen about your health.

SAMPLE BLOG POST FOR COLLEGE HEALTH PROFESSIONALS

Many young women just starting out in college are making their own health decisions for the first time. As they experience all that college has to offer, it helps if they know what steps to take to stay healthy and safe. This includes knowing the importance of getting enough sleep, making smart decisions about medicine use, or learning about birth control options.

As a college health care professional, you are an important resource on campus for young women. You can help them manage their health and provide them with the tools and resources they need to stay healthy.

As part of its [College Women's campaign](#), FDA's Office of Women's Health (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.

FDA OWH has many resources for college health professionals to help you inform young college women on how to manage their health and well-being. FDA OWH's college women resources include the following topics:

- [Medicine safety](#)
- [Reproductive health \(birth control, HPV, and HIV\)](#)
- [Sun safety](#)
- [Depression](#)
- [Diabetes](#)
- [Sleep problems](#)
- [Smoking cessation](#)
- [General health](#)
- [Fibroids](#)

Daily campus activities like going to classes, preparing for exams, and managing all of the social activities can be a lot for college students. But it's important that young women also make time to take care of themselves and their health. To learn more about the FDA OWH college women resources, visit: www.fda.gov/collegewomen.

If you're a college health care professional, share these resources with your students and health care network. You can also request [free print copies](#) of materials that you can distribute to students on campus and help your students stay safe.

SOCIAL MEDIA GRAPHICS

Sample Tweet

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



Click image to download

Sample Facebook Post

Misusing medicines can be dangerous and learning how to properly use and take them can help you prevent avoidable health risks. Here are 3 tips to making smart decisions about using prescription and over-the-counter medicines: <https://go.usa.gov/xyndr>



Click image to download

Sample Pinterest Post

Sometimes getting 7 or 9 hours of sleep doesn't mix with your busy college schedule. But sleep is essential to your health. Here are some healthy habits you can use to help you get the sleep you need: <https://go.usa.gov/xynpt>



Click image to download

Sample Instagram Post

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



Click image to download

FLYER

Print and distribute this flyer around campus.



FDA U.S. FOOD & DRUG
ADMINISTRATION

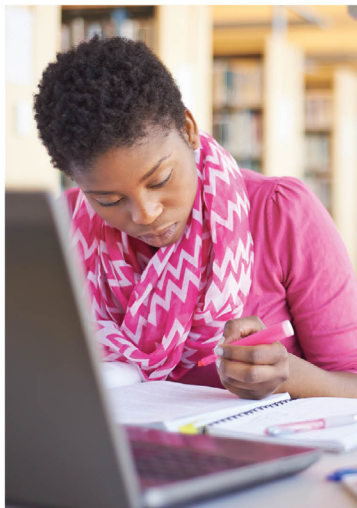
OFFICE OF WOMEN'S HEALTH



RESOURCES FOR COLLEGE WOMEN

ON TOPICS INCLUDING:

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



www.fda.gov/collegewomen

Click image to download