

# THE Heart TRUTH

One in three women die of heart disease or stroke—but we can change that by taking action to manage our risk.

In fact, lifestyle changes can reduce your risk by as much as 80 per cent!

- 1 **QUIT SMOKING**—Smoking increases your risk of developing heart disease and stroke, and you will cut your risk in half just one year after you quit.
- 2 **CHECK YOUR BLOOD PRESSURE**—High blood pressure is a major risk factor for heart attacks and stroke. Get tested once every two years.
- 3 **EXERCISE AND EAT RIGHT**—30 minutes of exercise and five servings of vegetables and fruits every day will put you on the right track.

[thehearttruth.ca](http://thehearttruth.ca)

## The new face of heart disease

“Despite my family history, I thought I had heart disease beat. I felt great and took care of myself and didn't have symptoms like chest pains or breathing problems. But the truth is that heart disease can affect women of any age or circumstance—even me.”

*Marlies Caswell, 57*

*had triple bypass surgery at age 52*



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Join with us! Be part of **The Heart Truth** campaign. Learn more about your unique risk profile for heart disease and stroke and find out how to share the truth with the women in your life.

[thehearttruth.ca](http://thehearttruth.ca)

## THE Changing face OF HEART DISEASE



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## No longer a man's disease

Today, as many women as men die of heart disease and stroke. In fact, these diseases are **the leading cause of death among Canadian women.**

Unfortunately, few women are aware of their risk factors and how to manage them, and they often ignore their symptoms.

That's why the Heart and Stroke Foundation has launched **The Heart Truth**, a campaign designed to share the truth about heart disease and save the lives of women across the country.

## A focus on women

The **Heart Truth** campaign is especially aimed at women ages 40 to 60, the time when a woman's risks of heart disease and stroke start to rise. But the campaign is also directed to younger women, because early prevention can save their lives. And for older women, it's never too late to take action and improve your risk profile.

In fact, making lifestyle changes can reduce your risk of heart disease and stroke by as much as 80 per cent. With the help of women across Canada, we can make a positive change in awareness—and save lives.

“When I was first diagnosed with heart disease, I was really lost, trying to come to terms with what I was going through. I couldn't understand how it could happen to me.”

*Carrie Jung, 42*

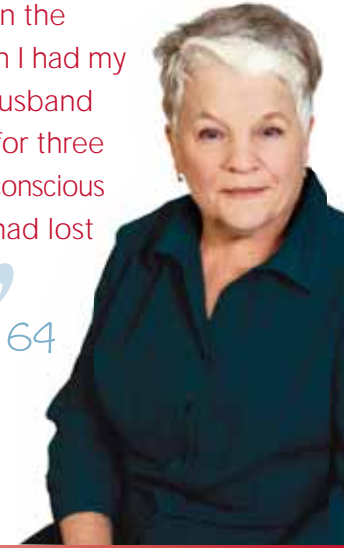
*was diagnosed with heart disease at age 29*



“I was ice skating on the Rideau Canal when I had my heart attack. My husband stood by my bed for three days while I was unconscious—he thought he had lost his best friend.”

*Micheline Legault, 64*

*had a heart attack at age 60*



## Tell your mother, sisters, daughters and friends

We need your help to share the truth about women and heart disease. Women need to know that recognizing symptoms, making lifestyle changes and seeking prompt treatment can save their lives.

The Heart and Stroke Foundation will be supporting women's outreach activities with:

- **The Heart Truth** website at [thehearttruth.ca](http://thehearttruth.ca)
- A Community Action speaker's kit
- Television public service announcements
- An inspiring documentary DVD

Watch for **The Heart Truth** Fashion Show featuring the signature Red Dress, and wear a Red Dress pin to show your support!

# THE Heart TRUTH

Knowing **The Heart Truth** can save your life. Just remember these five warning signs for heart disease and stroke:

### FIVE WARNING SIGNS OF A HEART ATTACK

- Chest pain or discomfort
- Pain in the arm, neck, jaw, or back
- Nausea, indigestion or vomiting
- Sweating and/or cool, clammy skin
- Difficulty breathing

### FIVE WARNING SIGNS OF A STROKE

#### Sudden:

- Weakness or numbness
- Trouble speaking
- Vision problems
- Severe headache
- Dizziness

If you experience ANY of these warning signs, call 9-1-1 or the emergency response number in your area immediately. Do not delay!

[thehearttruth.ca](http://thehearttruth.ca)

