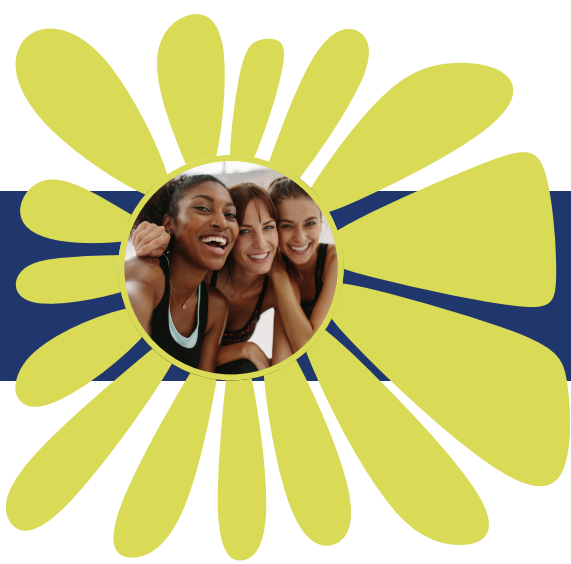


**National Women's  
Health Week  
May 11-17, 2025**

**T O O L K I T**





# Overview

## Women's Health Week Toolkit May 11-17, 2025

### To Our Partners

The Family Health and Wellness (FHW) division of the Tennessee Department of Health (TDH) is committed to improving the health and well-being of all Tennesseans by providing quality resources and equitable services through a skilled workforce and community partnerships.

This National Women's Health Week (NWHW) Toolkit is a go-to resource for raising awareness about key women's health issues, including maternal, mental, sexual, reproductive, and heart health. NWHW (May 12-18) is approaching, and we'd love to collaborate to amplify this initiative!

Designed for community partners, all materials are free, copyright-free, and ready to download, share, and align with your messaging and outreach.

### 2025 Theme

This National Women's Health Week, the Family Health and Wellness (FHW) Division is calling on every woman to suit up and step into her power. Our theme: "Prioritize Your Health, Unlock Your Superpowers!"

Every woman carries powerful abilities within—strength, resilience, balance, and confidence. But like any true superhero, those powers grow stronger when fueled by care and intention. Preventive screenings are your armor. Mental wellness is your shield. Heart health is your strength. Movement and nutrition? Your daily dose of energy and endurance.

### How to Use This Toolkit

- ✓ Explore the resources and select the materials that best support your work and community.
- ✓ Download the 2025 resources and distribute them within your networks.
- ✓ Share TDH's National Women's Week toolkit content on your social media channels using the hashtags #NWHW #WomensHealthMatters and #HealthyWomenTN to amplify the message.

### Resources in the Toolkit

Click the links below to access and share all toolkit materials in ways that best serve your community.

[\*\*Fact Sheet\*\*](#)

[\*\*Press Release\*\*](#)

[\*\*Resources\*\*](#)

[\*\*Best Practices\*\*](#)

[\*\*Social Media Content\*\*](#)

[\*\*Virtual Backgrounds\*\*](#)

[\*\*Event Flyers\*\*](#)





# Fact Sheet

## What is National Women's Health Week?

National Women's Health Week (NWHW) is an annual observance led by the U.S. Department of Health and Human Services Office on Women's Health. It begins each year on Mother's Day and reminds women to make their health a priority and take care of themselves at every stage of life.

## When is National Women's Health Week?

National Women's Health Week is observed from May 11–17, 2025.

## Why is Women's Health Important?

Women's health encompasses various topics, from preventive screenings and reproductive health to mental well-being and chronic disease management. Encouraging women to focus on their health leads to stronger families, healthier communities, and improved overall well-being.

