



WEAR RED CANADA REGIONAL PLANNING COMMITTEE OVERVIEW

**CALL FOR
EXPRESSION OF
INTEREST**

**WEAR RED CANADA REGIONAL
PLANNING COMMITTEE VOLUNTEERS**

CLICK HERE TO APPLY

INTRODUCTION

Wear Red Canada is celebrated annually across Canada on February 13th to raise awareness about women's heart health.

Heart 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, under-diagnosed, under-treated, and under-aware when it comes to their cardiovascular health. Worse, considering that 80% of a woman's risk factors are within her control, heart disease is largely preventable.

Wear Red Canada is proudly hosted by the Canadian Women's Heart Health Alliance (CWHHA) and powered by the Canadian Women's Heart Health Centre (CWHHC) with funding support from the University of Ottawa Heart Institute Foundation (UOHIF).

The #1 goal of Wear Red Canada is to reach more people across Canada. In its inaugural year in 2019, over 100 clinicians, researchers, trainees, and patient advocates volunteered in our Regional planning Committees and helped to disseminate key messages about women's heart health across Canada.

REGIONAL PLANNING COMMITTEES (RPC)

- West (British Columbia, Yukon, Northwest Territories)
- Prairies / Central: (Alberta, Saskatchewan, Manitoba, Nunavut)
- East (Ontario and Quebec)
- Atlantic (New Brunswick, Nova Scotia, Prince Edward Island, Newfoundland and Labrador)



MEMBERSHIP

- **Three (3) Co-Lead positions (a Community Advocate, a Healthcare Professional, and a Research or Clinical Trainee)**
- **One (1) Team Lead position for the following Teams:**
 1. Media Team (traditional + non-traditional)
 2. Promotions Team
 3. Social Media and Video Development Team
 4. Ambassador and Influencer Recruitment Team
 5. WRC Movement Challenge Team
 6. Presentations Team (Community, High Schools, Clinics)
 7. Light the Town Red Team
 8. Proclamations Team
 9. Membership Recruitment Team
- **Two (2)+ members for each of the Teams listed above**

ROLE AND RESPONSIBILITIES

THE REGIONAL PLANNING COMMITTEE IS RESPONSIBLE FOR THE FOLLOWING:

- Implement the strategic framework of the WRC using our approved **key messages**.
- Tailor and develop campaign products, templates and tools provided by the National Planning Committee for local communities and audiences.
- Coordinate regional and local events and activities and promote through regional and local networks.

- **Co-Leads**

The Co-Leads from each of the four Regional Planning Committees also sit on the National Planning Committee. The Co-Lead role is a 2-year renewable term with applications to be reviewed and approved by the National Planning Committee.

Each Co-Lead is responsible for the following:

- Set the tone for cooperation to ensure the goals set out by the National Planning Committee and Regional Planning Committee are achieved.
- Ensure that key goals are delivered upon and that the necessary resources are in place to support this work.
- Review and collaborate on strategic planning findings and outcomes.
- Provide direction and advice on recommendations.
- Identify additional members of the planning committee ensuring diversity and representation from various geographical regions, cultural communities, and stakeholder groups.
- Lead the strategic planning process and deliver outcomes.
- Collaborate with relevant stakeholder groups.

- **Team Leads**

The Team Lead role is a 1-year renewable term. If more than one person signs up for this position, the Regional Planning Committee Co-Leads will make the decision.

Each Team Lead is responsible for the following:

- Provide updates at the Regional Planning Committee meetings on behalf of the team, or, if unable to attend, identify a representative from the Team to provide updates.
- Ensure that key goals for the Team are delivered upon and that the necessary resources are in place to support this work.
- Report Team post event feedback to the committee (i.e what went well, lessons learned) for future planning.

ROLE AND RESPONSIBILITIES (CONT.)

TEAM DESCRIPTIONS

Regional Planning Committee members must sign up for their preferred Team. Members are able to sign up for as many teams they wish based on interest, skill set and availability.

