



Let's Talk About It.

**MAY 6 - 12, 2024**

**Women's Health Week** is a pan-Canadian initiative, anchored by Mother's Day, committed to raising awareness and understanding of barriers, inequities, and biases in sexual, reproductive, and menstrual health. Every Canadian woman deserves to be supported through all the ages and stages of their unique health journey.

**Every Women Counts! During Women's Health Week, we strive to:**

- ♀ Empower women in their healthcare journey
- ♀ Challenge stigmas and biases in women's health issues
- ♀ Promote events that celebrate women's health
- ♀ Engage government to address policy barriers
- ♀ Collaborate with YOU to celebrate...

### *Businesses Who Care About Women's Health*



#### **MARKETPLACE FOR CHOICE**

is for businesses who care about women and for consumers who want to buy from businesses who care.

**Your support – your way!**

- ♀ Offer products and/or services with a portion of the sale as a donation to Women's Health Coalition
- ♀ Promote donations to the Women's Health Coalition at your the till
- ♀ Host an event to raise awareness and funds for women's health
- ♀ Become a WHC Business Member

**Marketplace for Choice benefits and more.** Your Women's Health Week promotion can be one day, the whole week or the month of May. Or, you can choose any time of year that works best for your business and the WHC will help promote your initiative. The WHC works with every partner in unique ways to bring added value, tailored benefits, and promotions, to recognize your support to women's health and gender equity.

**Women's Health Coalition of Canada** is committed to advancing a movement to speak openly, learn, and engage to address barriers, gaps and biases in gynecological health. Our advocacy efforts are guided by patient experiences, informed by healthcare professional expertise, and enabled by partnerships, to advance evidence- informed recommendations to decision-makers in government and health systems.



**68%** of women have been **looking for a doctor for more than one year or have given up looking.**

Women's health **symptoms are too often and too casually dismissed.** Women will wait **10 YEARS OR MORE** for a proper diagnosis. Without diagnosis, issues go untreated, filling **years with pain and desperation.**

**1 IN 3 WOMEN** will experience **disruptive menstrual/uterine health challenges** in their lifetime.

**Gynecological health issues are not uncommon or unusual:**  
**50-80%** of women struggle with pelvic tumours/fibroids.  
**Up to 30%** experience very heavy periods.  
**10-25%** suffer severe pelvic pain/endometriosis.



#### **BOOST THE MOVEMENT FOR WOMEN'S HEALTH**

**FOLLOW US ON SOCIAL MEDIA**

- womens-health-coalition
- @womenshealthcoalition
- @womenshealthcoalition

**SHARE & TAG WHWEEK 2024**

- #WHW2024**
- #LETSTALKABOUTIT**
- #JOINTHEMOVEMENT**
- #INVESTINWOMENSHEALTH**
- #WEARREDPERIOD**

**INVEST IN WOMEN'S HEALTH**



**Women's HEALTH COALITION**

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