



Wear Red Canada – February 13, 2021

Regional Planning Committee Membership Overview

Background

In 2018, the [Canadian Women's Heart Health Alliance \(CWHHA\)](#) was established as a network of experts and advocates to develop and disseminate evidence-informed strategies to transform clinical practice and enhance collaborative action on women's cardiovascular health in Canada.

The CWHHA consists of over 65 members from across Canada. Our membership includes clinicians, scientists, allied health, program managers, and patient partners. The Alliance is comprised of an Executive Steering Committee, Secretariat, and four Working Groups: training and education, knowledge translation and mobilization, health systems and policy, and advocacy. The CWHHA is powered by the Canadian Women's Heart Health Centre at the University of Ottawa Heart Institute.

The Advocacy Working Group (AWG) is responsible for determining the best methods and means to enhance awareness about women's cardiovascular health in multiple communities and constituencies across Canada and to stimulate new interest in the field of women's cardiovascular health.

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The AWG has launched two highly successful National Awareness Campaigns: [Wear Red Canada \(WRC\)](#) – on February 13 in 2019 and 2020. The goal of this annual campaign is to increase awareness on women's heart health by inviting stakeholders to attend or host events in their community, wear red and spread the word on social media using #herheartmatters. In the 2020 campaign, #herheartmatters trended to #6 on Twitter, had over 80 events take place across Canada, and nearly 4.2 million shares on social media.

Planning for Wear Red Canada 2021 is well underway. In light of the COVID-19 pandemic, it was decided to move all national programming to the virtual stage. Leveraging the network of CWHHA membership, we plan to showcase our clinicians, scientists, trainees and patient advocates from across Canada within the scheduled programming throughout the day through a variety events, activities and platforms.

We can't do this alone and need your help!



Our #1 goal for 2021 is to reach more people across Canada. Therefore, this year we have created regional planning committees with representation from clinicians, researchers, trainees and patient advocates to help disseminate key messages about women's heart health.

Regional Planning Committees

- **West** – British Columbia, Yukon, Northwest Territories
- **Central/Prairies** - Alberta, Saskatchewan, Manitoba, Nunavut
- **East** - Ontario and Quebec
- **Atlantic** – New Brunswick, Nova Scotia, Prince Edward Island, Newfoundland and Labrador

Each planning committee will be responsible for various activities within their respective region. Moving into our third year, many of the efforts from past campaigns have brought on significant return. We are therefore standardizing these high impact activities to allow for expansion into other provinces and territories across Canada to greater our reach.

These tasks and activities include (but are not limited to):

1. Identify/recruit additional committee members (if applicable) to ensure representation of target audiences and provinces/territories.
2. Promotion
 - Identify provincial/territorial media spokespersons (TV, radio, newspaper)
 - Approach media outlets and book interviews (the week leading up to and/or day of WRC)
 - Provide details/URL links to any scheduled events to CWHHA for national dissemination and listserv (website posting, social media, eblasts, etc.)
 - Identify social media influencers (engage a few individuals within your region/province to participate in WRC and use #herheartmatters)
 - Disseminate WRC information/event details to provincial networks
3. Host/plan/coordinate planned virtual/on site events leading up to or on February 13:
 - Community (i.e. sports, associations, groups) (Target: General public)
 - Teaching hospitals (Target: Clinicians/Scientist/Trainees)
 - Schools/colleges/universities (Target: Students and trainees)
4. Province/City Day
 - Connect with local majors and provincial political offices to register February 13 as Wear Red Canada Day.
5. Lighting up buildings in major cities in the downtown core (arenas, hotels, etc.)



6. Promotion of WRC branded swag (deadline for CWHHA to receive bulk orders is mid-January, 2021)
7. Regional reporting post event of reach statistics, evaluation and committee feedback (i.e. what went well, lessons learned) for future planning

Time Commitment

We foresee ~ 3-5 hours a month for monthly one hour virtual meetings and any planning activities that need to be done leading up to Wear Red Canada on February 13. Ideally, we would like to schedule our first round of regional planning meetings for October.

If you have any questions regarding the Canadian Women's Heart Health Alliance (cwhha.ca) or Wear Red Canada (wearredcanada.ca) please feel free to contact Lisa Comber at lcomber@ottawaheart.ca.