

**WEAR RED CANADA
KEY MESSAGES**

This campaign has three key messages. Keep these in mind when talking to people in your workplace and community about heart disease in women.

1. Heart disease is the #1 killer of women worldwide and it affects women of all ages. That means 1 in 3 women will die as a result of heart disease or stroke.
2. Heart attacks go unrecognized in women up to 54% of the time. When in doubt, check it out! NEVER delay getting help for your symptoms. Be sure to ask your doctor if your symptoms could be heart-related. Women's heart attack symptoms can be different from men's and often include:
 - chest pain or discomfort
 - pain in your back, neck, jaw or arm
 - stomach pain
 - shortness of breath, nausea
 - sweating
 - unusual fatigue
3. Heart disease is largely preventable - 80% of risk factors are within your control to change! Know your numbers for waist circumference, blood pressure, cholesterol and blood sugar.
Reduce your risk by:
 - exercising for at least 30 minutes a day
 - maintaining a healthy diet
 - watching your weight
 - getting regular checkups if possible
 - stopping smoking
 - managing stress
 - limiting alcohol intake

Last, be sure to direct members of your workplace and community to the [Wear Red Canada](#) event page to learn more about heart disease in women.

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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.