

From: Hope Sarfi <FIPPA s. 22 >
Sent: Thursday, December 21, 2023 8:04 AM
To: Meghan Lahti <MLahti@portmoody.ca>
Subject: Wear Red Canada Campaign 2024

December 21, 2023

The Honourable Mayor Meghan Lahti

100 Newport Drive

Port Moody, BC

V3H 5C3

Dear Mayor Lahti

My name is Hope Sarfi, I am a patient advocate for the Wear Red Canada campaign in B.C. I write to you today, as the elected Mayor of Port Moody to request your assistance in becoming an advocate for improving heart health outcomes for women by proclaiming **February 13 as *Wear Red Canada day***.

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 nearly 200 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. Some of the CWHHA's members live and work in the lower mainland.

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.

We would also request a 2-3 minute pre-recorded video message to all of Canada on behalf of the city of Richmond. 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. Do not hesitate to contact me if I can provide further information or suggested proclamation language for your review.

Yours sincerely,

Hope Sarfi, Volunteer
Canadian Women's Heart Health Alliance Patient Member
WRC Western Regional Planning Committee Patient Partner
CWHHC Community Advocate

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