



WEAR RED CANADA SOCIAL MEDIA MESSAGING

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

Twitter: Pre-campaign Invitation

Introduction (first post)

On February 13th, the @CWHHAlliance is launching it's inaugural Wear Red #Canada campaign to raise awareness about #womenshearthealth in Canada. Wear red, take a picture and tag it with #HerHeartMatters! We want to see your photos! For info, visit: <https://bit.ly/2RIIHEm> @CWHHC

General 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/2RIIHEm> #HerHeartMatters @CWHHAlliance

General 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/2RIIHEm> #HerHeartMatters @CWHHAlliance

Location Specific:

Heart disease is #1 killer of women worldwide and it affects women of all ages. Help us raise awareness by Wearing Red on February 13th at [*insert location*]. Learn more at <https://bit.ly/2RIIHEm> #HerHeartMatters @CWHHAlliance

Facebook: Pre-campaign Invitation

Introduction (first post)

On February 13th, the Canadian Women's Heart Health Alliance (CWHHA) is launching it's inaugural Wear Red Canada campaign to raise awareness about #womenshearthealth in #Canada.

Wear red, take a picture and tag it with #HerHeartMatters! We want to see your photos! If you'd like to host your own "WearRedCanada" event on this day, visit the webpage for all campaign resources and tools: <https://bit.ly/2RIIHEm>

For more information, key messages and printable posters visit: <https://bit.ly/2RIIHEm> @CWHHC. For more information about the CWHHA, click here: <https://bit.ly/2T0pfCD>



Option 1:

Heart disease is the biggest health threat for women. It's the #1 killer of women worldwide and it affects women of all ages. Help us raise awareness by Wearing Red on February 13th. Learn more at <https://cwhhc.ottawaheart.ca/how-get-involved/wear-red-campaign> #HerHeartMatters @CWHHS

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://cwhhc.ottawaheart.ca/how-get-involved/wear-red-campaign> #HerHeartMatters @CWHHS

Location Specific:

Heart disease is #1 killer of women worldwide and it affects women of all ages. Help us raise awareness by Wearing Red on February 13th at *[insert location]*. Learn more at <https://cwhhc.ottawaheart.ca/how-get-involved/wear-red-campaign> #HerHeartMatters @CWHHS

Twitter: Campaign Day [Insert group photo]

Option 1

[Insert organization or community or twitter handle] chose to participate in Wear Red Canada to discuss heart disease in women. Heart disease is the #1 killer of women worldwide, affecting women of all ages. Learn more at <https://bit.ly/2RIIHEm> #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/2RIIHEm> #HerHeartMatters @CWHHAlliance

Option 3

[Insert organization or community or twitter handle] chose to participate in Wear Red Canada to spread the word that heart attacks go unrecognized in women up to 54% of the time. Learn more about signs and symptoms at <https://bit.ly/2RIIHEm> #HerHeartMatters @CWHHAlliance

Facebook: Campaign Day [Insert group photo]

Option 1

[Insert organization or community] chose to participate in Wear Red Canada because heart disease is the #1 killer of women worldwide and it affects women of all ages. Learn more at <https://cwhhc.ottawaheart.ca/how-get-involved/wear-red-campaign> #HerHeartMatters @CWHHS

Option 2

[Insert organization or community] had a discussion to reduce 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>
#HerHeartMatters @CWHHS

Option 3:

[Insert organization or community] chose to participate in Wear Red Canada because heart attacks go unrecognized in women up to 54% of the time. Be a self-advocate and know the symptoms of heart disease for women. Learn more at <https://cwhhc.ottawaheart.ca/how-get-involved/wear-red-campaign> #HerHeartMatters @CWHHS

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CANADIAN WOMEN'S
HEART HEALTH CENTRE

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.