



Additional Ideas and tips for a successful Wear Red Day event:

- Host a #GoRedGetFit workout during lunch with a guest trainer or have a nutritionist talk about healthy living.
- Host a heart-healthy bake sale. Ask co-workers to bring in healthy foods and snacks to share. Recipes are available at [GoRedforWomen.org](https://www.goredforwomen.org).
- Encourage women to join the Go Red for Women movement at [GoRedforWomen.org](https://www.goredforwomen.org).
- Raffle off a gift basket filled with items in red, or with Go Red for Women goodies that can be purchased from [ShopHeart.com](https://www.shopheart.com).
- Find a few friends or family members to join you for a walk or other physical activity on Wear Red Day. Or lead a group at work in a heart-healthy exercise like those found at <https://www.goredforwomen.org/live-healthy/how-to-workout-at-work/>
- Create a Wear Red Day scrapbook! Take pictures of your event and share how your organization supported National Wear Red Day! Plan a fun group photo wearing red and share on social media to raise awareness.
- Last but not least, let's **SPEAK RED** by sharing how we **Go Red** to support ending heart disease in women! Use #WearRedAndGive on social media.

WEAR RED for awareness. **GIVE** for the mothers, sisters and friends that you can't bear to live without. **SHARE** #WearRedAndGive on social media.

Wrap-Up Instructions

Return your valuable contributions to help us support research and educational programs.

- Please complete the Donation Confirmation form and send it along with your donation to speed processing.
- Mail your contributions using the pre-addressed envelope included in your kit. Please do not mail cash.
- Once we have processed your donation, we will send you an acknowledgement as a thank you for your contribution.

Thank You for your participation in **Wear Red Day**!



Wear Red and Give

Be relentless in support of women's health.

Let's come together to prevent heart disease and stroke throughout February – which is American Heart Month.

Planning Guide



Go Red for Women is nationally sponsored by



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Dear Wear Red Day Coordinator,

While 80 percent of cardiac events may be prevented with education and lifestyle changes, cardiovascular diseases continue to be the leading cause of death in women, claiming the lives of one in three. It's time to change this fact – and you can help.

Thank you for your participation and willingness to coordinate a **National Wear Red Day®** event during February.

National Wear Red Day is not only about wearing red; it's not only about sharing heart health facts; it's about women everywhere coming together to take action for women's heart health. Join the **Go Red for Women®** movement to raise funds for research and take action by uniting to prevent heart disease and stroke. Together, we can fight the No. 1 killer of women – cardiovascular disease – and lower the disparities for African American and Hispanic women.

The American Heart Association's Go Red for Women movement is the trusted, passionate, relentless force for change to end heart disease and stroke in women all over the world. For 17 years, Go Red for Women has provided a platform for women to come together, raise awareness, fund lifesaving research, advocate for change and improve the lives of all women everywhere.

Go Red for Women is nationally sponsored by CVS Health, with additional support from national cause supporters. Connect with us on **GoRedforWomen.org**, **Facebook** and **Twitter**.

This toolkit provides information and materials
to help make your event a success.

Start now by going to: **wearredday.org**

In this guide, you'll find:

- Ideas and tips for planning a successful event.
- Flyer to circulate as a reminder of your Wear Red Day event.
- Wear Red Day Poster.
- Know your risk factors handout.
- Know the warning signs handout.
- Donation confirmation form.
- Self-addressed envelope to mail back donations.



How do I conduct a Wear Red Day event

Wear **RED** on Friday, February 7th or any day that works for you

Friends, family, co-workers, employees — all who participate donate \$5 or more and receive a little thank you gift for the donation to promote women's health awareness

It's important to plan ahead to have the most successful Wear Red Day event! Here are a few suggestions for activities you can plan a few weeks before your event:

- Dress in Red on Friday, February 7th, or conduct a dress down jeans day, and give a red dress pin as a thank you to anyone giving \$5 or more to support the cause.
- Create your own fundraising donation page! It's easy to do. Simply go to: www.heart.org/WRD You can create a team, join a team or make a donation. Ask those who can't attend your event to join the team and fundraise, or to donate!
- Advertise the date of your event in your workplace, school or organization. Circulate the posters and flyers included in this kit. Send social media messages to help promote your event.
- Send an event invitation by email to announce your event date. Wear Red Day is Friday, February 7, 2020 – but you can celebrate **any day**.
- If you plan to have a guest speaker such as a cardiologist, heart-disease survivor or nurse, plan-ahead. You could arrange to have free blood-pressure checks.
- Host a heart-healthy cooking demonstration. Think heart-healthy foods and foods that are red. Check out our website for healthy eating ideas to share.
- Hand out educational resources at your event. You can find heart-healthy guides, exercise posters, nutritional flyers and other resources on our Wear Red Day site. Risk factors and warning signs are included in this kit.



American Heart Association.



Making an Impact

– 16 years of Go Red –

Go Red for Women® (Go Red) is the American Heart Association's global initiative to end heart disease and stroke in women. Launched in 2004 to close the gap in awareness, Go Red quickly expanded into a worldwide movement dedicated to removing the barriers women face to achieving good health and wellbeing.

Go Red strives to inspire and empower women to take charge of their health with an emphasis on improving diet, increasing physical activity and managing blood pressure. In addition, Go Red is dedicated to closing gender gaps in research and STEM careers while improving access to care, advocating for change through public policy and much more.

Go Red will continue to create powerful collaborations that accelerate community-based solutions to not only ensure all women are aware that cardiovascular disease is the leading cause of death in women, but also provide all women with the tools and resources needed to treat, beat and prevent heart disease and stroke.

It's no longer just about wearing red. It's no longer just about sharing heart-health facts.
It's about all women standing together with Go Red to change the world.

Together, there is nothing women can't achieve.



25K+ women

registered for the newly launched Research Goes Red initiative in less than six months



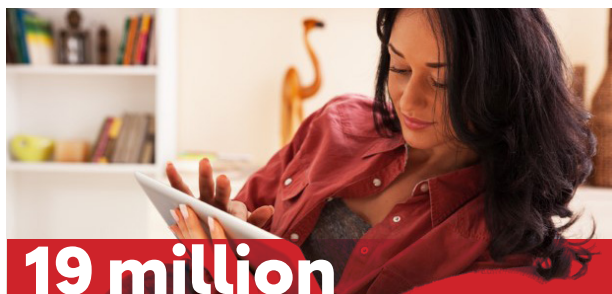
\$600 million

raised to support research, education, advocacy, prevention and awareness programs



1.7+ billion

media impressions generated through the iconic Red Dress Collection® fashion show in New York City



19 million

women who interact with Go Red through digital platforms annually

16 Years of Go Red: 2004-2019

2004



LIFT OFF

2004: Go Red launches with generous support of national sponsor Macy's, as the AHA also releases updated treatment guidelines in the first women-focused issue of AHA's Circulation.

Now: The February issue of Circulation has been dedicated to women's research for 15 years.

2005



LET'S LUNCH

2005: Go Red hosts 70 luncheons nationwide, raising over \$7M.

Now: 177+ luncheons are held annually, raising \$540M+ for women's heart-health initiatives.

2006



GOING GLOBAL

2006: Go Red grants first international license in collaboration with the World Heart Federation.

Now: Over 53 licenses in 46 countries have been granted, extending Go Red's reach globally.

2007



HEALTH EQUITY

2009: Go Red's Hispanic initiative Go Red Por Tu Corazón launches at the Latin GRAMMY Awards.

Now: Hundreds of equity-focused Go Red events are held annually to increase awareness and close health disparity gaps.

2010



SOCIAL CONNECTIONS

2008: Go Red debuts on social media. The Real Women campaign launches, highlighting stories of real women struggling with heart disease and stroke.

Now: Go Red reaches 3.6M women digitally each year, and over 100 women have shared their stories nationally through the Real Women initiative.

2008



LASTING CHANGE

2007: The Go Red Heart Checkup launches, helping over 500K women assess their risk for heart disease in year one.

Now: Go Red continues to help women make healthy changes, as 95% of Go Red supporters report taking action.

2009



ADVOCATING FOR CHANGE

2010: Go Red supports a provision to prohibit insurance companies from charging women higher premiums than men for the same health insurance coverage.

Now: This provision continues to remain in effect.

2011



LIGHTS, CAMERA, ACTION!

2011: Actress Elizabeth Banks creates popular short film, "Just a Little Heart Attack," inspired by real stories of women affected by heart disease. The same year, Star Jones appears on NBC's Celebrity Apprentice raising \$170K for Go Red in one episode.

Now: Go Red continues to engage celebrities and influencers to amplify and extend the movement.

2012



DATA DRIVES DECISIONS

2012: Go Red's triennial Women's Heart Study shows a near 90% increase in cardiovascular disease awareness among women.

Now: Awareness continues to remain strong among women that heart disease is their leading cause of death.

2013



FOCUSED RESEARCH

2015: The first Go Red Strategically Focused Research Network launches with generous funding from supporter Sally Soter.

Now: Five prestigious research institutions across the country continue to advance women-specific cardiovascular disease and stroke research.

2016



RED DRESS COLLECTION

2014: In collaboration with the NHLBI, Go Red begins hosting the iconic fashion show during New York Fashion Week.

Now: Over 135 celebrities and influencers have participated in the Red Dress Collection, helping drive awareness and engagement through 6B+ media impressions.

2014



WISEWOMAN

2013: Go Red continues to support the WISEWOMAN program, which would impact 81K+ women over the next four years.

Now: WISEWOMAN has provided screenings to nearly 200K+ uninsured, underinsured and low-income women across 20 states.

2015



FOSTERING FUTURES

2016: Designed to engage young, diverse women in future STEM careers, STEM Goes Red launches in Chicago.

Now: STEM Goes Red is expanding quickly to over 20 markets and continues to engage thousands of young minds annually with robust plans for market expansion.

2017



LEADING BY EXAMPLE

2017: The National Go Red for Women Leadership Council launches in an effort to engage top female executives to further impact women's health.

Now: The Council today includes C-Suite leadership from some of the largest companies in the country including CVS Health and Unilever.

2018



MAKING OUR MARK

2018: Recognition of the Go Red brand reaches an all-time high with 60% of women having either heard of Go Red or seen the Go Red logo.

Now: Efforts continue to ensure Go Red for Women remains the most trusted and recognized brand for women's health empowerment.

2019



RESEARCH GOES RED

2019: In collaboration with the Institute Research Goes Red, an initiative to build the most highly engaged women's health registry and research marketplace, launches in collaboration with the Institute for Precision Cardiovascular Medicine.

Now: Over 25,000 participants registered for Research Goes Red within the first six months, exceeding all initial expectations.

Know the warning signs of heart attacks and strokes

You could save your life



Cardiovascular disease is the leading cause of death in women. Heart attacks and strokes are life-or-death emergencies — every second counts. If you or someone you know is experiencing heart attack or stroke symptoms, call 911 immediately.

For a stroke, also note the time when the first symptom(s) appeared. A clot-busting drug received within 3 to 4.5 hours of the start of symptoms may improve your chances of getting better faster.



Heart Attack Warning Signs

Some heart attacks are sudden and intense, but most start slowly with mild pain or discomfort. The warning signs are:



Chest discomfort. Most heart attacks involve discomfort in the center of the chest that lasts more than a few minutes, or that goes away and comes back. It can feel like uncomfortable pressure, squeezing, fullness or pain.



Shortness of breath. This may occur with or without chest discomfort.



Discomfort in other areas of the upper body. Symptoms can include pain or discomfort in one or both arms, the back, neck, jaw or stomach.



Other signs may include breaking out in a cold sweat, nausea or lightheadedness.

As with men, the most common heart attack symptoms for women are chest pain or discomfort. However, women are more likely than men to experience some of the other common symptoms, particularly shortness of breath, nausea or vomiting and back or jaw pain.



Stroke Warning Signs

- Sudden numbness or weakness of the face, arm or leg, especially on one side of the body.
- Sudden confusion, or trouble speaking or understanding.

- Sudden trouble seeing in one or both eyes.
- Sudden trouble walking, dizziness or loss of balance or coordination.
- Sudden, severe headache with no known cause.

The acronym F.A.S.T. is an easy way to recognize and respond to the sudden warning signs of stroke. The letters stand for:



Facedrooping — Ask the person to smile. Does one side of the face droop or is it numb?



Speech difficulty — Ask the person to repeat a simple sentence such as, "The sky is blue." Is the sentence repeated correctly? Are they unable to speak or are they hard to understand?



Arm weakness — Ask the person to raise both arms. Is one arm weak or numb? Does one arm drift downward?



Time to call 911 — If the person shows any of these symptoms, even if the symptoms go away, call 911 and get them to the hospital immediately.

The American Heart Association and National Heart, Lung, and Blood Institute are working together for women for healthy hearts.

GoRedForWomen.org

8 STEPS TO PREVENT HEART DISEASE AND STROKE

These key factors can help you live a longer, healthier life and reduce your risk of heart disease and stroke. They're part of an overall healthy lifestyle and prevention approach you can build with your health care team (doctors, nurses, pharmacists and other professionals).



1. Know your risk

heart.org/ccccalculator

- If you're 40–75 years old and have never had a heart attack or stroke, use our Check. Change. Control. Calculator™ to estimate your risk of a cardiovascular event in the next 10 years.
- Certain factors can increase your risk, such as smoking, kidney disease or family history. Many risk factors can be improved with lifestyle changes.



2. Eat a healthy diet

heart.org/eatsmart

- Center your eating plan around vegetables, fruits, whole grains, legumes, nuts, plant-based proteins, lean animal proteins and fish.
- Limit sweetened drinks, refined carbohydrates, added sugars, processed meats, sodium and saturated fats. Avoid trans fat.



3. Be physically active

heart.org/movemore

- Adults should aim for at least 150 minutes of moderate-intensity aerobic activity or 75 minutes of vigorous activity each week.
- If you're already active, increase your intensity for more benefits.
- If you're not active now, get started by sitting less and moving more.



4. Watch your weight

heart.org/weight

- If you're overweight, lose weight by eating fewer calories and moving more.
- Check your body mass index (BMI) online or talk to your team about a healthy weight for you.



5. Live tobacco-free

heart.org/tobacco

- Don't smoke, vape or use tobacco products.
- If you don't think you can quit for good on your own, ask for help.
- Avoid secondhand smoke, too.



6. Manage conditions

heart.org/conditions

- Work closely with your health care team if you have high blood pressure (hypertension), high cholesterol, diabetes or other conditions that put you at greater risk.
- Many conditions can be prevented or managed by eating better, getting active, losing weight and not smoking.



7. Take your medicine

- Your doctor may prescribe statins or other medications to help control blood sugar, cholesterol, and blood pressure. Take all medications as directed.
- Don't take daily aspirin unless your doctor tells you to.



8. Be a team player

- Your health care team can help you build a prevention plan that works for you.
- Make decisions together. Ask questions.
- Talk about challenges in your life that may affect your health – like stress, sleep, mental health, family situations, tobacco use, food access, social support and more.

Take charge of your health.

Start today at heart.org/prevention.



American
Heart
Association.

American Heart Association®



why go red? why glow red? why national wear red day?

life. life is why.

Friday, February 7, 2020

17th Annual National Wear Red Day for Women®

National **Wear Red Day**® and **Go Red For Women**® are **why** close to **1 million women** have survived heart disease and stroke since 2004. National **Wear Red Day**® is a massive national public awareness day the first Friday each February, urging women, people from all walks of life, businesses, towns, schools, the media, buildings and landmarks to “**go red**” and “**glow red**” to bring attention to the fact that heart disease and stroke kill 1 in 3 women. On February 7, help us turn **New Jersey RED with life-saving awareness by wearing something red** ... a red dress, tie, jacket, scarf, hat, blouse or shirt.

Why? To show your commitment to reducing risk, improving health, and saving lives.

how do **you** go red?

Who: Women, all people, businesses, schools, towns, organizations, legislators, media

When: Friday, February 7, 2020 – **17th Annual National Wear Red Day for Women**

Cost: Employees, coworkers, teachers, students, family, friends donate \$5.00 each to support the **Go Red for Women**® movement, dress down, dress in red, and wear a “red dress” pin

Goal: Set a goal of raising at least \$300 to support the **Go Red for Women**® movement to help save more women’s lives from heart disease and stroke

How: Complete and return a Wear Red Day Registration Form (ask us about that)

Materials: A coordinator kit complete with posters, newsletters, “red dress” pins and other information will be in your hands between November and January

Why:

- >It’s personal ... these are our mothers, daughters, wives, sisters, friends, coworkers
- >Heart disease and stroke kill 1 in 3 women
- >By participating in National Wear Red Day, you are supporting **the movement** to provide women the chance to survive and live healthier, longer lives
- >Raise awareness among your employees, family and friends about the No. 1 health threat facing women today – cardiovascular disease – by sharing information

Benefits:

- >Lead your employees, friends and family members to valuable and easy-to-understand resources from the American Heart Association and **Go Red for Women**® movement (www.GoRedForWomen.org)
- >Gain visibility in the community as a supporter of the **Go Red For Women**® movement
- >Foster employee camaraderie, rally around a common goal, boost morale, have fun

Illuminate your building, property or home RED! Ask us how.

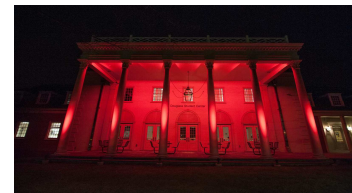
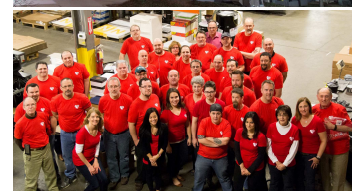
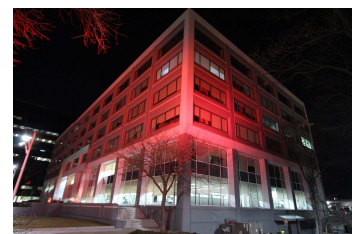
Questions? Call the American Heart Association New Jersey State Office at (609) 208-0020 or speak with your local American Heart Association contact.

National **Wear Red Day** is **WHY** Nearly 1 Million Women’s Lives Have Been Saved Since 2004!

We Go Red! United to Fight Heart Disease and Stroke.

why? **life. life is why.**

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**American
Heart
Association.**

American Heart Association®



American Heart Association New Jersey Top 30 Teams 2019 National **Wear Red Day**® Campaign

1)	Tata Consultancy Services Limited	\$16,495
2)	MIRAGE – Go Red for Women	\$12,168
3)	Valley National Bank	\$6,625
4)	Holman Enterprises	\$5,840
5)	Gloria Nilson & Co. Real Estate	\$4,213
6)	New Jersey Motor Vehicle Commission	\$3,750
7)	Peapack-Gladstone Bank	\$3,310
8)	Berkshire Hathway Fox / Roach Realtors.....	\$3,278
9)	Hammariskjold Middle School	\$3,205
10)	St. Agnes Rosary Society	\$3,125
11)	Hikma Pharmaceuticals	\$3,100
12)	Four Seasons – South Knolls Women’s Club	\$3,000
13)	Provident Bank	\$2,681
14)	Garfield Public School District	\$2,570
15)	Panasonic Corp. of North America	\$2,500
16)	Alloy Silverstein Shapiro Adams Mulford Cical	\$2,375
17)	Robert Wood Johnson Foundation	\$2,260
18)	Clifton Public Schools	\$2,198
19)	Western World Insurance Group	\$2,000
20)	Plymouth Rock Assurance	\$1,790
21)	Phillipsburg School District	\$1,737
22)	Bridgewater JCC	\$1,600
23)	Vitileell LLC DBA Portofino’s Restaurant	\$1,600
24)	Hawes Elementary School	\$1,570
25)	The Bank of Princeton	\$1,500
26)	Robert Treat Academy Charter School North Campus	\$1,464
27)	Our Lady of Lourdes Medical Center	\$1,446
28)	Riker Danzig Scherer Hyland Perretti LLP	\$1,360
29)	Bishop Joseph A. Francis Peter Claver Ladies Auxiliary	\$1,340
30)	Amarin Pharma Inc.	\$1,325

Why National **Wear Red Day**® on February 7, 2020

Preventing heart disease and stroke is why. **Living healthier** is why. **Saving women’s lives** is why.

Creating a Culture of Health for Women and Their Families. Why? **Life. Life** is why.

Examples ... People **Going Red!** The Lifesaving **"RED GLOW"** of National Wear Red Day®



Why paint the town **RED** on Feb. 7, 2020, National Wear Red Day? **Nearly 1 million women's lives saved since 2004** is why.



Why make a **"RED Fashion Statement"** on Feb. 7, 2020, National Wear Red Day? **Better health** is why. **Saving lives** is why.



Why flip on the lights **RED** on Feb. 7, 2020, National Wear Red Day? **Dreams fulfilled** is why. **Family** is why. **Life** is why.



Why **"Wear RED, Speak RED"** on Feb. 7, 2020, National Wear Red Day? **Women surviving** is why. **Leaving a legacy** is why.

We GO Red! We GLOW Red!
MOTHER. SISTER. FRIEND.
Creating a Culture of Health for Women and Their Families
Why? Life. Life is why.



American Heart Association.



Wear Red and Give

Cardiovascular disease is the **No. 1 killer** of women.

Watch me **change this.**
Watch me **change history.**
Watch Me **Go Red.**

WEAR RED for awareness.

GIVE for the women you can't bear to live without.

SHARE #WearRedAndGive on social media.

Be relentless in support of women's health on **Friday, February 7th.**



Go Red for Women is nationally sponsored by



WearRedDay.org



American Heart Association®



Sample Content for Newsletter Articles, Web or Email

17th Anniversary National Wear Red Day®

Friday, February 7, 2020

go **redder than ever** for a day

On Friday, February 7, the 17th Anniversary National Wear Red Day® (aka Wear Red Day) – women throughout New Jersey and the country, as well as schools, corporations, businesses, hospitals, towns, local and state legislators, members of the media, and people from all walks of life, will be wearing red, going red, and “glowing” red to focus attention on the No. 1 and No. 5 causes of death of women – heart disease and stroke. Overall, cardiovascular disease is the No. 1 killer of women.

On Friday, February 7, **ABC Organization** will be relentless in support of women’s health. We will help New Jersey go redder than ever, celebrating 17 years of impacting and saving lives by to wearing red and going red! Support the American Heart Association Go Red For Women® movement and National Wear Red Day for Women by *wearing something red* ... a red dress, tie, jacket, scarf, hat, blouse or shirt ... and a Go Red for Women® “red dress” pin. Show your commitment to reducing risk, improving health and saving lives – 1 million women’s lives saved since 2004. Learn more about the American Heart Association Go Red for Women® movement or National Wear Red Day by visiting online at www.GoRedForWomen.org. Go Red TM of AHA, Red Dress TM of DHHS. National Wear Red Day® is a registered trademark of HHS and AHA.