## RWH Focus Areas

We encourage TDH partners, clinicians, and community groups to empower women with the knowledge and resources to prioritize their health:

- **Maternal Health** – Ensure access to quality prenatal and postpartum care, recognize warning signs, and support maternal mental health.
- **Preventive Care** – Stay current with regular check-ups, screenings (mammograms, Pap tests, blood pressure checks), and vaccinations.
- **Mental Health & Wellness** – Prioritize self-care, manage stress, and seek support.
- **Heart Health** – Maintain a balanced diet, stay active, and monitor risk factors like high blood pressure and cholesterol.
- **Reproductive Health** – Understand contraceptive options, plan for a healthy pregnancy, and access family planning services.
- **Healthy Aging** – Stay active, eat well, and support bone health with calcium and vitamin D.
- **Nutrition** – Eat well, feel well—explore Tennessee's nutrition support programs like WIC.
- **Personal Safety** – Recognize the signs of domestic violence and know where to seek help.

## Ways to Get Involved

- **Share Information:** Use social media, newsletters, and community events to spread awareness about the importance of women's health. See social media graphics and posts on page XX.
- **Host a Health Event:** Partner with local organizations to offer health screenings, wellness workshops, or fitness activities. Customize and download a NWHW flyer on page XX.
- **Encourage Women to Take Action:** Promote the use of health checklists, schedule screenings, and support healthier lifestyle choices.
- **Use Hashtags:** Use #NWHW #WomensHealthMatters #WomensHealthTN. Join the conversation on social media to raise awareness and support women's health. Tag TDH in your posts to amplify your share!



**FOR IMMEDIATE RELEASE**

**CONTACT:**

**TDH Celebrates Women's Health Week in May  
2025 Theme: Prioritize Your Health, Unlock Your Superpowers**

NASHVILLE, Tenn. (Date) – The Tennessee Department of Health (TDH), division of Family Health and Wellness (FHW), is celebrating National Women's Health Week (May 11-17, 2025) to raise awareness about women's health issues including maternal, mental, reproductive, and heart health.

**Prioritize Your Health, Unlock Your Superpowers**

This year's FHW theme, "Prioritize Your Health, Unlock Your Superpowers," is a call to action. This National Women's Health Week, FHW is calling on every woman to suit up and step into her power. Our theme: "Prioritize Your Health, Unlock Your Superpowers!"

Every woman carries powerful abilities within—strength, resilience, determination, and confidence. But like any true superhero, those powers grow stronger when fueled by care and intention. Preventive screenings is a woman's armor. Mental wellness is her shield. Heart health is her strength. Movement and nutrition? Her daily dose of energy and endurance.

**FHW Focus Areas**

TDH encourages partners, clinicians, and community groups to promote:

- **Maternal Health** – Access prenatal/postpartum care, recognize warning signs, and support mental health.
- **Preventive Care** – Get regular check-ups, screenings, and vaccinations.
- **Mental Wellness** – Practice self-care, manage stress and seek support.
- **Heart Health** – Eat well, stay active, and monitor risk factors.
- **Reproductive Health** – Plan for pregnancy, use contraception, and access family planning.
- **Healthy Aging** – Stay active, eat well, and support bone health.
- **Nutrition** – Eat well and exercise; if needed, explore Tennessee's nutrition programs like WIC.
- **Personal Safety** – Recognize the signs of domestic violence and find help.

**Download the toolkit and explore other women's health resources:**

- FHW Toolkit: <xxx.tn.gov> **(URL TO COME)**
- TDH Resources: [www.tn.gov/health](http://www.tn.gov/health)
- Local Health Depts: [www.tn.gov/health/localdepartments](http://www.tn.gov/health/localdepartments)
- Office on Women's Health: [www.womenshealth.gov](http://www.womenshealth.gov)
- CDC Women's Health: [www.cdc.gov/women](http://www.cdc.gov/women)

Join us in this call to action to empower women across Tennessee to advocate for their best health possible!

**Questions?** Contact TDH Communications Specialist Toni Birdsong at [Toni.Birdsong@tn.gov](mailto:Toni.Birdsong@tn.gov) at TDH Family Health and Wellness (FHW) division.





