



American
Heart
Association.

American Heart Association.



Go Red for Women[®] Have Faith in Heart Toolkit February 2020

Go Red for Women is nationally sponsored by



Have Faith in Heart

Ending heart disease and stroke in women:
we can do this together!



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. Host 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, relevant force for change to end heart disease and stroke in women all over the world. For 16 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**.

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Have Faith in Heart Tools

This toolkit provides information and materials to help make your event a success. Start now by going to [WearRedDay.org](https://www.wearred.org).

On the pages that follow, you'll find:

- A flier to customize for your event.
- Messages to include in your community bulletins or pulpit announcements.
- A sample clergy speech you can customize for your community.
- A save-the-date bulletin announcement.
- A take-home reminder for participants.
- Information to encourage and assist participants in joining the cause.
- A know-your-risk-factors flier.
- A know-the-warning-signs flier.

Go Red products available on ShopHeart

ShopHeart offers a variety of products that support the Go Red movement, including pins and wristbands, clothing, accessories and home and office products. There are also many items for those who cook and enjoy an active lifestyle. Go Red gift cards are also available. When you shop with us, a portion of the proceeds goes back to fund the programming and mission of the American Heart Association.

Shop for a cause at [ShopHeart.org](https://www.shopheart.org).

Ideas and tips for a successful Wear Red Day event:

- Host a [#GoRedGetFit](https://www.goredforwomen.org/#GoRedGetFit) workout in red attire at your home, gym or place of worship with a guest trainer or nutritionist to talk about healthy living.
- Have a Go Red tea, breakfast, lunch or dinner with a heart-healthy meal and presentation. 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 Go Red for Women goodies that can be purchased from [ShopHeart.com](https://www.shopheart.com).
- Host a TV night around your favorite television show and feature the Real Women stories found here: <https://www.goredforwomen.org/en/about-heart-disease-in-women/real-women>. Then, discuss health impact in your home/communities.

How to customize the PDFs in this kit:

1. Open the PDF in either Adobe Acrobat or Adobe Acrobat Pro.
2. Use the writable fields to make the necessary changes.
3. Go to File>Save As>, rename the file as desired and save it to your computer's hard drive.
4. Use your customized PDF files for printing and/or emailing.

If you have questions about how to use this file, contact Design Studio at 214-706-1326.

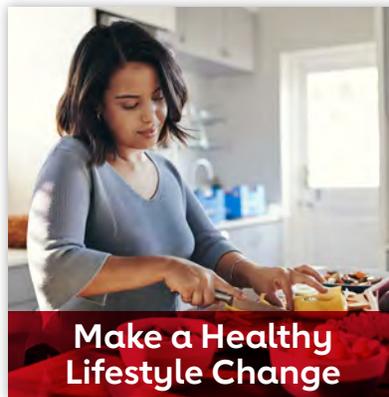


National Wear Red Day®

FRIDAY, FEBRUARY 7, 2020

Join the American Heart Association's Go Red for Women® movement to help raise awareness, inspire action and save more lives.

You can:



For more information about your organization's involvement, contact: _____

Ending heart disease and stroke in women: we can do this together!
Wear red to raise awareness, inspire action and help save women's lives.

WearRedDay.org

Go Red for Women is nationally sponsored by



Bulletin/Pulpit Announcements

Use these announcements in your faith community bulletin or newsletter.

THREE WEEKS BEFORE GO RED EVENT: KNOW THE RED FLAGS OF HEART DISEASE

Cardiovascular diseases are the leading cause of death for African American women and Hispanic women, who are likely to develop heart disease earlier than Caucasian women.

By standing with the American Heart Association's **Go Red for Women®** movement, women everywhere are coming together to end heart disease and stroke in women, including our communities. Knowledge is key in the fight against cardiovascular diseases and stroke. Join us and wear red on _____.

TWO WEEKS BEFORE GO RED EVENT: KNOW YOUR STORY

Only 17 percent of women consider heart disease or stroke to be the greatest health problem facing Americans today.

ONE WEEK BEFORE GO RED EVENT: KNOW YOUR POWER

We urge everyone to wear red and put on your Go Red spirit at our **Go Red for Women** program next week. Know that together, we can change the odds against women with heart disease and stroke.

DAY OF GO RED EVENT

Thanks to everyone who wore red today in support of the **Go Red for Women** movement.

Continue to know your impact and empower your family and communities.

GO RED FACTS AND MESSAGES TO USE IN ANNOUNCEMENTS

- Cardiovascular disease (CVD) is the leading cause of death in women, killing one woman about every 80 seconds¹. 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 disease².
- Awareness among Hispanic women that CVD is their leading cause of death has declined over the last 10 years, though risk continues to remain high. Hispanic women in their 20s are nearly eight times more likely to die from CVD than breast cancer³, while almost twice as many Hispanic women in their 40s will die from CVD than breast cancer⁴.
- CVD claims the lives of more black women than all forms of cancer, accidents, assaults and Alzheimer's disease combined⁵. Black women in their 20s are nearly 10 times more likely to die from CVD than breast cancer⁶. Black women in their 40s are more than three times more likely to die from CVD than breast cancer⁷.
- About 80% of cardiac events can be prevented through education and lifestyle changes such as moving more, eating smart and managing blood pressure⁸.
- The importance of moving more: 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). 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.
- The truth about eating smart: About one in five deaths in the world is due to poor nutrition⁹. 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 vegetables¹⁰.
- Speaking out about a silent killer: More than half of deaths from high blood pressure were in women¹¹. High blood pressure, or hypertension, is the second leading cause of preventable heart disease and stroke death — second only to smoking.

