



**Reclaim
Your
Rhythm**



Go Red for Women 2022

Washington



ROCK YOUR RED

For American Heart Month, we are coming together to **Reclaim Our Rhythm** because losing even one mom, sister, friend or neighbor to cardiovascular disease is too many.

We are rallying our communities with an urgent message to support each other in taking control of your health by creating healthy habits that help you commit to your resolutions. We'll be right here to guide you and help keep your rhythm flowing, with all the tools to get you started and all the tunes to keep you on track. We'll get you moving and grooving and **wearing red** to raise awareness and take action to reduce your risk of heart disease and stroke, women's No. 1 health threat.

SAY HELLO TO THE

2022 AMBASSADORS

WASHINGTON

Go Red for Women Ambassadors are a group of survivors, caregivers and advocates uniting to raise awareness and inspire women to reclaim control of their health through developing healthy habits that keep their rhythm flowing and reduce their risk of their No 1. killer, heart disease and stroke.



Claire Verity

For Claire, advancing women's heart health is personal; she lives with a condition called supraventricular tachycardia (SVT) that causes a faster than normal heart rate which can prevent proper blood flow to the body. She passionately advocates for women's health by volunteering as a Go Red for Women Ambassador and chair for the 2022 Go Red for Women campaign and Women's Health Council in Washington. As the President of Regence BlueShield, Claire believes that leaders have the responsibility to support the health of their community. Claire's volunteer leadership has led to sustainable impacts in health equity, nutrition security, education outcomes and disability rights.

When Yolanda was born, she was diagnosed with a heart murmur, the same congenital heart defect (CHD) shared by all seven of her siblings. She didn't experience any symptoms until she was in her mid-40s when her blood pressure increased drastically, at times high enough to send her to the emergency room. When she was 53, Yolanda went to the hospital for a sinus infection when she received shocking news: her heart valves never grew with her heart properly and she needed open heart surgery to replace her aortic valve. Heart murmurs run in Yolanda's family, even beyond her siblings; her mother and youngest daughter both have heart murmurs. Yolanda's advice for women, "Treat your heart proactively. When you suspect something may be wrong, you need to advocate for exploration and follow up."



Yolanda Everette - Neufville



Susie Woo, MD, FACC

As a preventative cardiologist at Virginia Mason Franciscan Health, Dr. Susie Woo focuses on understanding personal risk factors and making lifestyle changes to take control of your health. "Eating right, exercising, not smoking and being aware of your family history are all so important to reduce our risk of heart disease and stroke." To ensure more women are equipped with information to take charge of their health, Dr. Woo volunteers to speak about health topics, including unique risk factors like preeclampsia and hormonal changes during pregnancy and menopause as well as other compounding risk factors like high cholesterol. As a mom of two, Dr. Woo reclaims time for her mental well-being by practicing Pilates and running on her favorite trails throughout the Puget Sound.

SAY HELLO TO THE

2022 AMBASSADORS

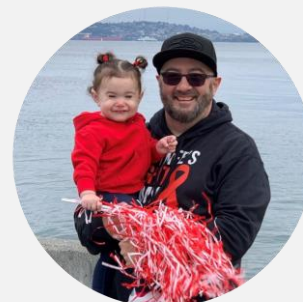
WASHINGTON



Lilian Tsi- Stielstra

In August 2010, Lilian woke up after an exhausting work week to the feeling of pins and needles in her left leg, then her arm, then her face. "I realized it was a stroke because it was all on one side." At 46, Lilian attributes her stroke to work-related stress that contributed to previously diagnosed stroke risk factors, [high blood pressure](#) and [high cholesterol](#). Heart disease and stroke run in Lilian's family; her father died after a heart attack and experienced minor strokes. As a mom of two, Lilian now understands the importance of [exercise](#), [stress management](#) and a [balanced diet](#) to reduce her risk of another stroke. "I want to have a healthy heart so I can be alive for my children's weddings and my potential grandchildren." Her passion for heart health extends beyond family; fluent in Cantonese, she volunteers with the Chinese Community Cardiac Council. As a national Go Red for Women spokeswoman and volunteer for Dress for Success, she encourages other women to take control of their health.

As a proud husband of [stroke](#) survivor, and fellow Go Red for Women Ambassador Andrea Engfer, Martin has truly been a superstar sidekick. He continues to navigate every step of Andrea's journey by her side after Andrea suffered a stroke just five days after giving birth to their first child. Through rehab, recovery and all the victories and challenges in between, he repeatedly reminds Andrea that she is "made for this role" as she fiercely advocates for stroke prevention and [mental well-being](#). Martin prioritizes time for [exercise](#) and makes healthy family meals to manage his [high blood pressure](#) and [high cholesterol](#); reducing his risk of heart disease and stroke to ensure he has a lifetime of adventures ahead with Andrea and their one-year-old daughter, Emma.