# Resources

## Resources for Women's Health in Tennessee

- Tennessee Department of Health: [www.tn.gov/health](http://www.tn.gov/health).
- Local Health Departments: To find services in your area, [click here](#).
- Office on Women's Health: [www.womenshealth.gov](http://www.womenshealth.gov).
- Centers for Disease Control and Prevention (CDC): [www.cdc.gov/women](http://www.cdc.gov/women).

## Tennessee Health Departments\*

You can find information about Tennessee's local health departments, including contact details and services offered, on the Tennessee Department of Health's website, [www.tn.gov/health](http://www.tn.gov/health).

Tennessee Health Departments offer a variety of services depending on the county, including:

### Maternal Health

- Pregnancy Testing and Counseling
- Pre-Pregnancy and Infertility Counseling
- Prenatal and Postnatal Care
- WIC Program for Nutrition Support and Education
- Domestic Violence Resources

### Mental Health

- Mental health services and resources, including support for managing stress, depression, and other mental health concerns. For more information, [click here](#).
- To explore additional [mental health resources in Tennessee](#), [click here](#).

### Screenings & Cancer Prevention

- The Family Health and Wellness (FHW) division offers information on preventive health services, including screenings for various cancers and other health conditions.

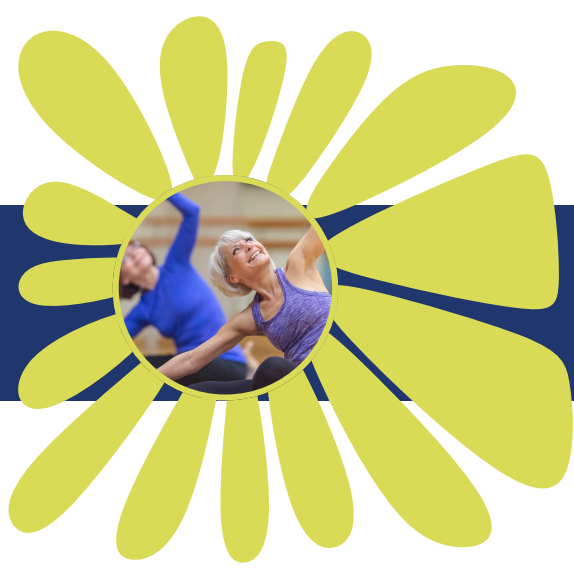
### Healthy Aging

- Some health departments in Tennessee provide resources to support healthy aging, including information on nutrition, physical activity, and preventive care for older women, including bone density screenings, vaccinations, and preventive care.

### Reproductive Women's Health

- Comprehensive family planning services are available at most local health departments across the state, offering check-ups, reproductive life planning, and more. Health assessments, contraception, pregnancy testing, infertility support, and emergency contraception.
- STI testing, treatment, and sexual health counseling. Services are offered on a sliding fee scale.

*\*Note: Services may vary by location—contact your local health department to confirm the availability of services at [tn.gov/health](http://tn.gov/health).*



# Best Practices

## Spread the Message of Women's Health Across Tennessee

To help spread the NWHW messaging, we've developed a collection of ready-to-use social media posts, graphics, and stickers. These downloadable shareables highlight essential health messages, showcase helpful resources, and inspire action within your community.

- **Tag TDH:** Please tag us in your social media content to show your support & amplify our collective reach!
- **Facebook:** [TN Department of Health](#)
- **X:** [@TNDeptofHealth](#)
- **Instagram:** [TN Department of Health](#)
- **Use specific hashtags:** Be sure to use the official hashtags for #NWHW and #WomensHealthTN to track and engage with conversations.
- **Incorporate the daily themes:** Amplify NWHW by adjusting your content to fit the daily themes.
- **Share resources:** Share TDH resources to provide important health information tailored to women.
- **Prompt online discussions and engagement:** Ask followers to share their stories and insights related to the daily themes.
- **Contact:** Toni Birdsong, [toni.birdsong@tn.gov](mailto:toni.birdsong@tn.gov) with any questions you may have to help make this year's NWHW impactful for your community.