Team descriptions are as follows:

- **Traditional Media - TV, Radio, Newspaper**
 - Identify regional planning committee members as media spokespersons (persons with lived experience, healthcare professionals, French-speaking and other languages spokespersons).
 - Draft local media release and approach media outlets and schedule interviews (the week leading up to and/or day of WRC).
 - Provide details/URL links to any scheduled events to CWHHA / Regional Planning Committee for national dissemination and listserv (website posting, social media, e-blasts, etc.).
 - Approach local magazines or community newsletters to include information about WRC in upcoming issues.
- **Non-Traditional Media - Blogs, Magazines, Podcast, Editorial**
 - Identify potential target groups (mommy, fitness, business, magazines, higher risk community groups).
 - Approach target groups to include information about WRC in upcoming issues (pitch stories).
- **Promotions Team**
 - For healthcare providers, connect within your hospital or clinic to help disseminate national WRC information/event details to regional, provincial, territorial and local networks.
 - For community advocates, put up posters in local grocery stores, libraries, community centres, doctor offices, post offices, etc.
 - Find other creative ways to promote WRC locally or provincially/territorially.
 - Promotion of **WRC branded merchandise**.
- **Social Media and Video Development Team**
 - Build our followers (Facebook, Instagram, Twitter) by helping to create content, reels, videos, contests, sharing of resources.
 - Take part in social media development.
 - Encourage others to post content and tag the @CWHHAlliance and include hashtags #HerHeartMatters and #WearRedCanada.
 - Watch our **YouTube channel** to view and share all our educational and promotional videos.



ROLE AND RESPONSIBILITIES (CONT.)

- **Ambassador and Influencer Recruitment Team**
 - Reach out through various channels (email, phone, social media platforms) to recruit potential influencers to share the WRC messages to their networks.
- **WRC Movement Challenge Team**
 - Coordinate and lead the organization of an in-person meet up.
 - Be a Movement Challenge Team ambassador or champion and lead a team.
- **Presentations Team (Community, High School, Clinics)**
 - Approach businesses, associations, groups, and the general public to coordinate virtual and in-person community presentations to provide heart health education to inform women and their families about heart disease and how they can take appropriate action to minimize their risk. See the Canadian Women's Heart Health Centre's **Community Advocate e-Course and Toolkit** for more information.
 - Approaching local high schools to share our "**The Heart of the Matter Educator Toolkit Curriculum**", offer to do presentations.
 - Maintain a contact list.
 - Send thank you emails to those who attended with additional resources and information on how to participate in WRC.
- **Light the Town Red Team**
 - Approach local businesses and municipalities to join us in **lighting the town red** on February 13th to support women's heart health awareness by lighting up their building, store front and/or landmark in red and sharing a picture to show your support on social media using the hashtags #HerHeartMatters and #WearRedCanada.
 - Maintain a contact list.
 - Provide updates to the Secretariat for those who have confirmed to promote on the WRC website.
 - Send out personalized thank you letters to all those who have participated.
- **Proclamations Team**
 - Connect with provincial, territorial and municipal political offices to **proclaim February 13 Wear Red Canada Day**.
 - Maintain a contact list.
 - Provide updates to the Secretariat for those who have confirmed to promote on the WRC website.
 - Send out personalized thank you letters to all those who have participated.

ROLE AND RESPONSIBILITIES (CONT.)

- **Membership Recruitment Team**
 - Actively seek to maintain diversity among the regional planning committee members:
 - Geographical representation from all provinces and territories.
 - Stakeholder categories (e.g., persons with lived experience and their caregivers, clinicians, researchers, first responders, educators and youth and research and/or clinical trainees).
 - Cultural communities.
 - Actively recruit community volunteers to go out into larger / rural communities to promote WRC, how to take part, plan local awareness events.

TIME COMMITMENT

Volunteer commitment is flexible, but is approximately 3-5 hours a month. There will also be monthly one hour virtual meetings from September to February on Zoom. As our meetings and communications are online, having access to a computer, internet and an email address is needed. Meetings are conducted in English.

If you have any questions regarding the Canadian Women's Heart Health Alliance (CWHHA.ca) or Wear Red Canada (WearRedCanada.ca) please feel free to contact Lisa Comber at lcomber@ottawaheart.ca.

CLICK HERE TO APPLY TO VOLUNTEER



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

The University of Ottawa Heart Institute is the convening body of the Canadian Women's Heart Health Alliance, which is a network of experts and advocates from across Canada aiming to improve women's cardiovascular health across the lifespan.