



Protect Your Health

The facts about heart disease and stroke

Heart & Stroke vision

OUR VISION

Healthy lives free of heart disease and stroke. Together, we will make it happen.

OUR GOALS

10% reduction in risk factors for heart disease and stroke by 2020

25% reduction in the death rate from heart disease and stroke by 2020

OUR PROGRESS



\$1.52B invested in life-saving research since 1952



75% decline in heart disease and stroke death rate



800 researchers currently funded by Heart & Stroke

Setting the stage. Did you know...?

- An estimated 1.6 million Canadians are living with heart disease or the effects of a stroke.
- Heart disease and stroke are a leading cause of death and disability in Canada.
- There are an estimated 70,000 heart attacks each year in Canada. That's one every 7 minutes.
- Up to 40,000 cardiac arrests occur each year in Canada. That's one every 13 minutes.



IN CANADA
SOMEONE HAS A
STROKE
EVERY 9 MINUTES

Did you know...for women

- Heart disease and stroke claim the life of a woman in Canada every 17 minutes.
- Women are 6x more likely to die from heart disease or stroke than breast cancer.
- Although the most common sign of heart attack for both men and women is chest pain, the way women experience and describe the signs of heart attack can be quite different and can affect their care.
- Women who have a heart attack are more likely to die or suffer a second heart attack compared to men.
- Stroke is more deadly for women than men.



Ms.Understood

Women's hearts are victims of a system that is ill-equipped to diagnose, treat and support them

Heart & Stroke 2018 Heart Report



heartandstroke.ca/women

Signs of heart attack



Chest discomfort



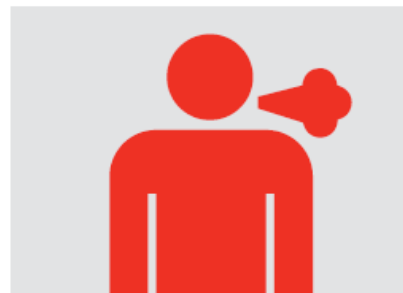
Sweating



**Upper body
discomfort**



Nausea



Shortness of breath



Light-headedness

Signs of heart attack...what to do

- CALL 9-1-1 or your local emergency number immediately.
- Stop all activity. Sit or lie down, in whatever position is most comfortable.
- If you take nitroglycerin, take your normal dosage.
- Chew and swallow Aspirin (ASA), if you are not allergic or intolerant (either one 325 mg tablet or two 81 mg tablets). This can break up the blood clot that is causing the heart attack.
- Do not take other pain medications such as Tylenol (acetaminophen) or Advil (ibuprofen) instead of Aspirin.
- Rest and wait for emergency medical personnel to arrive.

Signs of stroke

- Stroke is a medical emergency. If you experience any of these signs, call 9-1-1. Do not drive to the hospital. An ambulance will get you to the best hospital for stroke care.

Face is it drooping?
Arms can you raise both?
Speech is it slurred or jumbled?
Time to call 9-1-1 right away.

Act **F A S T** because the quicker you act, the more of the person you save.



**Risk Factors for heart
disease and stroke**

Prevention is key

- Prevention starts with knowing your risk.
- Almost 80% of premature heart disease and stroke can be prevented through healthy behaviours.
- That means that habits like eating healthy, being active and living smoke free, have a big impact on your health.



Risk factors you cannot control

- **Age:** The older you are, the higher your risk of heart disease and stroke.
- **Sex:** Your risk of heart disease and stroke increases after menopause
- **Family and medical history:** Your risk of stroke is increased if close family members –parents, siblings or children – had a stroke before age 65. In addition, women who have had pre-eclampsia during pregnancy have an increased risk.
- **South Asian & African heritage:** People of African or South Asian background are more likely to have high blood pressure, diabetes or other risk factors for heart disease at a younger age.
- **Indigenous heritage:** First Nations, Metis and Inuit peoples are more likely to have high blood pressure and diabetes. They are at greater risk of stroke than the general population.

Lifestyle risk factors



Unhealthy diet



Physical inactivity



Unhealthy weight



Smoking



Stress



**Excessive alcohol &
drug abuse**

Get healthy / Healthy eating

- Eating a healthy, balanced diet is one of the most important things you can do to protect your health.
- A healthy diet is made up mostly of whole or natural foods.
- A healthy diet includes:
 1. Eating lots of vegetables and fruit.
 2. Choosing whole grain foods more often.
 3. Eating a variety of foods that provide protein.
 4. Avoid highly processed foods.
 5. Avoid sugary drinks



heartandstroke.ca/get-healthy/healthy-eating/healthy-eating-basics

Get healthy / Stay active

- Accumulate at least 150 minutes of moderate- to vigorous-intensity aerobic physical activity per week, in bouts of 10 minutes or more.
- The activity doesn't have to be non-stop, such as an aerobics class. You can do 10 minutes or more at a time throughout the day to reach your daily total. For example, take a brisk 10-minute walk during lunch hour, play for 10 minutes with your kids after work, and then spend another 15 minutes walking the dog in the evening.
- If you're short on time, remember that any physical activity is better than none. However, the more active you are, the greater the health benefits.

Get healthy / Healthy weight

- Managing your weight doesn't have to mean altering your life dramatically.
- Take small steps, aim modestly and realistically, and then build from there.
- A small, steady weight loss of ½ to 1 kg (one or two pounds) a week is much easier to attain and healthier for your heart than a larger drop. Research also shows that you'll be much more likely to keep it off.
- Achieve and maintain a healthy body weight by eating healthy and staying active.

Smoking and tobacco

- Tobacco use increases your risk of developing heart disease and stroke. In fact, smokers are three times more likely to have a stroke or die of heart disease.
- Smoking contributes to the buildup of plaque in your arteries, increases the risk of blood clots, reduces the oxygen in your blood, and makes your heart work harder.
- To successfully quit smoking, you need to address the physical addiction and the psychological habits that go along with it.
 - Ask for help.
 - Set a quit date.
 - Have a plan for the challenges you'll face while quitting.
 - Understand your triggers and be prepared to manage or avoid them.
 - Make your home and car tobacco-free zones.
- **Myquit.ca** and **smokefree.gov** both offer personalized quit plans that can help deal with the emotional and physical aspects of quitting.

Get healthy / Reduce stress

Stress-busting tips

- Figure out what is causing you stress. Eliminate or avoid that thing, if possible. If not, learn about and use a coping skill.
- Be physically active. Be sure to talk to a medical professional before starting any activity program.
- Share your feelings. Talking to friends, family or coworkers can help you feel better.
- Take time for yourself. In trying to meet everyone else's needs, don't short-change yourself.
- Make time to laugh. It's your body's natural stress-release mechanism.
- Eat well. Don't skip meals, because hunger can leave you vulnerable to stress. And don't overeat, either, because you might feel lethargic and unable to cope.
- Take your vacations or staycations. Getting away from your normal routine is good for your mental and physical health.

heartandstroke.ca/get-healthy/reduce-stress/manage-your-stress

Women's unique risk factors

Role of estrogen

- During a woman's reproductive life cycle, from about age 12 to 50, the naturally occurring hormone, estrogen, provides a protective effect on women's heart health.

Birth control pills (oral contraceptives)

- In a small proportion of women, oral contraceptives increase the risk of high blood pressure and blood clots. The risk is greater if you smoke, already have high blood pressure, are over the age of 40, have other risk factors for heart disease or stroke, or already have a blood clotting problem.

Women's unique risk factors

Pregnancy

- **Pre-eclampsia:** Related to increased blood pressure and protein in the mother's urine.
- **Gestational diabetes:** While pregnant, a woman's body must produce extra insulin because increasing levels of pregnancy hormones interfere with the body's ability to use insulin efficiently. If the woman's body can't produce the additional insulin sufficiently, her blood sugar levels may rise, causing gestational diabetes.
- **Pregnancy-related stroke:** Can happen at any stage of pregnancy. A high risk time is during childbirth and the first few months after birth.
- **Peripartum cardiomyopathy (PPCM):** A rare form of cardiomyopathy that occurs in pregnant women and recent mothers, and is often misdiagnosed. PPCM causes your heart to become larger around the time of your delivery.

Women's unique risk factors

- **Menopause:** Your risk of heart disease and stroke increases after menopause.
- Before and after menopause, you may experience:
 - An increase in total blood cholesterol, low density lipoprotein cholesterol (LDL or 'bad' cholesterol) and triglyceride levels.
 - A decrease in high density lipoprotein cholesterol (HDL or 'good' cholesterol).
 - A tendency toward higher blood pressure.
 - An increase in central body fat, which can be harmful to your body because you may be more prone to blood clots and blood sugar problems.
 - Symptoms such as severe sweating or sleep disturbances.
- **Hormone Replacement Therapy:** Women who are taking estrogen as part of Hormone Replacement Therapy (HRT) have an increased risk of stroke and heart attack.

