



# National Women's Health Week

Ending the Pandemic and Elevating Women's Health

May 9-15, 2021



**OASH**

Office on Women's Health

**30** YEARS  
1991-2021

**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 9-15, 2021—serves as a reminder for women and girls, especially during the outbreak of COVID-19 to make their health a priority and take care of themselves. It is extremely important for all women and girls, especially those with **underlying health conditions**, such as **hypertension, diabetes, obesity, cardiovascular** and respiratory conditions, and **older adults**, to take care of their health.

When it comes to taking steps for better health, we know it's not always easy, especially during a pandemic. Women have been resilient during the pandemic, often working, serving as caregivers and teaching at home while putting their personal health on the bottom of their to-do list. The theme of NWHW 2021, **Ending the Epidemic and Elevating Women's Health**, is designed to encourage women to take steps improve their health. These steps include continuing actions such as wearing a mask and social distancing to prevent COVID-19, scheduling missed health appointments, getting a COVID vaccine, reducing stress and staying physically active. Follow us during the week for more steps and messages to help women continue their journey to better health. Use our toolkit for daily themes and graphics and join us in the celebration!

# Happy National Women's Health Week!!



## 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 **physical** and **mental health**.

- **Continue to protect yourself from COVID-19 by wearing a mask that covers your nose and mouth, watching your distance (stay 6 feet apart), washing your hands often, and getting a COVID-19 vaccine when it is available to you.**
- **When the COVID-19 vaccine is available to you, schedule your appointment and talk to your friends and family about the importance of receiving COVID-19 vaccine.**
  - You can find locations to receive the vaccine.
- **Talk to your doctor, nurse, nurse practitioner, and/or physician assistant:**
  - about the COVID-19 vaccine and any vaccines that you may have missed during the pandemic;
  - about preventive care such as PAP smears, mammograms, bone density scans, stress tests, cholesterol screenings, blood pressure screenings, physical exams, and other preventive health screenings that you may have missed during the pandemic;
  - if stress, anxiety, or depression 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, to develop or maintain a plan to keep it under control.
  - if your child has missed any recommended check-ups or vaccinations during COVID-19. Vaccinations are critical to ensuring children are healthy. Talk to your child's doctor to make sure they are on track with routinely recommended vaccinations. If they have **missed any vaccinations** due to COVID-19, **work with your child's doctor to develop a plan to get caught up.**
- **Maintain a healthy weight**
  - Healthy weight is different for everyone but it's important to know what a healthy weight is for you. Talk to your health care provider about what a healthy weight is for you.
  - Set realistic goals. Talk to your doctor or nurse about your health goals and ways to achieve them.
- **Get and stay active**
  - Spend time outdoors in the sunshine and be physically active for at least 30 minutes a day.
  - Incorporate exercises that build and strengthen your muscles. This is important if you experienced reduced movement or physical activity or if you were hospitalized during the pandemic. All of these may contribute to muscle loss.



- You can get great ideas to get active and create a weekly activity planner through Move Your Way.
- If you are pregnant, there are ways that you can exercise safely but it is important to talk to your doctor before starting or changing your physical activity.
- There is not a “one-size-fits-all” approach to physical activity. Find a routine to fit your needs based on your age, stage of life, and abilities.
- **Eat well-balanced meals and snacks**
  - Heart-healthy eating involves choosing certain foods, such as fruits and vegetables, while limiting others, such as saturated and trans fats and added sugars.
  - It’s important to ensure you are getting enough vitamins in your diet, like vitamin D. Good dietary sources of Vitamin D include fortified foods such as milk, yogurt, orange juice, and cereals; oily fish such as salmon, rainbow trout, canned tuna, and sardines; and eggs. **Calcium** is an **important nutrient** for your bone health across the lifespan.
- **Take care of your mental health**
  - Stay connected with family and friends.
  - If you or anyone you know is experiencing changes in thinking, mood, behavior, and/or thoughts of self-harm, reach out for help:
    - **SAMHSA’s National Helpline – 1-800-662-HELP (4357)**
    - SAMHSA’s National Helpline is a free, confidential, 24/7, 365-day-a-year treatment referral and information service (in English and Spanish) for individuals and families facing mental and/or substance use disorders.
- **Seek help if you or someone you know is experiencing domestic violence**
  - **National Domestic Violence Hotline** is a 24/7 confidential service that supports victims and survivors of domestic violence. The hotline can be reached:
    - By phone: **1-800-799-7233(SAFE)**
    - By text: Text **LOVEIS** to **22522**
    - Online chat: **<https://www.thehotline.org>** and select “Chat Now”
    - Highly trained, experienced advocates offer support, crisis intervention information, educational services and referral services in more than 200 languages. The website provides information about domestic violence, online instructional materials, safety planning, and local resources.
- **Find healthy ways to manage stress.**
  - As a caregiver, taking care of yourself and getting the help you need are important. **Taking care includes maintaining healthy behaviors, managing stress, and seeking extra support, especially during COVID-19.**



