**Women’s health**

**Social media content calendar**

***Note: Markets to localise based on in-country medical guidelines and product offering***

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|  | **Proposed copy** |
| 1 | Vitality brings together a panel of experts to discuss the topic of women’s health – from addressing the gender health gap to why we need to increase global female leadership in healthcare. Their message? It’s time for health on “her” terms. **LINK TO ARTICLE: HEALTHY WOMEN FOR HEALTHY COMMUNITIES**  #LiveLifeWithVitality |
| 2 | Here are some healthy grocery shopping tips:   1. Make a shopping list before you get to the store. 2. Shop the outside perimeter – this is where you’ll find fresh foods. 3. Avoid the inside aisles, where most processed foods are. 4. Don’t shop hungry – you’re more likely to be tempted by unhealthy options.   #LiveLifeWithVitality  --  *Reference image asset: Healthy grocery shopping tips* |
| 3 | Career. Kids. Family. Friends.  If you’re a woman juggling multiple responsibilities, don’t let your health come last.  Book your Vitality Health Check to best manage your:   * Blood pressure * Glucose * Cholesterol * BMI   #LiveLifeWithVitality |
| 4 | ⚡ Did you know that heart disease is in fact the number one killer of women worldwide?  The good news is that by controlling certain lifestyle-related risk factors, heart disease is largely preventable. Nutrition, exercise, quitting smoking and limiting alcohol – all important pillars of the Vitality programme – are behavioural and with Vitality support, can be improved to lessen your risks of getting heart disease.  Start with exercise! **LINK TO ARTICLE: ATTENTION WOMEN: RUN YOUR WAY TO A HEALTHIER HEART**  #LiveLifeWithVitality |
| 5 | Vitality UK Ambassador, Dame Jessica Ennis-Hill is on a mission to empower women with knowledge about their hormone health. Read her interview, where she talks about returning to athletic greatness after childbirth, and how she’s preparing for the next phase of her life: [**Jessica Ennis-Hill on women’s health and hormones**](https://magazine.vitality.co.uk/jessica-ennis-hill-on-womens-health-and-hormones/)  #LiveLifeWithVitality |
| 6 | Did you know that women are more likely to die from having a stroke than men? 6 things to start doing, now:  ✅Lower blood pressure  ✅Lose excess weight  ✅Exercise more  ✅If you drink, do it in moderation  ✅Keep blood sugar under control  ✅Quit smoking  #LiveLifeWithVitality  --  *Reference image asset: How to spot a stroke* |
| 7 | Just turned 40? Haven’t been for a mammogram before? Then you’re now invited to this exclusive screening club. Here are 7 things to know about your first mammogram (#1: it’s not as bad as you may think!) **LINK TO ARTICLE: TIME FOR YOUR FIRST MAMMOGRAM? THEN READ ON**  #LiveLifeWithVitality  --  *Reference image asset: 7 things to know about your first mammogram* |
| 8 | Dear women over 45:  You’re more at-risk for osteoarthritis.  Aim for at least 20 to 30 minutes of physical movement, at least every other day. Choose gentle, low impact activities such as walking or swimming.  #LiveLifeWithVitality |
| 9 | At Vitality, we believe that prevention is better than cure.  A Pap smear or Pap test is a quick, pain-free screening for cervical cancer. You’ll earn Vitality points for doing one, and it could save your life!  Book yours with your health professional, today.  #LiveLifeWithVitality |
| 10 | The three nutrients women need most for optimal health?   * Iron * Calcium (and Vitamin D) * Omega-3s   Understand why these nutrients are so important, and how you can incorporate more of them into every meal, here: **LINK TO ARTICLE: THREE NUTRIENTS WOMEN NEED MOST FOR OPTIMAL HEALTH**  #LiveLifeWithVitality  --  *Reference image asset: The 3 nutrients women need most for optimal health* |
| 11 | Looking for inspiration on how to entertain and eat out the healthy way? Head of Wellness, Dr Mosima Mabunda, shares her top tips. **LINK TO ARTICLE: HOW TO ENTERTAIN AND EAT OUT THE HEALTHY WAY**  #LiveLifeWithVitality |
| 12 | WOMEN’S HEALTH TIP:  Do your own breast self-check. Use your eyes and hands to see if there are any changes to the look and feel of your breasts. If you’re concerned, book an appointment with your doctor.  P.S: Don’t forget your annual mammogram if you’re 40+!  #LiveLifeWithVitality |