Martin Engfer



Andrea Engfer

In 2020, Andrea suffered a stroke at age 34 just five days after giving birth to her daughter. The cause? High blood pressure during pregnancy ([preeclampsia](#)). She had to re-learn how to walk, read and write. After 43 hours in the hospital and weeks in rehab, she celebrated by running her first 5K post stroke in October 2020. "I've come so far," she said. "I've made such a big progress." She is a passionate advocate for women's heart health, [maternal health](#), stroke prevention and [mental well-being](#) and inspires other women to take control of their health by bravely sharing her story in podcasts, news features, AHA campaigns and more. We are thrilled to have Andrea joining us as our passion speaker at the [2022 Puget Sound Go Red for Women's Luncheon](#) on March 14.

SAY HELLO TO THE

2022 AMBASSADORS

WASHINGTON

On an otherwise ordinary day, 30-year-old Courtney found her world spinning as she sat beside her couch. "I tried calling my mother and she couldn't understand me. My speech was too slurred." She realized something was seriously wrong and called a friend to take her to the emergency room where doctors diagnosed her stroke. After a month in in-patient rehab, she was told she may never be able to walk independently again. But Courtney's fighting spirit didn't accept those odds. In fact, today she not only walks but also uses her voice to encourage other women to recognize stroke symptoms F.A.S.T. and call 9-1-1.



Courtney Wilkins



Odessa Durante

17-year-old Odessa was searching for answers after a car accident in 2017 left her with unexplained, widespread pain. After extensive testing, doctors incidentally found that she was born with a rare congenital heart defect (CHD) called Absent Left Coronary Artery. Since her left coronary artery never developed, her right coronary artery grew to twice its normal size and developed extra blood vessels to compensate for circulation. She had no cardiac symptoms or family history of heart disease. As she was searching for an outlet to illustrate her journey, she found watercolor. "When I found art, I found a new sense of purpose. It was like I was reborn." Odessa hopes that her story and art will raise awareness of CHDs and inspire other heart survivors to prioritize time for the things that make them feel alive.

Kayla is a nursing student focused on health equity and women's health disparities. "Women are continuously underrepresented in cardiovascular research. I want to be part of the solution." She realized she wanted to pursue a career in nursing while working in an assisted living facility, caring for older adults with a history of heart disease and stroke. Studying to specialize in obstetrics and gynecology, Kayla's goal is to support patients during life stages unique to women. "Quality care during pregnancy and postpartum is critical since these stages can increase risk factors that make women particularly vulnerable to cardiac events."



Kayla Bryson

Mark Your Calendar

February isn't just American Heart Month – it's our month! This year, February is full of ways for you to Go Red and reclaim your rhythm by building healthy habits that lower your risk of heart disease and stroke.

Pandora Takeover

February

Tune in to Pandora's Cardio-Dance channel for an American Heart Association takeover with 3 Reclaim Your Rhythm modes.

- Reclaim Your Rhythm: Surviving and Thriving
- Reclaim: The Remix
- Reclaim Your Beat

National Wear Red Day

February 4, 2022

National Wear Red Day is the icon day of American Heart Month. On Feb. 4, wear red and raise awareness of women's No. 1 killer – cardiovascular disease.

- Crank up the tunes, get on your feet and wear red! Join us for our virtual [Wear Red Day Rally](#) for an exciting rallying point to share our collective impact, hear a moving survivor story and take a stand to reclaim your rhythm!
 - Date: Friday, Feb 4
 - Time: 9:00-9:20 AM Pacific Time
 - [Join Zoom Meeting](#)
- Say "cheese!" and take your photo in the [Go Red virtual photobooth](#). Don't forget to share it on social media using #goredWA and tag @AmericanHeartWA.