- **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**
  - **Quit smoking** and **vaping**.
    - Smoking weakens your lungs and puts you at a much higher risk of having serious health complications, especially if you have COVID-19.

## 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

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



## National Women's Health Week Sample Message Schedule

Date	Topic	Message
Sunday May 9	Promo	It's National Women's Health Week! Join us this week as we share tips for better health. Follow <b>#NWHW</b> or sign up for email updates here: <a href="https://www.womenshealth.gov/">https://www.womenshealth.gov/</a>
	Promo	Are you looking for ways to stay updated during National Women's Health Week? Follow <b>#NWHW</b> to make sure you don't miss anything! Visit us here: <a href="https://www.womenshealth.gov/nwhw">https://www.womenshealth.gov/nwhw</a> <b>#NWHW #OWH30</b>
Monday May 10	Talk to Your Provider	Take some time this week to do a wellness check on yourself. If something doesn't feel normal or right for you, schedule an appointment w/ your health care provider. <a href="https://go.usa.gov/xHV3s">https://go.usa.gov/xHV3s</a> <b>#NWHW</b>
	Get Your COVID-19 Vaccine	<b>#DYK?</b> Everyone 16 years old and older is now eligible to get a COVID19 vaccination. Click here to find a vaccination center near you: <a href="https://go.usa.gov/xHQUC">https://go.usa.gov/xHQUC</a> <b>#NWHW #OWH30</b>
	Get Your COVID-19 Vaccine	Are you <b>#VaccineReady</b> and looking for a place to get a COVID vaccine near you? This vaccine finder can help: <a href="https://www.vaccines.gov/">https://www.vaccines.gov/</a> <b>#NWHW #WeCanDoThis</b>
	Get Your COVID-19 Vaccine	HCPs: For additional resources to help you talk to your patients about the COVID-19 vaccine, check out: <a href="https://go.usa.gov/xHQVV">https://go.usa.gov/xHQVV</a> <b>#NWHW #OWH30</b>
	Get Your COVID-19 Vaccine	<b>Step 1:</b> Make the decision to get vaccinated. <b>Step 2:</b> Decide which vaccine is right for you.  If you are still getting <b>#vaccineready</b> and have questions about the <b>#COVIDvaccine</b> , this guide can help: <a href="https://go.usa.gov/xHQVP">https://go.usa.gov/xHQVP</a> <b>#NWHW #OWH30</b>
Tuesday May 11	Eat Well-Balanced Meals and Snacks	<b>#DYK</b> regular physical activity can benefit your health long term? Getting active can also boost your mood & help you sleep better. Check out more other benefits of staying active: <a href="https://go.usa.gov/xHQVY">https://go.usa.gov/xHQVY</a> <b>#NWHW #OWH30</b>
	Eat Well-Balanced Meals and Snacks	Make sure you are getting enough vitamins in your diet, like vitamin D & calcium. Good dietary sources of Vitamin D include fortified foods such as milk, yogurt, salmon & eggs. More good sources here→ <a href="https://go.usa.gov/xHVn7">https://go.usa.gov/xHVn7</a> <b>#NWHW</b>
	Eat Well-Balanced Meals and Snacks	Need help incorporating healthier meals? We have tips to help you stay on track: <a href="https://go.usa.gov/xHQVC">https://go.usa.gov/xHQVC</a> <b>#NWHW #OWH30</b>
	Maintain a Healthy Weight	Maintaining a healthy weight is an important part of staying healthy. That number is different for everyone but it's important to know what a <b>#healthyweight</b> is for you. Take to your healthcare provider today. <a href="https://go.usa.gov/xvnz3">https://go.usa.gov/xvnz3</a> <b>#NWHW</b>



