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.
- Encourage women to join the Go Red for Women movement at 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.
- 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!
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.
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.

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16 Years of Go Red: 2004–2019

**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.

**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.

**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.

**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.

**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.

**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.

**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.

**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.

**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.

**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.

**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 68+ media impressions.

**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.

**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.

**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.

**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.

**2004-2019:**
2007
2008
2009
2010
2011
2012
2013
2014
2015
2016
2017
2018
2019
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.
- 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.
- Shortness of breath. This may occur with or without chest discomfort.

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:

- Facedropping — 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

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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**
   - 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**
   - 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**
   - 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**
   - 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

- 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

- 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.
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.
# American Heart Association
## New Jersey Top 30 Teams
### 2019 National Wear Red Day® Campaign

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


We GO Red! We GLOW Red!
MOTHER. SISTER. FRIEND.
Creating a Culture of Health for Women and Their Families
Why? Life. Life is why.
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.
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 heart 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 factors³. “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.

³ https://www.heart.org/en/health-topics/consumer-healthcare/what-is-cardiovascular-disease/heart-health-screenings
STATS AND FACTS

1. Cardiovascular disease (CVD) is the leading cause of death in women, killing one woman about every 80 seconds.5
   - 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 disease.6
     - Nearly 60 percent of stroke deaths are in women, who also have a higher lifetime risk of stroke than men.7
     - 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 cancer.8
   - Cardiovascular disease is the leading cause of all maternal death.9
     - 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 women.10
     - 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 CVD.13
     - 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.

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

- 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 cancer.
- CVD is the leading cause of death of black women in their 30s claiming more lives than all cancers combined, accidents, assaults, suicide or HIV.
- Black women in their 40s are more than 3 times more likely to die from CVD than breast cancer.
- More than half (57%) of black women have CVD.
  - 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 women

- 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 – combined.
- White women in their 30s are more likely to die from CVD over breast cancer at a rate of nearly three to one.
- 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 cancer.

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

- Physical activity reduces women’s risk for heart disease and stroke.
  - 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

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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 recommended.
- 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 activity.

Healthy eating is critical to preventing CVD in women.

- About one in five deaths in the world is due to poor nutrition.
  - 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 vegetables.
  - Sodium intake greater than 2,000mg a day may cause up to one in 10 cardiovascular deaths worldwide.
  - Every year, 40,000 people in the United States die from heart problems because of consuming too many sugary drinks.
  - More than half of deaths from high blood pressure were in women.
  - 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 fields.
  - 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 majors.
  - 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 graduating.

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

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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 women\(^ {35} \).
  - 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 attacks\(^ {36} \).
- Women, especially women of color, continue to be underrepresented in research globally\(^ {37} \)
  - 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 been 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 hospital\(^ {40} \). 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 resuscitated\(^ {41} \).
  - Women are less likely than men to receive bystander CPR\(^ {42} \).
  - Research shows that women are potentially more likely to survive a heart attack if their doctor is female\(^ {43} \).

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\(^{41}\) 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


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.

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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.

February 7, 2020 – America GOES RED
17th Annual National Wear Red Day for Women
Examples ... Landmarks, Buildings GLOWing Red!
The Lifesaving “RED GLOW” of National Wear Red Day®


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.


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

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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.

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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: ______________________________________________

[Redacted]