



HER
HEART
MATTERS

WEAR RED CANADA • FEB 13

HEART DISEASE IN WOMEN: TARGETED KEY MESSAGES





HEART DISEASE IS ON THE RISE

IT'S THE LEADING
CAUSE OF DEATH
FOR WOMEN
WORLDWIDE

Heart attack symptoms are **not recognized** in over 50% of women.

The types of heart disease can be **different for women** than men.

Women can be at **greater risk** for heart disease than men.

There is a lot we can **all** do to help **reduce the risk**. Heart disease is largely **preventable**.

To take care of others, you need to first take care of yourself. **Start the conversation with the women in your life.**

Questions? Visit WearRedCanada.ca or your healthcare provider.

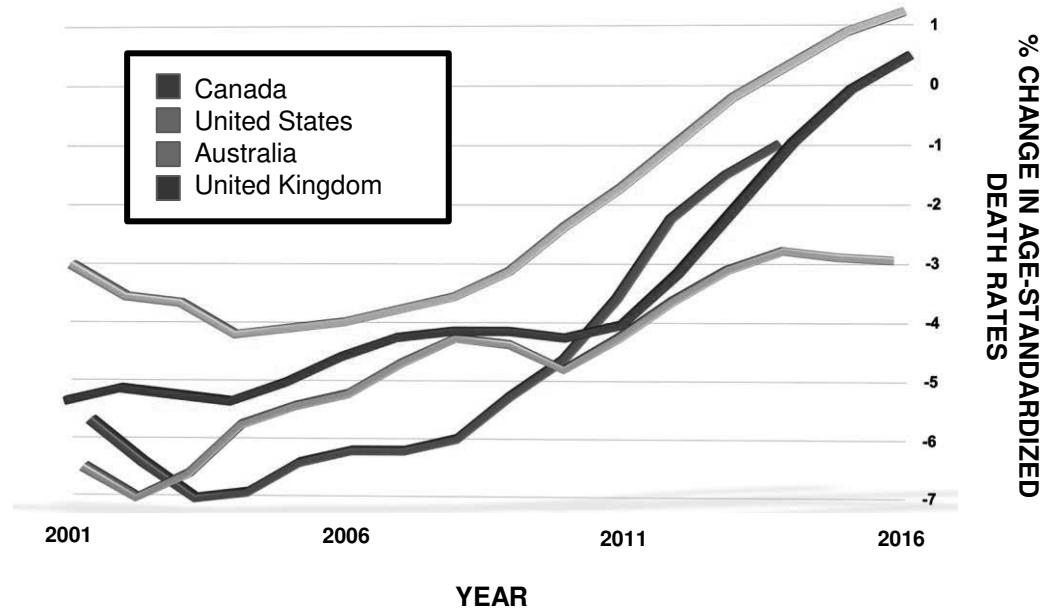
KEY MESSAGE # 1

Heart disease is on the rise and is the leading cause of death for women worldwide.

QUESTIONS?

Visit WearRedCanada.ca or your healthcare provider.

VITAL STATISTICS FROM THE WORLD HEALTH ORGANIZATION MORTALITY DATA



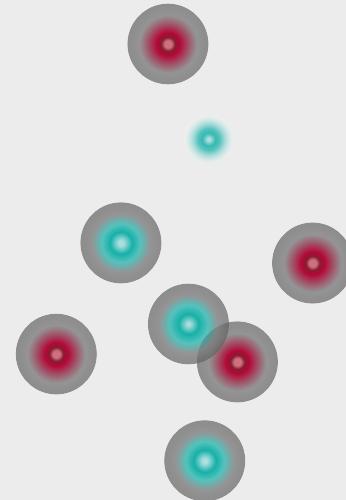
KEY MESSAGE # 2

Heart attack symptoms are not recognized in over 50% of women.

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Women are more likely to present with **3 or more** symptoms in addition to chest pain.

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



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

KEY MESSAGE # 3

The types
of heart
disease
can be
different
for women
than men.

Common types of heart disease:

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

Some health providers may be less aware of the differences between women and men.

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)

Questions? Visit WearRedCanada.ca.

KEY MESSAGE # 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

(ex. Premature birth, diabetes or hypertension during pregnancy, preeclampsia)

Earlier menopause

(Average age of menopause 50-52)

Polycystic ovary syndrome

Systemic inflammatory and autoimmune disorders

(ex. Rheumatoid arthritis, lupus)

Cigarette smoking

(Women have 3x higher risk of heart attack due to cigarette smoking compared to men)

Diabetes mellitus

(Women living with diabetes are 3x more likely to die from heart disease compared to men)

Questions? Visit WearRedCanada.ca or your healthcare provider.

KEY MESSAGE # 5

There is a lot we can **all** do to help **reduce the risk**.
Heart disease is largely **preventable**.

Be active,
keep moving

Eat a variety of
healthy foods

Manage
stress

Live free from
commercial tobacco
and vaping

Limit
alcohol

Get regular check ups
(test for blood sugars, blood
pressure and cholesterol)

To take care of others, you need to first take care of yourself

Visit WearRedCanada.ca or your healthcare provider.