Red Dress Collection 20th Anniversary

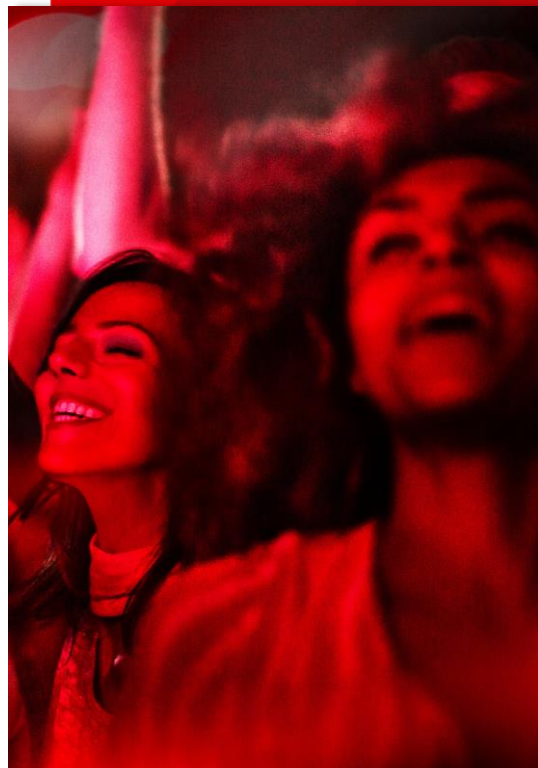
February 24, 2022

The [Red Dress Collection](#) will be full of fun and excitement that you won't want to miss. Join us for performances from star musicians, celebrities modeling incredible red designs, and more. Watch the Red Dress Collection streaming broadcast on Pandora Live.

Go Red for Women Luncheon

March 14, 2022 | 10:30 a.m. – 1:00 p.m. PST

Reclaim your rhythm by attending this inspiring and impactful event. Join us at the Westing Seattle for a health & wellness expo plus luncheon featuring an incredible story of survival. Lend your support the Go Red movement by [reserving your seat](#) today.

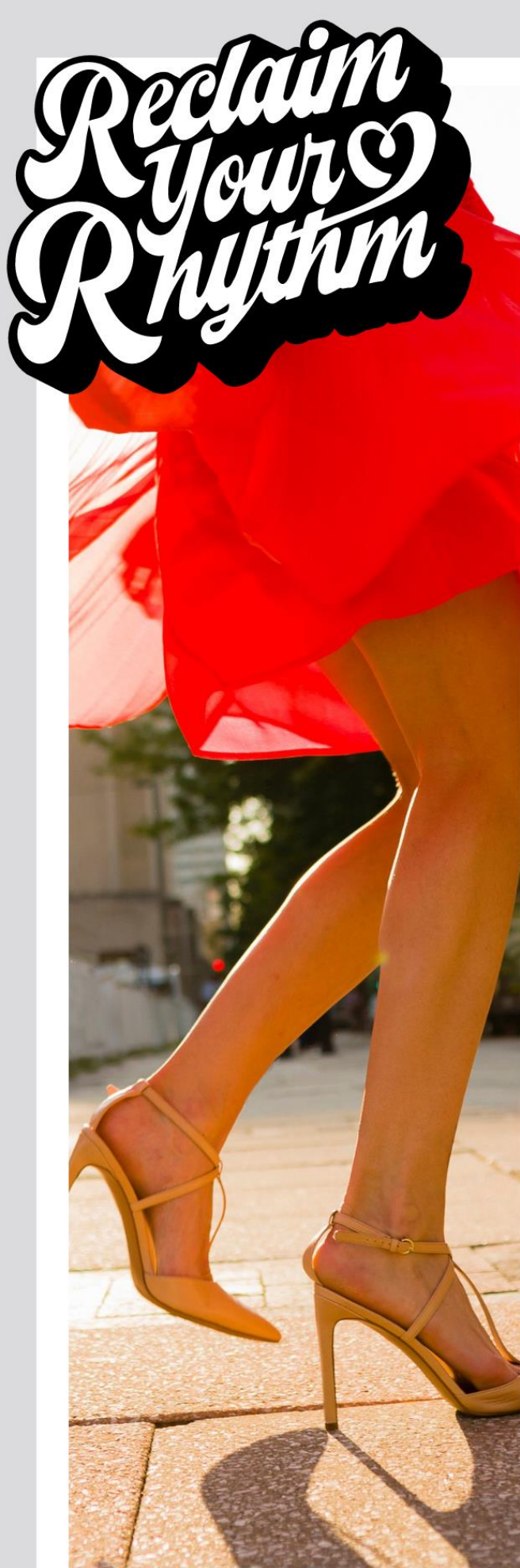


Go Red When You Shop

CVS Health and Big Lots! stores are raising funds and awareness during Heart Month.

From February 1 to February 20, more than 1,400 Big Lots retail locations will provide shoppers the opportunity to donate at checkout to support the mission of the American Heart Association.

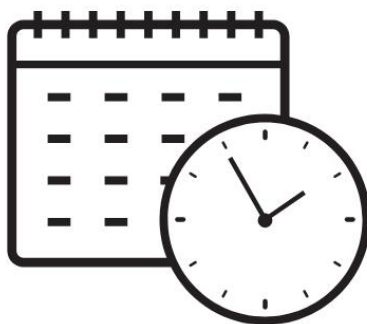
Plus, don't forget to visit [Shop Heart](#) for your Go Red gear, a portion of the proceeds go towards fighting heart disease and stroke!