Wednesday May 12	Get Active	If you are <b>#pregnant</b> , there are ways that you can exercise safely but it is important to talk to your doctor before starting or changing your physical activity. Here's what you need to know: <a href="https://go.usa.gov/xHVn4">https://go.usa.gov/xHVn4</a> <b>#NWHW</b>
	Get Active	Has your exercise routine changed during the pandemic? Remember that any physical activity is better than no physical activity. Check out our tips to help you get active: <a href="https://go.usa.gov/xHQVb">https://go.usa.gov/xHQVb</a> <b>#NWHW #OWH30</b>
	Get Active	<b>#DYK</b> regular physical activity can benefit your health long term? Getting active can also boost your mood & help you sleep better. Check out more other benefits of staying active: <a href="https://go.usa.gov/xHQVY">https://go.usa.gov/xHQVY</a> <b>#NWHW #OWH30</b>
Thursday May 13	Sleep Habits	<b>#DYK</b> driving sleep-deprived is just as dangerous as driving while intoxicated? At your best, you are rested. Check out these tips to improve your sleep: <a href="https://go.usa.gov/xHVcf">https://go.usa.gov/xHVcf</a> <b>#NWHW #OWH30</b>
	Sleep Habits	<b>#DYK?</b> Your sleep habits can affect your heart health? If you need to improve your sleep, these 10 tips can help: <a href="https://go.usa.gov/xHQyA">https://go.usa.gov/xHQyA</a> <b>#NWHW #OWH30</b>
Friday May 14	Take Care of Your Mental Health	Exercising, reading, resting or catching up on your fav show are different forms of self-care. Check out these steps for better mental health: <a href="https://go.usa.gov/xHQyS">https://go.usa.gov/xHQyS</a> <b>#NWHW #OWH30</b>
	Take Action to Stay Safe	Domestic violence is not always easy to recognize. Abuse can be physical, emotional or both. Here is a list of signs to look for: <a href="https://go.usa.gov/xHQyM">https://go.usa.gov/xHQyM</a> <b>#NWHW #OWH30</b> If you need help call: National Domestic Violence Hotline <b>800-799-SAFE (7233)</b>
Saturday May 15	Find Ways to Manage Stress	Taking time to unwind and connect with others safely are great ways to reduce <b>#stress</b> . These ideas can help too: <a href="https://go.usa.gov/xHQVn">https://go.usa.gov/xHQVn</a> <b>#NWHW #OWH30</b>
	Find Ways to Manage Stress	Home-school, quarantine or work can all be stressors—especially now. Practicing self-care can help you handle <b>#stress</b> in the best way. Check out these stress management tips: <a href="https://go.usa.gov/xHQyH">https://go.usa.gov/xHQyH</a> <b>#NWHW #OWH30</b>
	Find Ways to Manage Stress	Stress shows up differently for everyone. Upset stomach, migraines and heart problems are a few examples of how stress affects women. For more info on the symptoms and causes of stress, visit: <a href="https://go.usa.gov/xHU3r">https://go.usa.gov/xHU3r</a> <b>#NWHW #OWH30</b>
	Quit Smoking and Vaping	Quitting isn't always losing, especially when it comes to <b>#tobacco</b> . Here are tips to help you prepare to quit: <a href="https://go.usa.gov/xHQyV">https://go.usa.gov/xHQyV</a> <b>#NWHW #OWH30</b>
	Quit Smoking and Vaping	<b>#Smoking</b> during and before <b>#pregnancy</b> can cause many health issues for mom and baby. Women who decide to quit smoking are making the healthy choice for themselves & their baby. Learn how to quit for two here: <a href="https://go.usa.gov/xHQyq">https://go.usa.gov/xHQyq</a> <b>#NWHW #OWH30</b>
	Wrap Up	Thank you for celebrating <b>#NWHW</b> with us!! Remember that every day is the best day to focus on your health. Visit <a href="http://www.Womenshealth.gov">www.Womenshealth.gov</a> for tips to stay healthy and safe.
Sunday May 16	Wrap Up	Stay up-to-date on <b>#COVID19!</b> Sign up for weekly news and updates here→ <a href="https://go.usa.gov/xHQua">https://go.usa.gov/xHQua</a> <b>#NWHW #VaccineReady</b>