Help **XYZ Company** Make a **RED Fashion Statement** to Save Lives!

How do **you** go red, asks the American Heart Association? On Friday, February 7 – the 17th Anniversary National Wear Red Day® – **XYZ Company** employees and women throughout the Garden State, as well as corporations, businesses, hospitals, towns, schools, local and state legislators, members of the media, and people from all walks of life, will be making a life-saving fashion statement by wearing red to celebrate 17 years of saving women’s lives. National Wear Red Day is a massive national public awareness day (also held in 40+ countries) to shine a big bright red light of life-saving awareness on heart disease and stroke – the No. 1 and No. 5 killers of women.

Roughly 1,400 New Jersey businesses, schools, towns, organizations, clubs and other locations, and more than 60 New Jersey landmarks, buildings and properties “went red” last February in observance of National Wear Red Day. On Friday, February 7, **XYZ Company** will be relentless in support of women’s health. National Wear Red Day supports the American Heart Association Go Red for Women® movement, sponsored nationally by CVS Health, aimed at empowering women with resources, awareness, actions, a community and hope – to live healthier and prevent or survive heart disease and stroke.

Learn more about 2020 National Wear Red Day or join the American Heart Association Go Red for Women® movement by visiting online at www.GoRedForWomen.org. Go Red TM of AHA, Red Dress TM of DHHS. National Wear Red Day® is a registered trademark of HHS and AHA.

One day a year, what we wear **IS** a matter of life and death

That day is Friday, February 7, in celebration of the 17th Anniversary National Wear Red Day® and the beginning of the 17th year of the American Heart Association Go Red for Women® movement. National Wear Red Day is a massive national public awareness day (also held in 40+ countries) to shine a big bright red light of life-saving awareness on heart disease and stroke – the No. 1 and No. 5 killers of women. **MMBB Workplace** will join millions of women, people from all walks of life, businesses, towns, schools, buildings and landmarks to “go redder than ever” or “glow red” to bring attention to the No. 1 and No. 5 killers of American females – heart disease and stroke. **MMBB Workplace** will WEAR RED for awareness. We WILL GIVE for the women we can’t bear to live without. We WILL SHARE #WearRedAndGive on social media.

Mothers, daughters, sisters, wives, best friends, colleagues. We all have women in our lives we care about. On the 17th Anniversary National Wear Red Day we celebrate women surviving and thriving after heart disease or stroke and living stronger, longer lives. **1 million lives saved and counting!!** thanks to National Wear Red Day and the American Heart Association Go Red for Women® movement. Join **MMBB Workplace** and be relentless in support of women’s health. Learn more by visiting online at www.GoRedForWomen.org. Go Red TM of AHA, Red Dress TM of DHHS. National Wear Red Day® is a registered trademark of HHS and AHA.

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GO RED FOR WOMEN[®] KEY MESSAGING AND FACT BANK

Narrative

Cardiovascular disease (CVD) is the No. 1 killer of women. It claims more women's lives than all forms of cancer combined¹.

It's not just a problem for "older" women. Heart disease and stroke can affect a woman at any age. In fact, new research shows heart attacks are on the rise in younger women². That's why it's important for *all* women to take charge of their heart health and encourage others to do the same.

Go Red for Women – nationally sponsored by CVS Health – is the American Heart Association's movement to end heart disease and stroke in women. Go Red for Women is working in communities around the world to help women understand that cardiovascular disease is their greatest health threat and empower them to take action to lower their risk.

Go Red for Women empowers women to get healthy through "Watch Me Go Red" – a campaign designed to engage women to show others what they do to experience good health and wellbeing, while inspiring others to do the same. Because together, there's nothing women can't achieve.

Calls to Action

We want to inspire women with three messages and related calls to action (CTA):

Watch Me Be Aware	Awareness is critical! Starting at age 20, women should get screened for CVD risk factors ³ . "Know Your Numbers" – the five key personal health numbers that help determine risk for heart disease: total cholesterol, HDL (good) cholesterol, blood pressure, blood sugar and body mass index. CTA: Know your family history and talk to your doctor about heart disease.
Watch Me Live Well	Even modest changes to diet and lifestyle can lower risk by as much as 80% ⁴ . Make living a healthy lifestyle a priority by moving more, eating smart and managing blood pressure. CTA: Track your physical activity, diet and blood pressure through the American Heart Association's Check. Change. Control.
Watch Me Make an Impact	More research is needed to find new ways to treat, beat and prevent heart disease in women. Participating in research has never been easier or more important. CTA: Research Goes Red puts women in the driver's seat to accelerate scientific discovery by contributing to health research through clinical trials, surveys, focus groups and more.

¹ Benjamin EJ, Muntner P, Alonso A, et al. Heart disease and stroke statistics – 2019 update: a report from the American Heart Association. *Circulation*. E259. <https://www.ahajournals.org/doi/pdf/10.1161/CIR.0000000000000659> Published January 31, 2019.

² Arora S, Stouffer GA, Kucharska-Newton AM, et al. *Circulation*. 2019;139:1047–1056. Twenty Year Trends and Sex Differences in Young Adults Hospitalized with Acute Myocardial Infarction: The ARIC Community Surveillance Study. <https://doi.org/10.1161/CIRCULATIONAHA.118.037137> Published Feb. 19, 2019

³ <https://www.heart.org/en/health-topics/consumer-healthcare/what-is-cardiovascular-disease/heart-health-screenings>

⁴ Benjamin EJ, Muntner P, Alonso A, et al. Heart disease and stroke statistics – 2019 update: a report from the American Heart Association. *Circulation*. E259. <https://www.ahajournals.org/doi/pdf/10.1161/CIR.0000000000000659> Published January 31, 2019. (page 204)

STATS AND FACTS

1. Cardiovascular disease (CVD) is the leading cause of death in women, killing one woman about every 80 seconds⁵.

- CVD kills more women than the total combined deaths from cancer, accidents and diabetes.
 - Nearly 45% of women age 20 and older are living with some form of cardiovascular disease⁶.
 - Nearly 60 percent of stroke deaths are in women, who also have a higher lifetime risk of stroke than men⁷.
 - Each year, about 600,000 more females than males have a stroke.
 - An estimated 3.8 million stroke survivors alive today are women.
- Women in their 30s and 40s are more than twice as likely to die from cardiovascular diseases than breast cancer⁸.
- Cardiovascular disease is the leading cause of all maternal death⁹.
 - There are four key risk factors for cardiovascular disease-related maternal mortality: Race/ethnicity, age, hypertension and obesity.
 - Non-Hispanic black women have a 3.4 times higher risk of dying from CVD-related pregnancy complications compared with non-Hispanic white women.
- Nearly half of American adults with physician-diagnosed diabetes are women¹⁰.
 - More than 12 million women have physician-diagnosed diabetes, approximately 40 million women are prediabetic and an estimated 4 million women have undiagnosed diabetes.

2. Awareness among Hispanic women that CVD is their leading cause of death has declined over the last 10 years through risk continues to remain high.

- Hispanic women in their 20s are nearly eight times more likely to die from CVD than breast cancer¹¹, while almost twice as many Hispanic women in their 40s will die from CVD than breast cancer¹².
- Over 40% (about 43%) of Hispanic adult women age 20+ have CVD¹³.
 - About 30% of deaths in Hispanic women were due to CVD.
 - Among Hispanics age 20 and older, about 40% of women had high blood pressure, and only one in four of those women had their high blood pressure under control.
 - About 40% of Hispanic or Latino adult women age 18+ met aerobic guidelines of the 2008 Federal Physical Activity Guidelines for Americans through moderate leisure-time activity or vigorous activity.
 - More than 3 in 4 (77%) Hispanic adult women are overweight or obese.
 - Among Hispanic females age 20+, 14% had physician-diagnosed diabetes, 4% had undiagnosed diabetes, and about 32% had prediabetes.

⁵ Benjamin EJ, Muntner P, Alonso A, et al. Heart disease and stroke statistics - 2019 update: a report from the American Heart Association. *Circulation*. E259. <https://www.ahajournals.org/doi/pdf/10.1161/CIR.0000000000000659> Published January 31, 2019.

⁶ Benjamin EJ, Muntner P, Alonso A, et al. Heart disease and stroke statistics - 2019 update: a report from the American Heart Association. *Circulation*. E259. <https://www.ahajournals.org/doi/pdf/10.1161/CIR.0000000000000659> Published January 31, 2019.

⁷ Benjamin EJ, Muntner P, Alonso A, et al. Heart disease and stroke statistics - 2019 update: a report from the American Heart Association. *Circulation*. E259. <https://www.ahajournals.org/doi/pdf/10.1161/CIR.0000000000000659> Published January 31, 2019.

⁸ Centers for Disease Control and Prevention, National Center for Health Statistics. Underlying Cause of Death 1999-2017 on CDC WONDER Online Database, released December, 2018. Data are from the Multiple Cause of Death Files, 1999-2017, as compiled from data provided by the 57 vital statistics jurisdictions through the Vital Statistics Cooperative Program. Accessed at <http://wonder.cdc.gov/ucd-icd10.html>

⁹ ACOG Practice Bulletin: Clinical Management Guidelines for Obstetrician-Gynecologists. Number 212: Presidential Task Force on Pregnancy and Heart Disease. E320, Vol. 133, No. 5, May 2019. <https://www.acog.org/Clinical-Guidance-and-Publications/Practice-Bulletins/Committee-on-Practice-Bulletins-Obstetrics/Pregnancy-and-Heart-Disease> (pages 1 and 2)

¹⁰ Benjamin EJ, Muntner P, Alonso A, et al. Heart disease and stroke statistics - 2019 update: a report from the American Heart Association. *Circulation*. E259. <https://www.ahajournals.org/doi/pdf/10.1161/CIR.0000000000000659> Published January 31, 2019.

¹¹ Centers for Disease Control and Prevention, National Center for Health Statistics. Underlying Cause of Death 1999-2017 on CDC WONDER Online Database, released December, 2018. Data are from the Multiple Cause of Death Files, 1999-2017, as compiled from data provided by the 57 vital statistics jurisdictions through the Vital Statistics Cooperative Program. Accessed at <http://wonder.cdc.gov/ucd-icd10.html>

¹² Centers for Disease Control and Prevention, National Center for Health Statistics. Underlying Cause of Death 1999-2017 on CDC WONDER Online Database, released December, 2018. Data are from the Multiple Cause of Death Files, 1999-2017, as compiled from data provided by the 57 vital statistics jurisdictions through the Vital Statistics Cooperative Program. Accessed at <http://wonder.cdc.gov/ucd-icd10.html>

¹³ Benjamin EJ, Muntner P, Alonso A, et al. Heart disease and stroke statistics - 2019 update: a report from the American Heart Association. *Circulation*. E259. <https://www.ahajournals.org/doi/pdf/10.1161/CIR.0000000000000659> Published January 31, 2019.

3. CVD claims the lives of more black women than all forms of cancer, accidents, assaults and Alzheimer's Disease – combined¹⁴.

- CVD claims more lives of black women in their 20s than all forms of cancer combined – including breast cancer. In fact, black women in their 20s are nearly 10 times more likely to die from CVD than breast cancer¹⁵.
- CVD is the leading cause of death of black women in their 30s claiming more lives than all cancers combined, accidents, assaults, suicide or HIV¹⁶.
- Black women in their 40s are more than 3 times more likely to die from CVD than breast cancer¹⁷.
- More than half (57%) of black women have CVD¹⁸.
 - About one in three black female deaths are from cardiovascular disease.
 - Among women, black women have the highest prevalence of stroke.
 - More than half (56%) of black women age 20+ had high blood pressure.
 - Among black women with hypertension, nearly 65% received treatment, and 27% had it under control.
 - More than 80% of adult black women were overweight or obese.
 - Among black women age 20+, 13% had physician-diagnosed diabetes, 3% had undiagnosed diabetes, and 24% had prediabetes.

4. Cardiovascular diseases are the leading cause of death in white women¹⁹

- For white women, CVD will claim the lives of more women than all forms of cancer, including breast cancer, Alzheimer's Disease and Parkinson's, motor vehicle accidents and unintentional injuries – combined²⁰.
- White women in their 30s are more likely to die from CVD over breast cancer at a rate of nearly three to one²¹.
- White women in their 60s are 33 times more likely to die from CVD than Alzheimer's and 4 times as likely to die from CVD over breast cancer²².

5. 80% of cardiac events can be prevented through education and lifestyle changes such as moving more, eating smart and managing blood pressure²³.

- Physical activity reduces women's risk for heart disease and stroke²⁴.
 - Being physically active not only ensures that women live longer and healthier but also improves risk factors for CVD (such as high blood pressure and high cholesterol).
 - The American Heart Association and the U.S. Department of Health and Human

¹⁴ Centers for Disease Control and Prevention, National Center for Health Statistics. Underlying Cause of Death 1999–2017 on CDC WONDER Online Database, released December, 2018. Data are from the Multiple Cause of Death Files, 1999–2017, as compiled from data provided by the 57 vital statistics jurisdictions through the Vital Statistics Cooperative Program. Accessed at <http://wonder.cdc.gov/ucd-icd10.html>

¹⁵ Centers for Disease Control and Prevention, National Center for Health Statistics. Underlying Cause of Death 1999–2017 on CDC WONDER Online Database, released December, 2018. Data are from the Multiple Cause of Death Files, 1999–2017, as compiled from data provided by the 57 vital statistics jurisdictions through the Vital Statistics Cooperative Program. Accessed at <http://wonder.cdc.gov/ucd-icd10.html>

¹⁶ Centers for Disease Control and Prevention, National Center for Health Statistics. Underlying Cause of Death 1999–2017 on CDC WONDER Online Database, released December, 2018. Data are from the Multiple Cause of Death Files, 1999–2017, as compiled from data provided by the 57 vital statistics jurisdictions through the Vital Statistics Cooperative Program. Accessed at <http://wonder.cdc.gov/ucd-icd10.html>

¹⁷ Centers for Disease Control and Prevention, National Center for Health Statistics. Underlying Cause of Death 1999–2017 on CDC WONDER Online Database, released December, 2018. Data are from the Multiple Cause of Death Files, 1999–2017, as compiled from data provided by the 57 vital statistics jurisdictions through the Vital Statistics Cooperative Program. Accessed at <http://wonder.cdc.gov/ucd-icd10.html>

¹⁸ Benjamin EJ, Muntner P, Alonso A, et al. Heart disease and stroke statistics – 2019 update: a report from the American Heart Association. *Circulation*. E259. <https://www.ahajournals.org/doi/pdf/10.1161/CIR.0000000000000659> Published January 31, 2019.

¹⁹ Benjamin EJ, Muntner P, Alonso A, et al. Heart disease and stroke statistics – 2019 update: a report from the American Heart Association. *Circulation*. E259. <https://www.ahajournals.org/doi/pdf/10.1161/CIR.0000000000000659> Published January 31, 2019.