MARK YOUR CALENDAR

***BEATS CAN
BRING US
TOGETHER.***

**2022 Go Red for Women
Luncheon**



MARCH 14, 2022
The Westin Seattle
10:30 a.m. – 1:00 p.m. PST

SeattleGoRedLuncheon.heart.org
#goREDwa



Save Lives: Wear Red and Give

Making an impact doesn't just feel good, it's fun! Here's how you can help in 3 easy steps:

1. Wear Red
2. Raise Awareness
3. Open Your Heart

STEP 1. Wear Red

If we can turn the world red, we can change the future.

Choose the iconic Red Dress pin, mask, hat, tie, scarf, or even socks. [ShopHeart.org](https://shopheart.org) is the perfect place to pick up your Go Red for Women gear and support the mission of the American Heart Association while you shop!

Style yourself red and share a photo on social media to make a bold statement for a great cause. Use #goredWA and tag @americanheartwa on your posts.

Download Wear Red Day graphics at [WearRedDay.org](https://wearredday.org)!

STEP 2. Raise Awareness that One is Too Many

Help raise awareness that cardiovascular disease is the No. 1 killer of women. It's happening to our mothers, our sisters, our friends and to some of us. **Losing even one woman is too many.** Let's support each other in reclaiming control of our health through developing healthy habits that keep our rhythm flowing.

Get Your Squad

Chances are we all know someone affected by heart disease and stroke because cardiovascular disease claims the lives of 1 in 3 women - that's about one woman every 80 seconds.

Together, we can change this because there is nothing women united with purpose cannot achieve.

Bring together:

- Friends
- Family
- Co-workers
- Neighbors
- Members of your community.

There are lots of ways to be a part of Wear Red Day, celebrate American Heart Month and support the Go Red for Women movement, so encourage each person to join in and **Go Red!**



STEP 3. Open Your Heart

Contribute to the American Heart Association's mission and help build a world of longer, healthier lives. Every dollar makes a difference in the fight against heart disease and stroke.

Download Resources at WearRedDay.org.

Pick out your favorite resources to help spread the word – there are fliers, posters and more you can easily download and print and use to ask your community to lend their support to the Go Red for Women movement.

Create your own donation page on WearRedDay.org. It's as simple as Join, Personalize and Fundraise!

- **JOIN**

Start by going to WearRedDay.org and select "Set Up Your Page Now" and then click the "Start Fundraising" button.

- You can fundraise solo or as a team. If your company or community group has already set up a team, choose "Join a Team" and search for your team.
- If not, create your own!

Register by creating an account, logging in with an existing account or use your Facebook profile.

- **PERSONALIZE**

Add a fun photo, video and your personal story. You can make updates at any time.

- **FUNDRAISE**

That's it! With just a couple of clicks you'll have a fundraising page set up and start collecting donations.

Fundraising Success Tips

Tips to raise more:

- **Share your personal connection to the mission.**
Your friends and family want to hear why you're passionate about fighting women's No. 1 killer. Plus, you could save a life by raising awareness.
- **Share your fundraising page link on your social media accounts.**
Ask your friends to share the link for a ripple effect.
- **Create some friendly competition.**
Challenge your friends to see who can raise more during February.
- **Double your impact.**
People are more likely to give when their donation is being matched. Ask a friend or your company to match the amount you raise, doubling the impact of every dollar.
- **Don't be afraid to ask!**
You'll never know until you ask, so don't be afraid to ask someone to join in and save lives.

And most importantly...

- **Have fun!**



Fun Ways to Engage

Looking for some fun ways to get back on your beat?

- Create a playlist that inspires you to reclaim your rhythm. Whether it's to dance, workout or relax, share your playlist on social using #HeartMonth and tag us @americanheartWA.
- Host a heart-healthy cooking demo or class.
- Lead a in person or digital workout or steps competition.
- Hold a contest for the most creative red outfit on National Wear Red Day.
- Decorate your office in red. Working remote? Decorate your desk and share pictures!
- Design a red team shirt or mask.



GET BACK INTO THE GROOVE WITH THESE TIPS



TAKE CENTER STAGE FOR WOMEN'S HEART HEALTH

Wear red and give to help women create the healthy habits they need to have their best chance at life

Give now.



MOVE TO THE GROOVE FOR MENTAL WELL-BEING

One of the keys to better health and mental well-being is getting back into the rhythm of an active lifestyle.

Start today.