¹Benjamin 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.
²Benjamin 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.
³Centers 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>
⁴Centers 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>
⁵Centers 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>
⁶Centers 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>
⁷Centers 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>
⁸Benjamin 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) https://www.eurekalert.org/pub_releases/2019-01/h19g10219.php Citation from June 2019 doc: GBD 2017 Diet Collaborators. Health effects of dietary risks in 195 countries, 1990-2017: a systematic analysis for the Global Burden of Disease Study 2017. *The Lancet*. 2019. <https://www.thelancet.com/journal/2019/january/04-2019-01-43-7861930044-8#fulltext>
⁹Micha R, Peñalvo JL, Cuddehe 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/2508221>
¹⁰Benjamin 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.

Talking Points for Clergy

Use your pulpit to spread the word and help save lives.

Please feel free to modify this clergy speech or create your own to unite your congregation behind the Go Red for Women movement:

How many of you have been personally affected by heart disease? Please stand if you are struggling with this disease.

Are you a caregiver for a heart disease or stroke survivor? Please stand.

Do you or someone in your family have high blood pressure or diabetes? If so, please stand.

Now stand if you have a family member, loved one or friend who has been affected by heart disease or stroke.

Look around you. Heart disease is affecting our community at an alarming rate, especially our mothers, sisters and daughters. If every woman here today takes steps to learn about her risk factors, stays physically active, eats a heart-healthy diet and sees her health care provider, we will begin to see a positive impact in the disparities of heart disease and stroke.

If all of us here today get behind the Go Red for Women movement, if we come together to stand strong against heart disease, we can change this.





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Go Red Sunday is next week, so make sure to wear red and show your support by joining the movement at GoRedforWomen.org.

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We can do this together.

WEAR RED TO HELP PREVENT HEART DISEASE AND STROKE

By joining **Go Red for Women®**, your members acknowledge they are united in the mission to prevent heart disease and stroke in women.

Signing up at **GoRedforWomen.org** gives your congregants the information and tools they need to help save the lives of their mothers, sisters, aunts, daughters, grandmothers, best friends and themselves.

Research shows that women who Go Red are more likely to make healthy choices.

Your congregants can start their membership by filling out the brief registration form online at **GoRedforWomen.org**.



Know Your Numbers

Five numbers that all women should know to take control of their heart health are:



Knowing these numbers can help women and their health care provider determine their risk for developing cardiovascular diseases. It's time for all women to learn the most critical numbers in their life – their hearts depend on it.

Here's how:

1. Understand Risk Factors

- There are some you can control such as blood pressure, smoking, cholesterol, lack of regular physical activity, and some you can't control such as age, gender, and family history.
- That's why it is important to **Know Your Numbers**, learn your **Family History** and discuss all risk factors with your health care provider.

2. Know Your Numbers

- Five numbers can change your life - *Total Cholesterol, HDL (good) Cholesterol, Blood Pressure, Blood Sugar and Body Mass Index (BMI).*

3. Take Action and Manage Your Numbers

- Schedule a separate visit with your health care provider to learn these numbers and commit them to memory.
- Work to improve your numbers, if necessary.



Know the Warning Signs

FOR HEART DISEASE AND STROKE

Cardiovascular diseases kill more women than all forms of cancer combined, but 80% of cardiac events in women may be prevented if women made the right choices for their hearts involving diet, exercise and abstinence from smoking. Don't ignore heart problems. It's a matter of life and death! For example, you should know the warning signs so you can get help right away, either for yourself or someone close to you. Acting quickly can save lives!

Some heart attacks are sudden and intense, and no one doubts what's happening. But most heart attacks start slowly, with mild pain or discomfort. Often people aren't sure what's wrong and wait too long before getting help. Here are signs that can mean a heart attack is happening:

- **Uncomfortable pressure, squeezing, fullness or pain in the center of your chest.** It lasts more than a few minutes, or goes away and comes back.
- **Pain or discomfort in one or both arms, the back, neck, jaw or stomach.**
- **Shortness of breath with or without chest discomfort.**
- **Other signs such as breaking out in a cold sweat, nausea or lightheadedness.**
- **As with men, women's most common heart attack symptom is chest pain or discomfort.** But women are somewhat more likely than men to experience some of the other common symptoms, particularly shortness of breath, nausea/vomiting and back or jaw pain.

If you have any of these signs, don't wait! Call 911. Get to a hospital right away.

If you or someone you're with has chest discomfort, especially with one or more of the other signs, don't wait longer than a few minutes (no more than five) before calling for help.

Spot a Stroke F.A.S.T

F Face Drooping

A Arm Weakness

S Speech Difficulty

T Time to Call 911

CALL 911 ... GET TO A HOSPITAL RIGHT AWAY

Calling 911 is almost always the fastest way to get lifesaving treatment. Emergency medical services (EMS) staff can begin treatment when they arrive — up to an hour sooner than if someone gets to the hospital by car. The staff are also trained to revive someone whose heart has stopped. You'll also get treated faster in the hospital if you come by ambulance. If you can't access EMS, have someone drive you to the hospital right away. If you're the one having symptoms, don't drive yourself, unless you have absolutely no other option.