



2022 Email Template

Dear _____,

The [Canadian Women's Heart Health Alliance](#) (CWHHA) is excited to announce the 4th annual Wear Red Canada campaign on Sunday, February 13th, 2022. 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 on the rise and is the leading cause of death for women worldwide.**
2. **Heart attack symptoms are not recognized in over 50% of women.** Women are more likely to present with 3 or more symptoms in addition to chest pain.

Symptoms of heart attack most often reported by women:

- Chest pain or discomfort (ex. pressure, tightness, or burning)
- Pain in the jaw, neck, arm, or back
- Abnormal excessive sweating
- Shortness of breath
- Stomach pain or discomfort, or feelings of nausea or indigestion

Other accompanying or associated symptoms:

- Unusual weakness or fatigue
- Back, shoulder or right arm pain
- Sleep disturbance
- Dizziness or light-headedness
- Fast or irregular heartbeat

If you think someone is having a heart attack, seek immediate medical attention.

3. **Causes of heart disease can be different for women than men.** Some health providers may be less aware of the differences between women and men.

Common causes of heart disease:

- Coronary artery disease
- Valvular heart disease
- Arrhythmia (irregular heartbeat)

**Women are more likely than men to have:**

- Spontaneous coronary artery dissection (SCAD)
- Coronary vasospasm
- Microvascular dysfunction (small-vessel disease)
- Takotsubo (stress-induced) cardiomyopathy (disease of the heart muscle)
- Peripartum cardiomyopathy (weakened heart during or after pregnancy)

4. Women can be at greater risk for heart disease than men. The following conditions lead to a greater risk of heart disease:

- Certain pregnancy complications
- Earlier menopause
- Polycystic ovary syndrome
- Systemic inflammatory and autoimmune disorders
- Cigarette smoking
- Diabetes mellitus

5. There is a lot we can all do to help reduce the risk. Heart disease is largely preventable. To take care of others, you first need to take care of yourself:

- Be active, keep moving
- Eat a variety of health foods
- Manage stress
- Live free from commercial tobacco and vaping
- Limit alcohol
- Get regular check ups (test for blood sugars, blood pressure and cholesterol)

On February 13, the CWHHA will be hosting a national webinar 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,

The Canadian Women's Heart Health Alliance is a network of experts and advocates from across Canada aiming to improve women's cardiovascular health across the lifespan. Powered by: