



2021 Email Template

Dear _____,

The Canadian Women's Heart Health Alliance (CWHHA) is excited to announce the 3rd annual Wear Red Canada campaign on Saturday, February 13th, 2021. We hope you'll join in and WEAR RED to help raise awareness for women's heart health.

In addition to sharing your pictures on social media with #HerHeartMatters, we welcome you to share some of the key messages for this year's campaign:

- 1. Heart disease is the leading cause of hospitalization and premature death for women in Canada.**
- 2. Heart attack symptoms go unrecognized in 53% of women.** Women don't always have the "Hollywood Heart Attack", with its characteristic chest-clutching pain. If you experience any of these signs, call 9-1-1 or your local emergency number immediately:
 - chest discomfort
 - sweating
 - nausea
 - shortness of breath
 - light-headedness
- 3. Some of the conventional risk factors for cardiovascular disease are even more dangerous in women** than men, such as smoking, hypertension, diabetes, obesity, inactivity and depression.
- 4. There are some risk factors that only women experience**, and these factors increase a woman's risk of cardiovascular disease in the future (for example: gestational hypertension, pre-eclampsia, gestational diabetes, premature birth, premature menopause).
- 5. Heart disease is largely preventable - 80% of individual risk factors can be modified!** Know your numbers for waist circumference, blood pressure, cholesterol, and blood sugar. Reduce your risk by:
 - staying active and getting moving
 - maintaining a healthy diet
 - watching your weight
 - getting regular checkups if possible
 - stopping smoking
 - limiting stress and its impacts
 - limiting alcohol intake
- 6. Many factors including ethnicity, race, disabilities, income and living environments influence risk of heart disease for women.**

Throughout the day, the CWHHA will be hosting a variety of webinars on many heart health topics from presenters across Canada. Visit WearRedCanada.ca for the full schedule and more information.

Your participation is important to us. Wear Red for your grandmothers, mothers, sisters, aunts, daughters, wives, and girlfriends. Together, we can make a difference for women everywhere.

Sincerely,

Powered by:



CANADIAN WOMEN'S
HEART HEALTH CENTRE