STAY ON BEAT WITH YOUR BLOOD PRESSURE

Self-measure and manage your blood pressure to prevent strokes and heart attacks.

Know your numbers.



LEARN HOW TO 2-STEP

Hands-Only CPR is a two step process that may save someone after cardiac arrest.

Learn the steps.



DON'T MISS A BEAT. GIVE UP TOBACCO & VAPING.

Cigarette smoking is the leading preventable cause of death in the United States.

Quit today.



American
Heart
Association.

Live FierceTM
Take Action

Heart.org

Get Social

Tips to turn your social networks red:

Follow the American Heart Association (@AmericanHeartWA) and Go Red for Women (@GoRedforWomen) on Instagram, Facebook, and Twitter.

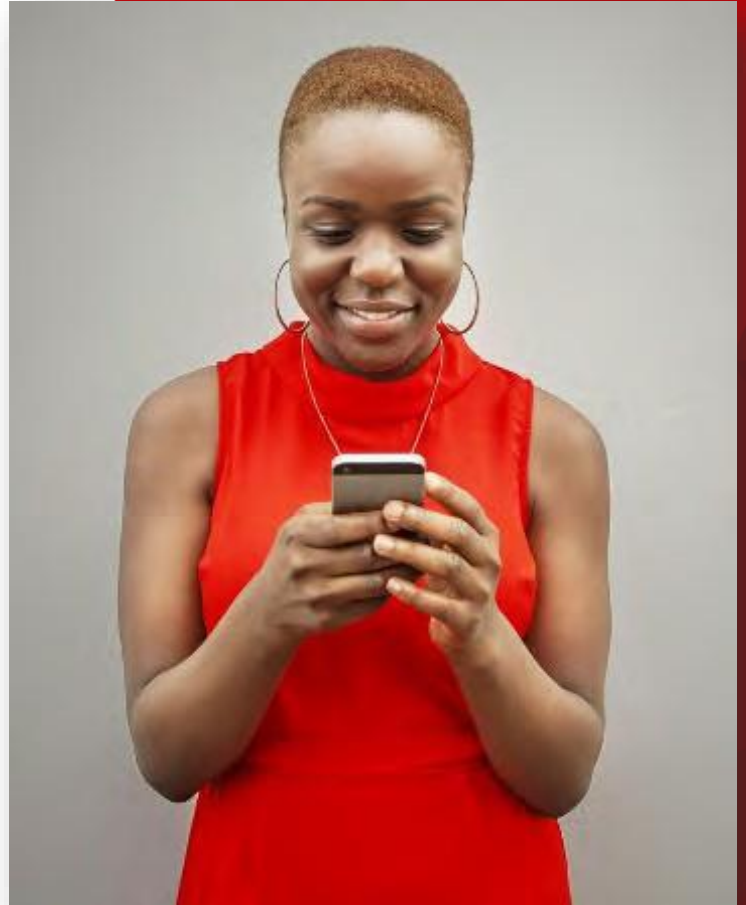
Share content from the American Heart Association and Go Red for Women on your social networks throughout February to help us reach more women.

Take a photo of yourself on National Wear Red Day (Friday, Feb. 4, 2022) in the [Go Red virtual photobooth](#) and share how cardiovascular disease has impacted your life. Don't forget to post on social media using #goredwa and tag @AmericanHeartWA.

Tag your friends, asking them to Go Red, too.

Share the link to your fundraising page on Facebook and Twitter.

Engage your company's social media team and ask if they can create or share #goREDwa, #WearRedDay posts for an even bigger audience.



Don't Forget

Follow and tag
@GoRedforWomen and
@AmericanHeartWA

Use these hashtags when
you post:

#goREDwa

#WearRedDay

#WearRedandGive

#GoRedforWomen

#HeartMonth

THANK YOU

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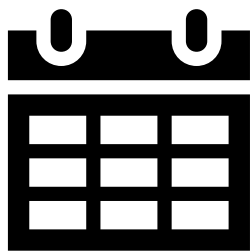
Media Sponsors





SAVE THE DATE

Puget Sound
Heart and Stroke Walk



Saturday
October 8, 2022

pugetsoundheartwalk.org



American Heart Association®

Heart and Stroke Walk™



Questions?

We've got answers at [WearRedDay.org](https://www.WearRedDay.org).

Stay Connected All Year

For the latest news, tips and resources, join the Go Red for Women movement at [GoRedforWomen.org/Join](https://www.GoRedforWomen.org/Join) and follow @GoRedforWomen on social media.

For local events and information, visit [heart.org/pugetsound](https://www.heart.org/pugetsound) and follow @AmericanHeartWA on social media.