CANADIAN WOMEN'S HEART HEALTH CENTRE | NATIONAL ALLIANCE

HER HEART MATTERS
WEAR RED CANADA • FEB 13



Wear Red Canada - February 13

Heart and vascular disease is the leading cause of hospitalization and premature death for women in Canada.

Globally, cardiovascular diseases affect 1 out of 3 women, yet women everywhere are under-studied, underdiagnosed, under-treated, and under-aware when it comes to their heart and vascular health.

Wear Red Canada is celebrated annually across Canada on February 13th to raise awareness about women's heart and vascular health. Proudly hosted by the Canadian Women's Heart Health Alliance and powered by the Canadian Women's Heart Health Centre.

Events are held online and across the country to serve as a reminder for all those in Canada, but especially women, to be mindful, curious, and proactive in the management of our heart health and wellness.

How to Get Involved

- **Wear red on February 13!** Post photos of you wearing red on social media using the hashtags #HerHeartMatters or #WearRedCanada.
- **Share our 5 key messages.** Share with your friends, family and colleagues, or post on social media using the #HerHeartMatters hashtag to join the conversation.
- **Get active with the Wear Red Canada Movement Challenge!** Run, walk, ski, snowshoe, do yoga - anything goes! Track your progress towards a cumulative distance of five or 10 km or a time of 30 or 60 minutes of physical activity of your choice within the month of February.
- **Attend or create an event.** Keep an eye out on our website and social media for virtual and in-person events near you. Have an idea to raise awareness about women's heart health? Let us know how we can help!
- **Request a presentation.** Learn about heart disease in women - request a free presentation for your workplace, clinic, school, social club, or other group and start the conversation today.
- Teach youth about women's heart health with our free, one hour **Lesson Plan for High Schools.**
- **Light the town red.** Join our growing list of businesses, bridges, billboards and other landmarks across Canada by lighting up in RED on February 13.
- **Proclaim February 13 as "Wear Red Canada" day.** Show your support by joining other municipalities, provinces and territories in officially marking this important day.

Follow us on social media and be part of the #HerHeartMatters community. Join our Wear Red Canada Facebook Group, follow us on Facebook, Blue Sky, LinkedIn, and Instagram. Search for @CWHHAlliance.