# Social Media Content

To help spread the messaging throughout this week, FHW has developed a collection of ready-to-use social media posts and graphics for use by partners across their social media to uplift the messaging of National Women's Health Week (May 11-17, 2025). Cut and paste the posts that resonate with you. Be sure to add hashtags (#NWHW #HealthyWomenTN #YourHealthMatters) and please tag @HealthDepartmentTN in your posts so we can thank you and re-share.



## DOWNLOAD ACCOMPANYING GRAPHICS ON FOLLOWING PAGES

### MONDAY | Maternal Health

*Photo: Pregnant woman talking to doctor*

🌸 National Women's Health Week: Maternal Health Matters! 🌸

For pregnant and postpartum moms, knowledge is your superpower. Every mom deserves safe, informed, and supportive care before, during, and after birth. Key ways to improve maternal health:

- 🧠 Prenatal care—Regular check-ups prevent complications.
- 👩 Doulas—Emotional, physical & advocacy support.
- 🏠 Birthing options—Know your choices!
- 💖 Postpartum care—Your physical & mental health matters beyond delivery.

Tennessee is working to reduce maternal mortality. Let's advocate together for healthier moms and healthy pregnancies.

💬 What helped you most during pregnancy or postpartum? ↓  
#NWHW #MaternalHealth #TennesseeMoms

### TUESDAY | Preventive Health & Screenings

*Photo: Woman and nurse at mammogram machine*

✅ Prioritize Your Health: Get Screened! ✅

When it comes to women's health, taking the necessary steps to avoid serious illness—prevention—is your superpower. Early detection saves lives. Regular screenings help you catch health issues before they become serious. Key screenings for women include:

- Mammograms—detect breast cancer early.
- Cholesterol checks—monitor heart health.
- Pap smears—prevent cervical cancer.

Stay on top of your health—schedule your screenings today!  
#NWHW #PreventiveCare #GetScreened #HealthyWomenTN

# Social Media



DOWNLOAD ACCOMPANYING GRAPHICS ON FOLLOWING PAGES

## WEDNESDAY | Mental Health & Emotional Well-Being

*Photo: Woman meditating at outdoors.*

💙 Your Mental Health Matters 💙

We all have superpowers that lie dormant when it comes to experiencing our best health possible. For women, finding balance is a superpower that opens the door to better health. Taking care of your mind is just as important as caring for your body. You're not alone—help is available. Ways to support your well-being:

- Counseling services—professional help can make a difference.
- Postpartum depression awareness—understand the signs of trouble and get the help you and your family deserve.
- Stress management—self-care isn't selfish. Take time to do things that bring you joy and help you relax.

Prioritize your mental health. Reach out, talk about it, and support each other.

#WomensHealthWeek #MentalHealthMatters

## THURSDAY | Heart Health

*Photo: Mom and daughter flexing muscles.*

❤️ Heart Health Matters! ❤️

When it comes to heart health, strength can be a woman's untapped superpower. Did you know that heart disease is the leading cause of death for women? The good news is that it's largely preventable. Protect your heart with these simple habits:

- 🥗 Eat a balanced diet rich in fruits, veggies, and whole grains
- 🏃 Move your body—aim for at least 30 minutes of activity a day
- 🩺 Keep up with regular check-ups and blood pressure screenings
- 🧘 Manage stress through mindfulness, deep breathing, or hobbies
- 🚭 Avoid smoking and limit alcohol intake

Your heart works hard for you—show it some love! ❤️ Share this post to help spread awareness and encourage heart-healthy choices. #HeartHealth #HealthyHeart #WomenHeartHealth #PreventionMatters

## FRIDAY | Reproductive Health & Family Planning

*Photo: Woman, hand on chest, talking to doctor.*

Confidence in your family planning choices is a powerful superpower—and it starts with knowledge. When you have the info and resources you need, you're better equipped to protect your health and plan your future with confidence. Here's how to stay in control of your reproductive health:

- 📅 Family Planning – Know your goals, make your plan.
- 💊 Birth Control Options – Choose what's right for your body and life.
- 🏥 Reproductive Health Services – Get care, support, and screenings at every stage.
- 🌟 Knowledge = Power. Power = Health.

