

WEAR RED CANADA KEY MESSAGES

This campaign has four key messages. Keep these in mind when talking to people in your workplace and community about heart disease in women.

1. Heart disease is the leading cause of 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
 - upper body discomfort
 - nausea
 - shortness of breath
 - light-headedness
3. Some heart conditions put women at higher risk. Pregnancy, menopause and hormonal changes are risks specific to women's hearts.
4. Heart disease is largely preventable - 80% of risk factors are within your control to change! Know your numbers for waist circumference, blood pressure, cholesterol and blood sugar. Reduce your risk by:
 - exercising for at least 30 minutes a day
 - maintaining a healthy diet
 - watching your weight
 - getting regular checkups if possible
 - stopping smoking
 - managing stress
 - limiting alcohol intake

Last, be sure to direct members of your workplace and community to the [Wear Red Canada](#) event page to learn more about heart disease in women.

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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.