WEAR RED CANADA
SOCIAL MEDIA MESSAGING

Consider sharing these Social Media messages to spread awareness about heart disease in women.

**Twitter: Pre-campaign**

**Option 1:** #HeartDisease is the #1 killer of #women worldwide affecting all ages. Help us raise awareness and #WearRedCanada on February 13th. Learn more at https://bit.ly/2RlIHEm
Because #HerHeartMatters @CWHHAlliance @CWHHC

**Option 2:** When it comes to #heartdisease, #women are under-studied, under-diagnosed, and under-treated. Help us raise awareness and #WearRedCanada on February 13th. Learn more at https://bit.ly/2RlIHEm
Because #HerHeartMatters @CWHHAlliance @CWHHC

**Option 3:** On February 13th join us and the @CWHHAlliance for the 2nd annual #WearRedCanada. We wear RED in support of the #Women who have been affected by #heartdisease. Let’s raise awareness for #womenshearthealth. Because your heart and #HerHeartMatters. @CWHHAlliance @CWHHC

**Location Specific:** #HeartDisease is #1 killer of #women worldwide. Help us raise awareness and #WearRedCanada. Join us on February 13th at [insert location]. Learn more at https://bit.ly/2RlIHEm #HerHeartMatters @CWHHAlliance @CWHHC

**Facebook: Pre-campaign**

**Option 1:** Heart disease is the biggest health threat for women. It’s the #1 killer of women worldwide affecting women of all ages. Help us raise awareness by Wearing Red on February 13th. Learn more at https://bit.ly/2RlIHEm
Because #HerHeartMatters @CWHHS
#WearRedCanada

**Option 2:** When it comes to heart disease, women are under-studied, under-diagnosed, and under-treated. Help us raise awareness by Wearing Red on February 13th. Learn more at https://bit.ly/2RlIHEm
Because #HerHeartMatters @CWHHS #WearRedCanada

**Option 3:** On February 13th join us and the Canadian Women’s Heart Health Alliance for the 2nd annual #WearRedCanada. We wear RED in support of the #Women who have been affected by #heartdisease. Let’s raise awareness for #womenshearthealth. Because #HerHeartMatters. @CWHHS Visit https://bit.ly/2RlIHEm for more details.

**Location Specific:** Heart disease is #1 killer of women worldwide and it affects women of all ages. Help us raise awareness by Wearing Red Canada! Join us on February 13th at [insert location]. Learn more at https://bit.ly/2RlIHEm #HerHeartMatters @CWHHS
**Instagram: Pre-campaign**

**Option 1:** Heart disease is the biggest health threat for women. It’s the #1 killer of women worldwide affecting women of all ages. Help us raise awareness by Wearing Red on February 13th. Learn more at [https://bit.ly/2Rl1HEm](https://bit.ly/2Rl1HEm) Because #HerHeartMatters @CWHHCentre #WearRedCanada

**Option 2:** When it comes to heart disease, women are under-studied, under-diagnosed, and under-treated. Help us raise awareness by Wearing Red on February 13th. Learn more at [https://bit.ly/2Rl1HEm](https://bit.ly/2Rl1HEm) Because #HerHeartMatters @CWHHCentre #WearRedCanada

**Option 3:** On February 13th join us and the Canadian Women’s Heart Health Alliance for the 2nd annual #WearRedCanada. We wear RED in support of the Women who have been affected by heartdisease. Let’s raise awareness for #womenshearthealth. Because #HerHeartMatters. @CWHHCentre Visit [https://bit.ly/2Rl1HEm](https://bit.ly/2Rl1HEm) for more details.

**Location Specific:** Heart disease is #1 killer of women worldwide affecting women of all ages. Help us raise awareness by Wearing Red Canada! Join us on February 13th at [insert location]. Learn more at [https://bit.ly/2Rl1HEm](https://bit.ly/2Rl1HEm) #WearRedCanada #HerHeartMatters @CWHHCentre
Twitter: Campaign Day [insert group photo]

Option 1: [Insert organization or community or twitter handle] is participating in #WearRedCanada to discuss #heartdisease in #women. Heart disease is the #1 killer of women worldwide, affecting women of all ages. Learn more at https://bit.ly/2RIlHEm Because #HerHeartMatters @CWHHAlliance

Option 2: [Insert organization or community or twitter handle] had a discussion on reducing their risk of heart disease. 80% of risk factors are within your control to change! Learn more at https://bit.ly/2RIlHEm Because #HerHeartMatters @CWHHAlliance

Option 3: [Insert organization or community or twitter handle] is participating in #WearRedCanada to spread the word that #heartattacks go unrecognized in women up to 53% of the time. Learn more about signs and symptoms at https://bit.ly/2RIlHEm Because #HerHeartMatters @CWHHAlliance

Facebook: Campaign Day [insert group photo]

Option 1: [Insert organization or community] is participating in #WearRedCanada. Heart disease is the #1 killer of women worldwide, affecting women of all ages. Learn more at https://bit.ly/2RIlHEm Because #HerHeartMatters @CWHH

Option 2: [Insert organization or community] had a discussion about reducing their risk of heart disease. 80% of risk factors are within your control to change!

Know your numbers:
- Waist circumference
- Blood pressure
- Cholesterol
- Blood sugar levels

Reduce your risk:
- Exercise at least 30 minutes daily
- Maintain a healthy diet
- Watch your weight
- Stop smoking
- Manage stress
- Limit alcohol intake
- Get regular checkups

Learn more at https://cwhhc.ottawaheart.ca/how-get-involved/wear-red-campaign Because #HerHeartMatters @CWHHS

Option 3: [Insert organization or community] is participating in #WearRedCanada because heart attacks go unrecognized in women up to 53% of the time. Be a self-advocate and know the signs and symptoms for women. Learn more at https://cwhhc.ottawaheart.ca/how-get-involved/wear-red-campaign Because #HerHeartMatters @CWHHS
Instagram: Campaign Day [insert group photo]

Option 1: [Insert organization or community] is participating in #WearRedCanada because heart disease is the #1 killer of women worldwide, affecting women of all ages. Learn more about what you can do at https://bit.ly/2RIIHEm Because #HerHeartMatters @CWHHCentre

Option 2: [Insert organization or community] had a discussion about reducing their risk of heart disease. 80% of risk factors are within your control to change!

Know your numbers:
- Waist circumference
- Blood pressure
- Cholesterol
- Blood sugar levels

Reduce your risk:
- Exercise at least 30 minutes daily
- Maintain a healthy diet
- Watch your weight
- Stop smoking
- Manage stress
- Limit alcohol intake
- Get regular checkups

Learn more at https://cwhhc.ottawaheart.ca/how-get-involved/wear-red-campaign Because #HerHeartMatters #WearRedCanada @CWHHCentre

Option 3: [Insert organization or community] is participating in #WearRedCanada because heart attacks go unrecognized in women up to 53% of the time. Be a self-advocate and know the signs and symptoms for women. Learn more at https://cwhhc.ottawaheart.ca/how-get-involved/wear-red-campaign Because #HerHeartMatters @CWHHCentre

Powered by:

The Canadian Women's Heart Health Centre (CWHHC) is based at the University of Ottawa Heart Institute. The University of Ottawa Heart Institute has flourished into one of Canada's most distinguished heart health centres for the unparalleled care it provides to its patients, a world-renowned research Institute that brings science from bench to bedside, and the country's main influencer when it comes to preventing heart disease. Its promise remains the very pillar on which it was built: Always putting patients first.