



Wear Red Canada 2023

Social Media Sample Posts

Twitter

(Please note, Twitter has a **character limit of 280** for all posts. Please feel free to adjust the following posts as needed!)

General

JOIN US on February 13 for #WearRedCanada! Wear RED in support of #women & their families who've been affected by #HeartDisease. Help raise awareness for #WomensHeartHealth #HerHeartMatters @CWHHAlliance [WearRedCanada.ca](https://www.wearredcanada.ca)

Key Messages

Key Message 1

#HeartDisease is on the rise and is the leading cause of death for women worldwide. Help raise awareness on February 13 #WearRedCanada! Learn more at [WearRedCanada.ca](https://www.wearredcanada.ca) #HerHeartMatters @CWHHAlliance

Key Message 2

Heart attack symptoms go unrecognized in over 50% of women. Learn about the symptoms and help us raise awareness on February 13 #WearRedCanada. Visit [WearRedCanada.ca](https://www.wearredcanada.ca) for more info. #HerHeartMatters @CWHHAlliance

Key Message 3

The types of #HeartDisease can be different for women than men. To learn more about the various types visit our website, [WearRedCanada.ca](https://www.wearredcanada.ca) and join us on Feb 13 to raise awareness about #WomensHeartHealth. #HerHeartMatters @CWHHAlliance

Key Message 4

Women can be at greater risk for heart disease than men. To learn more about these conditions, visit [WearRedCanada.ca](https://www.wearredcanada.ca). Join us on Feb 13 and help spread awareness about heart disease in women. #HerHeartMatters @CWHHAlliance

Key Message 5

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. Learn more at [WearRedCanada.ca](https://www.wearredcanada.ca) & join us on Feb 13 to raise awareness about #WomensHeartHealth. #HerHeartMatters @CWHHAlliance



CANADIAN WOMEN'S
HEART HEALTH CENTRE
CENTRE CANADIEN DE SANTÉ
CARDIAQUE POUR LES FEMMES

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HER HEART MATTERS
ELLE NOUS TIENT À CŒUR
WEAR RED CANADA • TLM EN ROUGE

Light the Buildings Red

On Feb 13, we're lighting our building [ex. *the Marriott*] RED in support of #women & their families who've been affected by #HeartDisease. Join us! Visit WearRedCanada.ca for more information @CWHHAlliance #HerHeartMatters #WearRedCanada [Tag building if they have a handle; include hashtag of the city]

Sample Posts - Merchandise

Do you need something RED? Visit our online store and shop from our #WearRedCanada branded merchandise! They're perfect for gifts and helping spread the word about #WomensHeartHealth! Shop here: <https://bit.ly/3IPoBYs>! #HerHeartMatters

Register for the Movement Challenge

Have you registered for the #WearRedCanada Movement Challenge? Run, walk, ski, snowshoe... or dance! Join the community from coast-to-coast-to-coast and get active! Proceeds go towards women's heart health initiatives! WearRedCanada.ca #HerHeartMatters

Webinars

Have you registered for the #WearRedCanada Webinar? Join us on Feb 13 @ 12pm EST for: Ask the Experts! Together, Overcoming Barriers in Women's Heart Health. Register here: <http://bit.ly/3IVZ5O9> #HerHeartMatters

Events

#HeartDisease is the leading cause of hospitalization & premature death for women in Canada. Help raise awareness on February [##] - join us at [insert location] for [insert event]. WearRedCanada.ca #HerHeartMatters @CWHHAlliance

Events v2

Find an event! See what's happening in your community and across Canada! Visit our website: <https://wearredcanada.ca/upcoming-events> WearRedCanada.ca #HerHeartMatters @CWHHAlliance

Proclamations

Have you heard? [name/org] of [city/town/province] has proclaimed February 13 as Wear Red Canada day! Spread the word! #HerHeartMatters #WearRedCanada @CWHHAlliance [tag city/province/terr/mayor/premier/politicians and include location's hashtag]

Facebook

(Please feel free to adjust the following posts as needed!)



General

JOIN US on February 13 for Wear Red Canada! Wear RED in support of the women and their families who've been affected by heart disease. Take pictures of yourself wearing red and tag them with #HerHeartMatters! Help raise awareness for women's heart health. for details!

#HerHeartMatters #WearRedCanada @Wear Red Canada / TLM en Rouge @CWHHC @University of Ottawa Heart Institute Foundation @University of Ottawa Heart Institute

Key Messages

Key Message 1

Heart Disease is on the rise and is the leading cause of death for women worldwide. According to the World Health Organization, since 2015, Canada, among other countries, has reported an increase in deaths for women from heart disease. Join the campaign and help raise awareness for women's heart health. Join us on February 13 and wear RED! Visit WearRedCanada.ca for details and how you can participate.

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Key Message 2

Heart attack symptoms go unrecognized in over 50% of women. Women are more likely to present with 3 or more symptoms in addition to chest pain (see image). Help us raise awareness and spread the word. Join us on February 13 and wear RED! Visit WearRedCanada.ca for all the details.

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Key Message 3

The types of heart disease can be different for women than men. Some common types are:

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

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)

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

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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
- Earlier menopause
- Polycystic ovary syndrome
- Systemic inflammatory and autoimmune disorders
- Cigarette smoking
- Diabetes mellitus

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Key Message 5

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

- Be active and keep moving
- Eat a variety of nutritious foods
- Manage your stress
- Live free from commercial tobacco and vaping.
- Limit alcohol and substance misuse, and
- Get regular health check ups

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Sample Posts - Merchandise

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Instagram

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Additional Hashtags

#heartdisease
#hearthealth
#hearthealth
#women
#womenshearthealth
#heartdisease
#cardiovascularisease
#CVD
#SCAD
#MINOCA
#Healthyeating
#stayactive
#beactive
#stress
#mindfulness
#womenshealth

Questions

If you have any questions, feel free to contact Melissa Core-Gunn at mcore-gunn@ottawaheart.ca