



## Wear Red Canada Campaign Plan

### Website

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The Canadian Women's Heart Health Centre has a **Wear Red Canada** event page:  
<https://cwhhc.ottawaheart.ca/how-get-involved/wear-red-campaign>

### Call to Action

On February 13<sup>th</sup>, **Wear Red** to raise awareness about women's heart health in Canada. 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.

Despite this, women are under-diagnosed, under-treated, under-studied when it comes to heart disease. Women and their health care providers are also under-aware about their risk factors and the common signs and symptoms of heart disease in women.

On the Wear Red Canada web page, you will find:

- Key Messages
- Email Strategy
- Social Media strategy
- Media Kit
- Additional Activity Inventory
- Promotional Posters

All templates will be available for download so any interested member of the community can easily take part.

**\*NEW\*** this year, there will be an online "Wear Red Canada" store where anyone can purchase some swag and help promote their event. Be sure to place your order well in advance of February 13<sup>th</sup> to ensure you've got your new merch to wear and use in your photos!

### Resources

On [Wear Red Canada](#) event page we have provided women's heart health centres, clinics and resources from around the country. We will also direct visitors to other sections of the Canadian Women's Heart Health Centre website to learn more about heart disease in women and the [Alliance](#).



## How can you help? Some ideas below:

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### **Wear Red!**

Pull out your favourite red apparel. Dresses, boots, pants, ties, scarves are all welcome! Share your Wear Red picture on social media and tag us! (see below for social media messaging)

### **Word of Mouth**

Sometimes the simplest strategy is the most effective one. Start the conversation about heart disease in women. Tell them why you've chosen to wear red on February 13<sup>th</sup> and direct them to [Wear Red Canada](#) event page to learn more about heart disease in women.

The campaign has [four key messages](#). Keep these in mind when talking to people in your workplace and community about heart disease in women.

### **Paper-based Promotion**

Why not hang up some posters on your workplace bulletin boards, or in your community centres? Posters are available for free download. [Posters](#) can be printed on 8 ½ x 11 inch paper or in half letter sizes. We suggest hanging these up by February 11<sup>th</sup> at the latest to give your colleagues and friends time to pick out their best red outfit. Two versions of the poster are available, Poster #1 is for those who wish to disseminate the messages but do not plan on having an event, and Posters #2 and #3 are for those who have planned an event.

### **Email Strategy**

If you don't have access to a printer, our posters can be downloaded and attached by email to invite your colleagues and friends to participate. Consider workplace email list distributions for greater uptake and traction. This is an easy and fun way to increase awareness about women's heart health. Use the [email template](#) to invite your friends and colleagues to participate in the Wear Red Canada campaign.

### **Social Media Strategy**

We would like to create a united front on social media platforms. Please use the suggested posts in combination with the indicated hashtags and profile tags. We welcome you to make these posts through your professional or private accounts. The Canadian Women's Heart Health Centre and Canadian Women's Heart Health Alliance social media platforms will be canvassing the event on social media, and these posts may be re-shared as well.

Use these pre-event and day-of [social media messaging](#) for both Twitter, Facebook and Instagram.

### **Want to do more?**

The sky is the limit! If you have the resources to host a larger event, we encourage you to do so! Ideas include setting up an information table in a high-traffic community or workplace location, organizing a discussion panel or lunch time presentation about heart disease in women. Check out our suggestions on [Activity Inventory](#) sheet.



## Tracking Impact

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To track uptake and impact of the Wear Red Canada campaign the Secretariat will collect the following metrics:

- Hits on the Wear Red Canada campaign landing page
- Social Media Posts
  - Number of posts that make use of the designated hashtag
  - Number of posts that tag the Alliance, Canadian Women's Heart Health Centre and/or the University of Ottawa Heart Institute
  - Engagement and reach
  - Number of Wear Red photos
- Number of independent events hosted across Canada (and US)

After the Wear Red campaign, we will also gather feedback from Alliance members about how they feel the event went and collect suggestions for future.

Powered by:



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.