²⁰ Centers for Disease Control and Prevention, National Center for Health Statistics. Underlying Cause of Death 1999–2017 on CDC WONDER Online Database, released December, 2018. Data are from the Multiple Cause of Death Files, 1999–2017, as compiled from data provided by the 57 vital statistics jurisdictions through the Vital Statistics Cooperative Program. Accessed at <http://wonder.cdc.gov/ucd-icd10.html>

²¹ Centers for Disease Control and Prevention, National Center for Health Statistics. Underlying Cause of Death 1999–2017 on CDC WONDER Online Database, released December, 2018. Data are from the Multiple Cause of Death Files, 1999–2017, as compiled from data provided by the 57 vital statistics jurisdictions through the Vital Statistics Cooperative Program. Accessed at <http://wonder.cdc.gov/ucd-icd10.html>

²² Centers for Disease Control and Prevention, National Center for Health Statistics. Underlying Cause of Death 1999–2017 on CDC WONDER Online Database, released December, 2018. Data are from the Multiple Cause of Death Files, 1999–2017, as compiled from data provided by the 57 vital statistics jurisdictions through the Vital Statistics Cooperative Program. Accessed at <http://wonder.cdc.gov/ucd-icd10.html>

²³ Benjamin EJ, Muntner P, Alonso A, et al. Heart disease and stroke statistics – 2019 update: a report from the American Heart Association. *Circulation*. E259. <https://www.ahajournals.org/doi/pdf/10.1161/CIR.0000000000000659> Published January 31, 2019. (page 204)

²⁴ Guthold R, Stevens GA, Riley LM, Bull FC. Worldwide trends in insufficient physical activity from 2011 to 2016: a pooled analysis of 358 population-based surveys with 1.9 million participants. *The Lancet*. 2018 [https://www.thelancet.com/journals/langlo/article/PIIS2214-109X\(18\)30357-7/fulltext#articleInformation](https://www.thelancet.com/journals/langlo/article/PIIS2214-109X(18)30357-7/fulltext#articleInformation) Published September 4, 2018.

Services' 2018 Physical Activity Guidelines for Americans recommend that adult women get at least 150 minutes per week of moderate activity or 75 minutes of vigorous activity (or a combination of those activities).

- In addition, two days per week of moderate- to high-intensity muscle-strengthening activity is recommended²⁵.
- In the U.S., only about one in five women gets the recommended amount of physical activity (both aerobic and strength training) under federal guidelines.
- Globally, about one in three women doesn't get enough physical activity²⁶.
- Healthy eating is critical to preventing CVD in women.
 - About one in five deaths in the world is due to poor nutrition²⁷.
 - About 45 percent of U.S. deaths caused by heart disease, stroke and type 2 diabetes are because of poor dietary habits, such as high sodium intake, high sugary drink consumption and low intake of fruits and vegetables²⁸.
 - Sodium intake greater than 2,000mg a day may cause up to one in 10 cardiovascular deaths worldwide²⁹.
 - Every year, 40,000 people in the United States die from heart problems because of consuming too many sugary drinks³⁰.
- More than half of deaths from high blood pressure were in women³¹.
 - High blood pressure, or hypertension, is the second leading cause of preventable heart disease and stroke death — second only to smoking.
 - More women than men age 65 and older have hypertension.

7. Women are underrepresented in Science, Technology, Engineering and Mathematics (STEM) fields.

- Women occupy nearly half of all U.S. jobs but less than 25 percent of jobs in STEM fields³².
 - By 2030, half of vacant STEM jobs will be in the healthcare sector.
- In elementary, middle and high schools, girls and boys take math and science courses in roughly equal numbers, and about as many girls as boys leave high school prepared to pursue science and engineering majors in college. Yet fewer women than men pursue these majors³³.
 - By graduation, men significantly outnumber women in nearly every science and engineering field, with further declines at the graduate level and into the professional workforce.
 - Only about 20 percent of STEM bachelor's degrees are earned by women.
 - Only three out of 100 female bachelor's degree students continue to work in STEM fields after graduating³⁴.

8. More work is needed to close gender disparity gaps when it comes to CVD research and clinical trials participation.

²⁵ Physical Activity Guidelines for American from the US Department of Health and Human Services. *Circulation: Cardiovascular Quality and Outcomes*. 2018;11 <https://www.ahajournals.org/doi/10.1161/CIRCOUTCOMES.118.005263>

²⁶ Guthold R, Stevens GA, Riley LM, Bull FC. Worldwide trends in insufficient physical activity from 2011 to 2016: a pooled analysis of 358 population-based surveys with 1.9 million participants. *The Lancet*. 2018 [https://www.thelancet.com/journals/langlo/article/PIIS2214-109X\(18\)30357-7/fulltext#articleInformation](https://www.thelancet.com/journals/langlo/article/PIIS2214-109X(18)30357-7/fulltext#articleInformation) Published September 4, 2018.

²⁷ https://www.eurekalert.org/pub_releases/2019-04/tl-tlg040219.php Citation from June 2019 doc: GBD 2017 Diet Collaborators. Health effects of dietary risks in 195 countries, 1990-2017: a systemic analysis for the Global Burden of Disease Study 2017. *The Lancet*. 2019. [https://www.thelancet.com/journals/lancet/article/PIIS0140-6736\(19\)30041-8/fulltext](https://www.thelancet.com/journals/lancet/article/PIIS0140-6736(19)30041-8/fulltext)

²⁸ Micha R, Peñalvo JL, Cudhea F, Imamura F, Rehm CD, Mozaffarian D. Association Between Dietary Factors and Mortality From Heart Disease, Stroke, and Type 2 Diabetes in the United States. *Jama* 2017;317:912-24. <https://jamanetwork.com/journals/jama/fullarticle/2608221>

²⁹ Mozaffarian D, Fahimi S, Singh GM, et al. Global sodium consumption and death from cardiovascular causes. *N Engl J Med* 2014;371:624-34. <https://www.nejm.org/doi/full/10.1056/NEJMoa1304127> Published August 14, 2014.

³⁰ Micha R, Peñalvo JL, Cudhea F, Imamura F, Rehm CD, Mozaffarian D. Association Between Dietary Factors and Mortality From Heart Disease, Stroke, and Type 2 Diabetes in the United States. *Jama* 2017;317:912-24.

³¹ Benjamin EJ, Muntner P, Alonso A, et al. Heart disease and stroke statistics – 2019 update: a report from the American Heart Association. *Circulation*. E259. <https://www.ahajournals.org/doi/pdf/10.1161/CIR.0000000000000659> Published January 31, 2019.

³² Economics and Statistics Administration, United States Department of Commerce. (2017) Women in STEM: 2017 Update. Page 1 <http://www.esa.doc.gov/sites/default/files/women-in-stem-2017-update.pdf> Published November 13, 2017.

³³ Hill C, Corbett C, Rose AS. Why so few? Women in science, technology, engineering and mathematics. AAUW. Page xiv.

<https://www.aauw.org/files/2013/02/Why-So-Few-Women-in-Science-Technology-Engineering-and-Mathematics.pdf> Published Feb. 2010.

³⁴ Anthony Carnevale, Nicole Smith, and Michelle Melton. STEM. Georgetown University: Center on Education and the Workforce, as retrieved from <http://cew.georgetown.edu/stem/>

- There are significant biological differences between men and women³⁵.
 - Clinical trials have not always adequately enrolled women or analyzed sex-specific differences in the data.
 - Heart disease can be different in women than in men, and women may experience different signs or symptoms than men.
 - More younger women than men are having heart attacks³⁶.
- Women, especially women of color, continue to be underrepresented in research globally³⁷
 - Globally, only about 43% of clinical trial participants are women, with the US faring slightly better at 49%.
 - Of the female CVD clinical trial participants globally, 78.7% are white with only 3.2% representing black or African American women.
 - Approximately 90% of pregnant women take a prescription or over-the-counter drug during pregnancy, yet most of those medicines have not be tested in pregnant women.³⁸
 - In biomedical research utilizing animals and/or cells, up to 80% of test subjects are estimated to be male, with many studies reportedly using male subjects only.³⁹
- Disparities continue to persist when it comes to symptom recognition, treatment times and even lifesaving support measures.
 - Women having heart attacks wait more than 30% longer than men from the moment they begin experiencing symptoms to the time they arrive at a hospital⁴⁰.
 - Once there, women experience a 20% longer wait time than men, from arrival to the moment they begin receiving care.
 - Women with chest pain were less likely than men to receive aspirin or be transported with lights and sirens, and women with cardiac arrest were less likely to be resuscitated⁴¹.
 - Women are less likely than men to receive bystander CPR⁴².
 - Research shows that women are potentially more likely to survive a heart attack if their doctor is female⁴³.