Women's unique risk factors

Women can prevent and reduce their risk of heart disease by:

- Becoming and remaining smoke free.
- Achieving and maintaining a healthy body weight.
- Being physically active for at least 150 minutes of moderate- to vigorous-intensity aerobic physical activity per week, in bouts of 10 minutes or more.
- Maintaining a healthy blood pressure through lifestyle changes (such as increased physical activity) and when needed through medication.
- Eating a healthy diet that is lower in fat, higher in fibre and includes foods from each of the four food groups.
- Using medications to reduce the risk of heart disease and stroke as prescribed by your healthcare provider.

What you can do

- Have your blood pressure, cholesterol or blood sugar levels checked regularly as recommended by your healthcare provider.
- If your doctor has prescribed medication, take it as directed.
- Learn how to monitor your blood sugar and tell your doctor if you cannot keep it in control.
- Eat a healthy, balanced diet that is lower in salt and fat (especially saturated and trans fats).
- Be physically active for at least 150 minutes per week doing moderate- to vigorous-intensity aerobic physical activity in bouts of 10 minutes or more.
- Achieve and maintain a healthy body weight.
- Be smoke-free. If you don't smoke, minimize exposure to secondhand smoke.
- If you drink alcohol, limit yourself to no more than 2 drinks a day, to a weekly maximum of 10 for women and 3 drinks a day to a weekly maximum of 15 for men.
- Find healthy ways to manage your stress.



Risk Assessment™

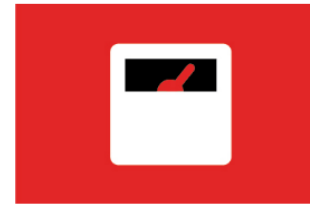
- Gain valuable insights.
- Learn your risks.
- Set and track your goals.
- Add years to your life.



Unhealthy diet



Physical inactivity



Unhealthy weight



Smoking



Stress



**Excessive alcohol &
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Heart & Stroke in action

What we do

- We invested \$32.6 million in life-saving research, and \$38.0 million in advocacy and health promotion initiatives. Here are a few examples of the work we are doing:

Funding medical breakthroughs

- Heart & Stroke supported more than 800 researchers in medical institutes, universities, hospitals and communities across Canada in 2017.

Preventing disease

- In the 2016-17 school year Heart & Stroke Jump Rope for Heart engaged more than 950,000 kids in 3,415 schools across Canada to get active and learn about healthy living.
- Health Canada recently announced measures to ban artificial trans fats in all food sold in Canada, as part of the Healthy Eating Strategy. Heart & Stroke helped drive this change over more than a decade.

heartandstroke.ca/what-we-do/our-impact/your-donation-at-work

What we do

Saving lives

- Heart & Stroke co-authors the Emergency Cardiovascular Care and Cardiopulmonary Resuscitation Guidelines, which underpin all CPR training in Canada. In 2017 we trained more than 323,000 clinicians, first responders, and other personnel across Canada to update their skills for responding to cardiac emergencies.
- In 2017 we trained more than 215,000 lay rescuers and others in CPR.
- Working with experts, Heart & Stroke closely monitors scientific evidence and produces the Canadian Stroke Best Practice Recommendations, which are relied on by healthcare professionals for up-to-date guidance on preventing, treating and managing stroke.

What we do

- In 2017, we provided more than 34,800 copies of *Your Stroke Journey* and more than 48,000 copies of *Living Well with Heart Disease*.
- In 2017, Heart & Stroke launched its online Community of Survivors to people who have experienced heart disease or stroke. This peer-led support group is a place where survivors can find social and emotional support, as well as share their experiences, information and tips for life after a diagnosis, stroke or cardiac event.



Your Stroke Journey

A guide for people living wi



Living Well
WITH HEART DISEASE

A guide for people with coronary artery disease



heartandstroke.ca/services-and-resources/social-anc

What can YOU do?

- Know the signs of heart attack and stroke and what to do.
- Know your risk factors and how to manage them.
- Learn CPR.
- Become a volunteer.
- Donate
- Visit heartandstroke.ca