## 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: **#NWHW** and **#OWH30**.

**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 **#OWH30** in any messages you share.

## 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:

- **Continue to protect yourself from COVID-19** by wearing a mask that covers your nose and mouth, watching your distance (stay 6 feet apart), washing your hands often, and getting a COVID-19 vaccine when it is available to you.
- **When the COVID-19 vaccine is available to you, schedule your appointment and talk to your friends and family** about the importance of getting the COVID-19 vaccine.
  - To learn more about the COVID vaccine, how to prepare for your vaccine appointment and what to expect, visit: <https://go.usa.gov/xHRDu>
  - You can find locations to receive the vaccine here: <https://vaccinefinder.org/search/>
- **Talk to your doctor, nurse, nurse practitioner, and/or physician assistant:**
  - about the COVID-19 vaccine and any vaccines that you may have missed during the pandemic;
  - about preventive care such as PAP smears, mammograms, bone density scans, stress tests, cholesterol screenings, blood pressure screenings, physical exams, and other preventive health screenings that you may have missed during the pandemic;
  - if stress, anxiety, or depression 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, to develop or maintain a plan to keep it under control.
  - if your child has missed any recommended check-ups or vaccinations during COVID-19. COVID-19 has caused many disruptions in families' lives – and in some cases, it has meant that children have missed or delayed their wellness checkups and vaccination, which are a critical part of ensuring children stay healthy. Talk to your child's doctor to make sure they are on track with **routinely recommended vaccinations**. If they have **missed any vaccinations** due to COVID-19, **work with your child's doctor to develop a plan to get caught up**.
- **Maintain a healthy weight**
  - **Healthy weight** is different for everyone but it's important to know what a healthy weight is for you. Talk to your health provider about what a healthy weight is for you.
  - Set realistic goals. Talk to your doctor or nurse about your health goals and ways to achieve them.
- **Get and stay active**
  - Spend time outdoors in the sunshine and be physically active for at least 30 minutes a day.
  - Incorporate exercises that build and strengthen your muscles. This is important if you experienced reduced movement or physical activity or if you were hospitalized during the pandemic. All of these may contribute to muscle loss.
  - You can get great ideas to get active and create a weekly activity planner through **Move Your Way**.
  - If you are pregnant, there are **ways that you can exercise safely** but it is important to talk to your doctor before starting or changing your physical activity.
  - There is not a "one-size-fits-all" approach to physical activity. **Find a routine to fit your needs** based on your age, stage of life, and abilities.
- **Eat well-balanced meals and snacks**
  - **Heart-healthy eating** involves choosing certain foods, such as fruits and vegetables, while limiting others, such as saturated and trans fats and added sugars.
  - It's important to ensure you are getting enough vitamins in your diet, like vitamin D. Good dietary sources of Vitamin D include fortified foods such as milk, yogurt, orange juice, and cereals; oily fish such as salmon, rainbow trout, canned tuna, and sardines; and eggs. **Calcium** is an **important nutrient** for your bone health across the lifespan.
- **Take care of your mental health**
  - Stay connected with family and friends.
  - **Connect with your community-** or faith-based organizations.

- Make time to unwind and focus on activities you enjoy.
- Pay attention to changes in your mood
  - If **you or anyone you know is experiencing changes in thinking, mood,** behavior, and/or thoughts of self-harm, reach out for help:
    - **SAMHSA's National Helpline – 1-800-662-HELP (4357)**
    - SAMHSA's National Helpline is a free, confidential, 24/7, 365-day-a-year treatment referral and information service (in English and Spanish) for individuals and families facing mental and/or substance use disorders.
- **Seek help if you or someone you know is experiencing domestic violence**
  - **National Domestic Violence Hotline** is a 24/7 confidential service that supports victims and survivors of domestic violence. The hotline can be reached:
    - By phone: **1-800-799-7233(SAFE)**
    - By text: Text **LOVEIS** to **22522**
    - Online chat: <https://www.thehotline.org> and select "Chat Now"
    - Highly trained, experienced advocates offer support, crisis intervention information, educational services and referral services in more than 200 languages. The website provides information about domestic violence, online instructional materials, safety planning, and local resources.
- **Find healthy ways to manage stress.**
  - As a caregiver, taking care of yourself and getting the help you need are important. **Taking care includes maintaining healthy behaviors, managing stress, and seeking extra support, especially during COVID-19.**
- **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**
  - **Quit smoking** and vaping.
  - Smoking weakens your lungs and puts you at a much higher risk of having serious health complications, especially if you have COVID-19.

We know that when it comes to taking steps for better health, it's not always easy, especially during the current pandemic. Take time this National Women's Health Week to pause and reflect on your physical and mental health. Ask yourself where you are on your health journey and where you want to go to stay healthy during and after the pandemic. Whether you're focused on getting outside for regular physical activity, eating healthier, or managing your stress, 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](http://www.womenshealth.gov/nwhw). Start working toward your health goals – and share your progress with us using **#NWHW** and **#OWH30**.