³⁵ Liu KA, DiPietro Mager NA. Women's involvement in clinical trials: historical perspective and future implications.

Pharmacy Practice 2016 Jan-Mar;14(1):708. doi: 10.18549/PharmPract.2016.01.708 <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4800017/>

³⁶ Arora S, Stouffer GA, Kucharska-Newton AM, et al. *Circulation*. 2019;139:1047–1056. Twenty Year Trends and Sex Differences in Young Adults Hospitalized with Acute Myocardial Infarction: The ARIC Community Surveillance Study. <https://doi.org/10.1161/CIRCULATIONAHA.118.037137> *Circulation* Published Feb. 19, 2019

³⁷ 2015–2016 Global Participation in Clinical Trials Report. <https://www.fda.gov/downloads/Drugs/InformationOnDrugs/UCM570195.pdf> (Pages 11,14)

³⁸ Elysium Health. (2018) Do Clinical Trials have Sex Problem? <https://endpoints.elysiumhealth.com/why-women-are-underrepresented-in-clinical-trials-398c9e0735a>

³⁹ Surgery. (2014). Sex bias exists in basic science and translational surgical research. <https://www.ncbi.nlm.nih.gov/pubmed/25175501>

⁴⁰ Liakos, M. & Parikh, P.B. Gender disparities in presentation, management, and outcomes of acute myocardial infarction. *Curr Cardiol Rep* (2018) 20: 64. <https://doi.org/10.1007/s11886-018-1006-7>

⁴¹ Lewis, JF, Zeger SL, Li, X, et. AL. Gender Differences in the Quality of EMS Care Nationwide for Chest Pain and Out-of-Hospital Cardiac Arrest . December 10, 2018 *Women's Health Issues*. DOI: <https://doi.org/10.1016/j.whi.2018.10.007>

⁴² <https://newsroom.heart.org/news/men-more-likely-to-receive-bystander-cpr-in-public-than-women>

⁴³ Greenwood BN, Carnahan S, Huang L. Patient-physician gender concordance and increased mortality among female heart attack patients. *PNAS*. <http://www.pnas.org/content/early/2018/07/31/1800097115> Published August 6, 2018.

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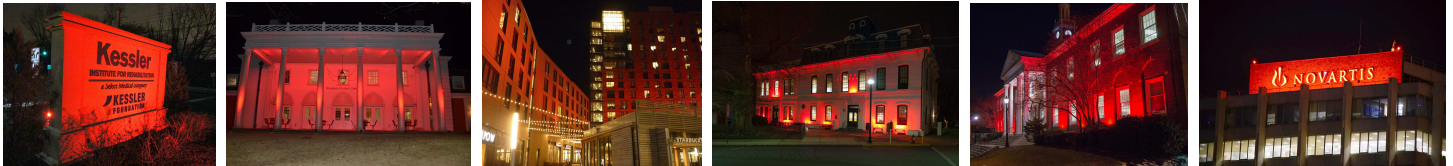


American
Heart
Association.

American Heart Association®



CONFIRMATION FORM – Buildings/Landmarks **GLOWing Red** 2020 17th Annual National Wear Red Day® for Women **New Jersey GOES RED, America GOES RED** Friday, February 7, 2020



Print Name of Company/Organization: _____

Print Your Name and Daytime Telephone: _____

Print Your Email Address: _____

✓ **YES! We will illuminate red OUR BUILDING/PROPERTY on February 7, 2020:**

- ☐ Our entire building/the entire landmark.
- ☐ The face or front of the building.
- ☐ The main entrance of the building.
- ☐ The main entrance signs to the location.
- ☐ Other. Please describe: _____

Please be illuminated red by 4:30 pm on February 7 and remain red until midnight.

How long will your location be illuminated or "GLOW" red (e.g., all night, entire week, all February)?

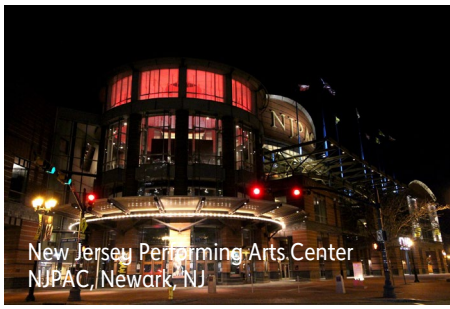
CRITICAL ... February 7, 2020 "**GLOW Red**" location and **COMPLETE ADDRESS DETAIL** to consider "possible" photo assignments:

- 1) _____
- 2) _____

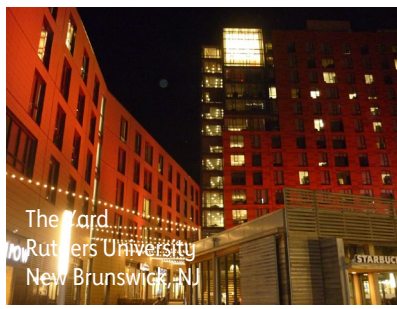
○ **YES! Tentative, but when needed, we notify security, facilities or appropriate on-property staff that an American Heart Association contracted photographer "may" be on location the evening of February 7, 2020 (the photographer will have written confirmation). Photography for 2020 is NOT committed or confirmed, so PLEASE TAKE PHOTOS of your building/property illuminations.**

Please E-Mail this Completed Form to:
American Heart Association New Jersey State Office
Email ... peter.cary@heart.org
Corporate Health and Mission Engagement

We're going REDDER THAN EVER on February 7, 2020!
We Go Red! United to Prevent Heart Disease and Stroke!
raising awareness is why! **saving women's lives** is why! **life. life** is why.



New Jersey Performing Arts Center
NJPAC, Newark, NJ



The Yard
Rutgers University
New Brunswick, NJ



Holman Enterprises, Inc.
Maple Shade, NJ



Battle of Princeton,
Gen. George Washington Monument
Princeton, NJ



Hamilton Township Municipal Building
Hamilton Township, NJ



Janssen Pharmaceuticals, Inc.
Titusville, NJ



Trinitas Regional Medical Center
Elizabeth, NJ



Delta Dental of New Jersey, Inc.
Parsippany, NJ

New Jersey GLOWs Red

Close to 70 New Jersey landmarks, buildings and properties illuminated **RED** on Friday, February 1, 2019 – National Wear Red Day® for Women.

American Heart Association®

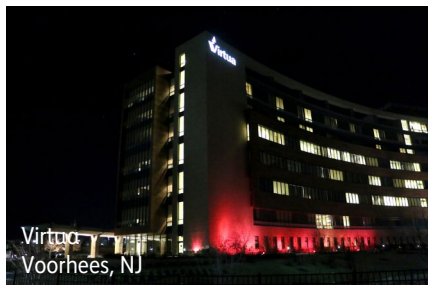


American Heart Association.

