



American  
Heart  
Association.

American Heart Association.



GO RED FOR WOMEN® PRESENTS

# MOTHER. SISTER. FRIEND.

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Go Red for Women®  
Have Faith in Heart Toolkit

Go Red for Women is nationally sponsored by



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# Have Faith in Heart

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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 1 in 3.** It's time to change this fact – and you can help. Host a **National Wear Red Day®** event during the month of February.

National Wear Red Day is not only about wearing red; it's not only about sharing heart health facts; its 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 - heart disease - and change the odds of greater 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 15 years, Go Red for Women has provided a platform for women to come together, raise awareness, fund life-saving research, advocate for change and improve the lives of all women everywhere. The American Heart Association's Go Red for Women movement is nationally sponsored by CVS Health, with additional support from national cause supporters. Connect with us on **GoRedforWomen.org**, **Facebook**, **Twitter** or by calling 1-888-MY-HEART (1- 888-694-3278).

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# Have Faith in Heart Tools

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

## Ideas and Tips for a successful Wear Red Day event:

- Host a [#GoRedGetFit](https://www.instagram.com/GoRedGetFit) workout in red attire at your home or gym 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](http://GoRedforWomen.org).
- Encourage women to join the Go Red for Women movement at [GoRedforWomen.org](http://GoRedforWomen.org).
- Raffle off a gift basket filled with Go Red for Women goodies that can be purchased from [ShopHeart.com](http://ShopHeart.com).
- Host a TV night around your favorite television show and feature the Real Women videos and 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<sup>®</sup>

FRIDAY, FEBRUARY 4, 2022

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Join the American Heart Association's Go Red for Women<sup>®</sup> 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](http://WearRedDay.org)

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# Bulletin/Pulpit Announcements

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*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 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** activation 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 is the leading cause of death in women, claiming the lives of one in three. While more than 50 percent of women are aware that heart disease is their leading cause of death, women of color are less likely to be aware of this fact.
- Nearly 60 percent of stroke deaths are in women and about 4 million stroke survivors alive today are women. African American women have the highest prevalence of stroke among women.
- The truth about eating smart: 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.
- Speaking out about a silent killer: About 50 million American women have hypertension, which is the second leading cause of preventable heart disease and stroke death, second only to smoking. The reality is, more than 30 percent of cardiovascular events in women are due to high blood pressure.
- The importance of moving more: Physical activity reduces women's risk for heart disease and stroke. It not only ensures women live longer and healthier but also improves risk factors for cardiovascular disease (such as high blood pressure and high cholesterol).
- With awareness and lifestyle changes, up to 80 percent of cardiac event in women can be prevented. Join Go Red for Women and together we can save the lives of the women we love.

# Talking Points for Clergy

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*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 healthcare 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.***





American Heart Association.

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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](http://GoRedforWomen.org).

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# We can do this together.

## WEAR RED TO HELP PREVENT HEART DISEASE & STROKE

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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

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

**1**  
Total  
Cholesterol

**2**  
HDL (good)  
Cholesterol

**3**  
Blood  
Pressure

**4**  
Blood  
Sugar

**5**  
Body Mass  
Index (BMI)

Knowing these numbers can help women and their healthcare 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 like blood pressure, smoking, cholesterol, lack of regular physical activity, and some you can't control like 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 healthcare 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 healthcare 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

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**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 9-1-1. 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 9-1-1

### CALL 9-1-1 ... GET TO A HOSPITAL RIGHT AWAY

Calling 9-1-1 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.