

Pilon, Janet

Subject: Proclamation Request: Wear Red Canada 2024

From: Ana Spasojevic <aspas029@uottawa.ca>

Sent: Saturday, August 5, 2023 10:17 PM

To: Office of the Mayor <Officeofthe.Mayor@hamilton.ca>

Cc: Heart Health Centre, Canadian Women's <cwhhc@ottawaheart.ca>

Subject: Proclamation Request: Wear Red Canada 2024

Dear Mayor Andrea Horwath,

Heart disease is the number one killer of women worldwide and the leading cause of premature death in 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 celebrated annually across Canada on February 13th to raise awareness about women's cardiovascular health. Organized events held across the country serve as a reminder for everyone, especially women, to be mindful, curious and proactive in the management of their heart health and wellness.

I write to you today, as our elected Mayor and an advocate for improving health outcomes for women in Hamilton, to request your assistance in proclaiming **February 13 as *Wear Red Canada day* in Hamilton.**

We would also request a 2-3 minute pre-recorded video message to all of Canada on behalf of the city of Hamilton. We will provide you with all the needed briefing documents and remain at your disposal to answer any questions.

We want to see improved awareness of the greatest health risk to women in our communities, and, most importantly, fewer women dying prematurely from heart disease—and we believe we can achieve this with your help.

Thank you for your time, for reading, and for your consideration. Please find attached suggested proclamation language for your review.

Yours sincerely,

Ana Spasojevic

Wear Red Canada volunteer team member



Proclamation Video - Sample Script

Sample #1:

Hello everyone, I'm (name/title),

Today is February 13th, and I'm proudly wearing red to raise awareness about women's heart health.

Wear Red Canada is celebrated annually on February 13th to raise awareness about women's heart health. Proudly hosted by the Canadian Women's Heart Health Alliance, it's a special day to remind everyone, especially women, to be mindful, curious and proactive in the management of their heart health and wellness.

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. In Canada, heart and vascular disease is the leading cause of hospitalization and premature death for women. And most people don't realize that heart and vascular disease kills more women each year than breast and all gynecological cancers combined. Women and men may have different symptoms during a heart attack. These symptoms may not be recognized in more than half of all women.

What's significant is that 80% of women's risks of heart disease are largely preventable.

I encourage women across Canada to be proactive in reducing their risks. Because to take care of others, you need to first take care of yourself.

To learn more about women's heart health and the Wear Red Canada campaign, visit:
WearRedCanada.ca.

Thank you!



CANADIAN WOMEN'S
HEART HEALTH CENTRE

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HER HEART MATTERS
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Sample #2

Hello, I'm (name/title),

We all want to live in a healthy community - and we all know that a key to good health is a healthy heart.

Wear Red Canada is celebrated annually on February 13th to raise awareness about women's heart health. It's a reminder for everyone, especially women, to be mindful, curious and proactive in the management of their heart health and wellness.

Did you know - cardiovascular diseases affect 1 out of 3 women worldwide, yet women everywhere are under-studied, underdiagnosed, under-treated, and under-aware when it comes to their heart and vascular health. Here in Canada, heart and vascular disease is the leading cause of hospitalization and premature death for women. And most people don't realize that heart and vascular disease kills more women each year than breast and all gynecological cancers combined.

And did you know - 80% of women's risks of heart disease are largely preventable!

I encourage you to take part in the Wear Red Canada campaign and learn more about women's heart health and how you can reduce your risk of heart disease. Because to take care of others, you need to first take care of yourself.

Visit WearRedCanada.ca for more information and heart health resources. And don't forget to wear red on February 13th!

Thank you.



CANADIAN WOMEN'S
HEART HEALTH CENTRE

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HER HEART MATTERS
WEAR RED CANADA • FEB 13

Sample #3:

Hello, I'm (name/title),

Today, I am wearing red to raise awareness about women's heart health in the city of _____.

Heart disease is the number one killer for women worldwide and the leading cause of premature death here in Canada. Globally, cardiovascular diseases affect 1 out of 3 women worldwide, yet women everywhere are under-studied, underdiagnosed, under-treated, and under-aware when it comes to their heart and vascular health.

What's important to know is that heart disease is largely preventable and 80% of a woman's risk factors are within their control.

That's why, I'm pleased to take part in Wear Red Canada day - a day that serves as a reminder for everyone, especially women, to be mindful, curious, and proactive in the management of their heart health.

Wear Red Canada is organized by the Canadian Women's Heart Health Alliance, a national network of over 150 healthcare providers, scientists, allied health care providers, and women with lived experience with heart disease. Its mission is to share evidence-based strategies that will transform clinical practice and enhance collaborative action concerning women's heart health in Canada.

Visit WearRedCanada.ca for more information and heart health resources. And don't forget to wear red on February 13th!

Thank you.