



CANADIAN WOMEN'S
HEART HEALTH CENTRE

NATIONAL
ALLIANCE



HER HEART MATTERS
WEAR RED CANADA • FEB 13

January 13, 2023

Dear Executive Assistant Jenny Wallace,

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.

Powered by the Canadian Women's Heart Health Centre (CWHHC), the **Canadian Women's Heart Health Alliance** (CWHHA) is comprised of over 140 women's heart health professionals, patients and scientists from across Canada. Our mission is to share evidence-based strategies that will transform clinical practice and enhance collaborative action concerning women's heart health in Canada. Many of the Alliance's members, including myself, live and work here in Brooks.

Each year, the CWHHA develops a national **Wear Red Canada** awareness campaign with the ultimate goal of improving the heart health of women in Canada of all ages. We invite you to learn more about Wear Red Canada Day at WearRedCanada.ca.

I write to you today, as the elected mayor, and an advocate for improving health outcomes for women in Brooks, to kindly request your assistance in proclaiming **February 13 as *Wear Red Canada Day*** in Brooks.

We would also kindly request a 2-3 minute pre-recorded video message to the people of Brooks on behalf of your council about **Wear Red Canada Day**. If you are interested, we will most definitely 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 work towards achieving this with your help.

Thank you so much for your time, for reading, and for your consideration. Please not hesitate to contact me at elaha.niazi@ucalgary.ca for any questions, and I would be more than happy to discuss!

Yours sincerely,

Elaha Niazi

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