



## 2021 KEY MESSAGES

Our 2021 Wear Red Canada campaign has the following key messages. Please keep these in mind when speaking to people in your workplace and community about women and heart disease.

1. Heart disease is the leading cause of hospitalization and 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 the signs below, call 9-1-1 or your local emergency number immediately:
  - Chest discomfort.
  - Sweating.
  - Nausea.
  - Shortness of breath.
  - Light-headedness.
3. Some of the conventional risk factors for cardiovascular disease are even more dangerous in women than men, such as smoking, hypertension, diabetes, obesity, inactivity and depression.
4. There are some risk factors that only women experience, and these factors increase a woman's risk of cardiovascular disease in the future (for example: gestational hypertension, pre-eclampsia, gestational diabetes, premature birth, and premature menopause).
5. Heart disease is largely preventable - 80% of individual risk factors can be modified! Know your numbers for waist circumference, blood pressure, cholesterol and blood sugar. Reduce your risk by:
  - staying active and getting moving.
  - maintaining a healthy diet.
  - watching your weight.
  - getting regular checkups if possible.
  - stopping smoking.
  - limiting stress and its impacts.
  - limiting alcohol intake.
6. Many factors, including ethnicity, race, disabilities, income, and living environments influence risk of heart disease for women.

Lastly, 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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