Take charge of your health today!

#NWHW #HealthyWomenTN #ReproductiveHealth #FamilyPlanning #WomensHealthMatters



# Social Media



DOWNLOAD ACCOMPANYING GRAPHICS ON FOLLOWING PAGES

## SUNDAY | Health Aging

Photo: Older woman in purple top exercising.

✨ Thriving Through Every Stage of Life ✨

With every year around the sun, resilience becomes a beautiful superpower for women. Embrace the season with strength, knowledge, and care. Healthy aging tips for women:

- 🔥 Menopause support—manage symptoms with nutrition, movement, and self-care.
- 💪 Bone health—stay strong with calcium, vitamin D, and weight-bearing exercise.
- 🩺 Wellness check-ups—get regular screenings to keep you feeling your best.

Midlife is a time of growth, wisdom, and resilience. Let’s support each other through it! ❤️

#NWHW #HealthyAging #HealthyWomenTN

## SUNDAY POST 1 | Nutrition

Photo: Woman reading food label in kitchen.

Nutrition is a superpower for lifelong health. National Women’s Health Week is the perfect time to tap into one of your greatest strengths—nourishing your body. Eating well is more than a habit—it’s a superpower that fuels your energy, strengthens your body, and protects you from chronic disease. Tennessee WIC is here to support that superpower by providing:

- 🥬 Healthy foods
- 📖 Nutrition education
- 👩 Support for women, infants, and children

If you’re pregnant, postpartum, or caring for young children, you may qualify for WIC benefits. Fuel your strength. Feed your power. Thrive.

#NWHW #HealthyWomenTN #TennesseeWIC #HealthyMomsHealthyBabies #WICWorks #WomenHaveSuperpowers

## SUNDAY POST 2 | Domestic Violence Awareness

Photo: Woman in white top; strong, confident look on her face looking straight into camera.

💜 Your safety. Your strength. Your future.

Listen to your inner strength—it’s your greatest superpower. During National Women’s Health Week, we’re reminding every woman that health isn’t just physical—it’s about feeling safe, valued, and supported. If you or someone you know is experiencing domestic violence, help is available. Tennessee’s Domestic Violence Prevention Programs provide resources, support, and a path to safety. You are not alone, and you deserve to be safe.

- ☎ Need help? Call the Tennessee Domestic Violence Hotline: 1-800-356-6767
- 💜 Learn more: [www.tn.gov/domesticviolence](http://www.tn.gov/domesticviolence)

#NWHW #YouAreNotAlone #EndDomesticViolence #HealthyWomenTN





Department of  
**Health**

**RE M I N D E R**

*Knowledge  
is your  
superpower.*

**#NWHW  
#HEALTHYWOMENTN**

**Every stage of your  
maternal journey matters.**

**National Women's Health Week  
May 11-17, 2025**





Department of  
**Health**

REMINDER

*Prevention  
is your  
superpower.*

#NWHW  
#HEALTHYWOMENTN

**Prioritize your health.  
Get screened.**

**National Women's Health Week  
May 11-17, 2025**



RE M I N D E R

*Balance  
is your  
superpower.*

#NWHW  
#HEALTHYWOMENTN

Find a way, every day, to put  
your mental health first.