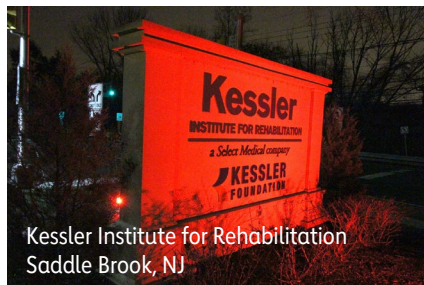
February 7, 2020 – America GOES RED
17th Annual National Wear Red Day for Women



RWJ University Hospital
New Brunswick, NJ



Virtua
Voorhees, NJ



Kessler Institute for Rehabilitation
Saddle Brook, NJ



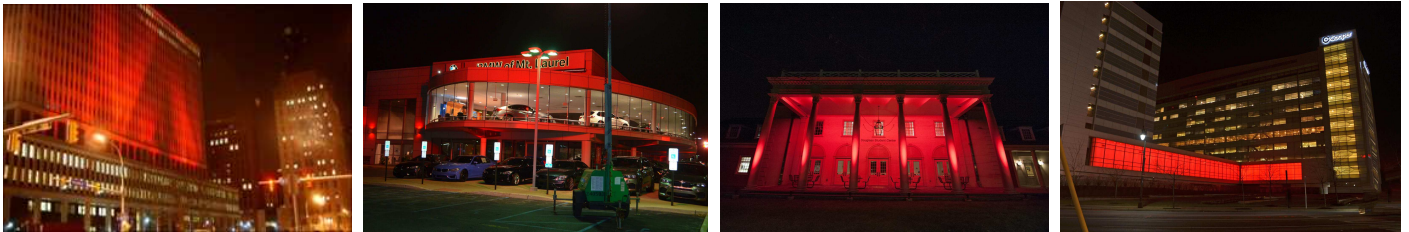
Saint Barnabas Medical Center
Livingston, NJ



Trenton Hall
The College of New Jersey
Ewing, NJ



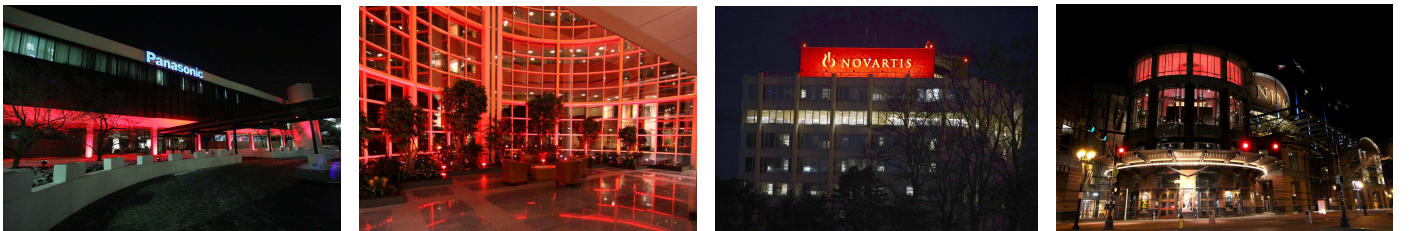
Examples ... Landmarks, Buildings **GLOWing Red!** The Lifesaving **"RED GLOW"** of National Wear Red Day®



Why illuminate **RED** on Feb. 7, 2020, National Wear Red Day? **Awareness** is why. **Prevention** is why. **Life** is why.



Why paint the town **RED** on Feb. 7, 2020, National Wear Red Day? **Saving more than 670,000 women's lives since 2004** is why.



Why flip on the lights **RED** on Feb. 7, 2020, National Wear Red Day? **Dreams fulfilled** is why. **Family** is why. **Life** is why.



Why **"Go RED, Glow RED"** on Feb. 7, 2020, National Wear Red Day? **Women surviving** is why. **Leaving a legacy** is why.

We GO Red! We GLOW Red!
MOTHER. SISTER. FRIEND.
Creating a Culture of Health for Women and Their Families
Why? Life. Life is why.

Ideas and Tips for Buildings and Landmarks to **GLOW Red** For Women

Going and GLOWing Red ... Why?

One in three. That's the price women pay for cardiovascular disease. While nearly 80 percent of cardiac events can be prevented, cardiovascular diseases continue to be a woman's greatest health threat, claiming the lives of 1 in 3 women. That's a third of mothers, sisters, daughters and friends.

The first Friday each February – American Heart Month – is National Wear Red Day®, a massive national public awareness day urging women, people from all walks of life, businesses, towns, schools, buildings and landmarks to “go red” to bring attention to women, heart disease and stroke.

This year, Friday, February 7, 2020, marks the 17th Annual National Wear Red Day®. Last year (2019), more than 5,000 offices, schools, towns, companies, landmarks and other locations, and hundreds of thousands of people, “went red” and supported National Wear Red Day. Why? **Life. Life** is why. Thousands of prominent landmarks, buildings and properties “went red” throughout the country to shine a bright red light of life-saving awareness on women, heart disease and stroke.

Why “Go” red and “GLOW” red? **To raise awareness, encourage action, and save women's lives** is why. Make not only a fashion statement on February 7, 2020, make a life and legacy statement by “GOing” and “GLOWing” red.

How can you “go red” and “glow red” on Friday, February 7, 2020?

FIRST ... register for “Wear Red Day” by completing and returning a 2020 Wear Red Day registration form. SECOND ... turn the lights on and “**GLOW Red.**” When illuminating red, focus on the external (**what the public can see**), go for simplicity with impact, and try not to spend much money. Here are some fairly simple and lower cost ways to illuminate red.

- **Red** lighting ... light bulbs, flood lights, spotlights
- **Red** gels or red cellophane ... placed over white flood or other lights

Ideas to Celebrate:

- **Red** carpet; **red** streamers; **red** paper; **red** balloons; **red** table cloths; **red** foods ... strawberries, cherries, red juices, tomato sauce, **red** peppers, **red** licorice, etc.; and, of course, **red** clothing.

Ideas and Resources to Illuminate the **Outside** of Buildings/Landmarks

First idea ... change external white light bulbs or white flood lights to **red flood lights or light bulbs.**

Second idea ... place **red** gels or **red** colored plastic/cellophane over white lights or white flood lights.

Third idea ... use **red** flood lights or **red** spotlights (visit Home Depot, Lowes, True Value, etc.) to turn a main entrance, front windows, or a main public sign **red** with awareness.

Fourth idea ... instead of **red** lighting, consider a “gobo light” – a cut out of the Go Red for Women logo or red dress to shine on your building (“think of the Batman symbol in the sky”). Contact your local American Heart Association office or staff contact for guidance or search the Web for “gobo lights.”

Making spotlights **red**: According to the USC Theatre Department, here's an easy way to change spotlights to **red** without replacing the bulbs: Cover the spotlight with 20”x 24” sheets of colored plastic (made especially for theatre lighting) and affix with tape or wire ties. The sheets are called Roscoe Gel R26 (**red**) and R1991 (heat shield); The heat shield goes closest to the light to keep the gel from burning; These supplies can be ordered at any local theatrical outlet, from Barbizon Lighting in Atlanta or other lighting resources.

Thank you for **Going RED** and **GLOWing Red** to raise awareness about women, heart disease and stroke.



American
Heart
Association.

2020 Wear Red Day DONATION FORM

This form is *not* intended for tax purposes

- ✓ Please fill out this donation form.
- ✓ Please covert all cash to check or money order. Include donation check/money order with this completed form in the self-addressed envelope included in your Wear Red Day Coordinator Kit.

Please Print Clearly

Date: _____ Wear Red Day Coordinator: _____

Company/Organization: _____

Wear Red Day Team Name: _____
(if Wear Red Day funds should be listed on Heart Walk Team Page)

Donation Total \$: _____ Check(s) #: _____

Notes: _____

Your American Heart Association Staff Contact: _____

AHA Office Use Only

Entered by/on: _____



American
Heart
Association.

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This form is *not* intended for tax purposes

- ✓ Please fill out this donation form.
- ✓ Please covert all cash to check or money order. Include donation check/money order with this completed form in the self-addressed envelope included in your Wear Red Day Coordinator Kit.

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