National Women's Health Week  
May 11-17, 2025





Department of  
**Health**

REMINDER

*Strength  
is your  
superpower.*

#NWHW  
#HEALTHYWOMENTN

**Heart health is your greatest  
wealth—protect it.**

**National Women's Health Week  
May 11-17, 2025**





Department of  
Health

RE M I N D E R

*Confidence  
is your  
superpower.*

#NWHW  
#HEALTHYWOMENTN

**Take control of your future  
with confidence and clarity.**

**National Women's Health Week  
May 11-17, 2025**





Department of  
**Health**

RE M I N D E R

*Resilience  
is your  
superpower.*

#NWHW  
#HEALTHYWOMENTN

**Decide to thrive in every  
stage of life.**

**National Women's Health Week  
May 11-17, 2025**





Department of  
**Health**

RE M I N D E R

*Nutrition  
is your  
superpower.*

#NWHW  
#HEALTHYWOMENTN

**Fuel your body, fuel  
your future.**

**National Women's Health Week  
May 11-17, 2025**





Department of  
**Health**

RE M I N D E R

*Inner strength  
is your  
superpower.*

#NWHW  
#HEALTHYWOMENTN

**No one can take your inner strength.  
Know the signs of domestic violence.  
Reach out. You are not alone.**

**National Women's Health Week  
May 11-17, 2025**



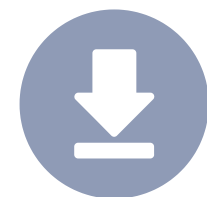


# Virtual Backgrounds



## Virtual Backgrounds

We've created backgrounds for your use during virtual meetings to help amplify National Women's Health Week on your meetings! To view and save the backgrounds below, click "View Image" under each graphic and click the download link. Choose your superpower to highlight: Prevention, Knowledge, Balance, Resilience.



Download





# Event Flyers

## NWHW Event Flyers

Having an event to celebrate National Women's Health Week? Download the flyer on the next page and customize it to fit your event. We've included:

- 1) A standard flyer.
- 2) A customizable flyer.

# National Women's Health Week



**Live your best, healthiest life by tapping into your superpowers!**

## **Maternal Health**

Seek prenatal care, be aware of warning signs, and utilize mental health resources.

## **Preventive Care**

Stay up to date with regular check-ups, screenings, and vaccinations.

## **Mental Health & Wellness**

Prioritize self-care, manage stress, and seek support when needed.

## **Heart Health**

Maintain a healthy diet, engage in regular exercise, and keep track of heart risk factors.

## **Reproductive Health**

Familiarize yourself with contraceptive options and plan for pregnancy.

## **Healthy Aging**

Remain active, improve your nutrition, and promote bone health.

## **Nutrition**

Follow a balanced diet and incorporate exercise into your routine.

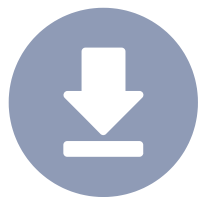
## **Personal Safety**

Recognize signs of domestic violence and know where to find help.



**National Women's Health Week**  
**May 11-17, 2025**

# JOIN US!



Download

Download a customizable  
flyer here.



**National Women's Health Week**  
**May 11-17, 2025**



# Let's Keep the Conversation Going

Be featured in next year's toolkit!

Let's keep talking about women's health year 'round! TDH's FHW division is looking for stories, photos, and outreach highlights to include in future toolkits and newsletters. Share how you used this year's materials and the impact you had in your community.

Tell us about:

- Events you hosted or supported
- Creative ways you shared the resources
- Collaborations with local partners
- Community reactions or personal stories on how the women in your region tapped into their superpowers and amplified their health!

Contact:

Toni Birdsong at [Toni.Birdsong@TN.gov](mailto:Toni.Birdsong@TN.gov) OR [MHI.Health@TN.gov](mailto:MHI.Health@TN.gov).



Dept. of Health Authorization #MW0YU0-1,  
Electronic only, April 29, 2025.  
This public document was promulgated at zero cost.