

MAKE IT YOUR MISSION

TO FIGHT HEART DISEASE IN WOMEN



Katy, 30,
Salt Lake City, UT
Heart Attack Survivor

Have Faith in Heart Toolkit

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Have Faith in Heart



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We invite you and your faith community to conduct Go Red For Women educational activities in February or any other month of your choice.

We're providing targeted materials to help you encourage female members — and those who love them — in your faith community to:

- **Register for Go Red For Women movement.**
- **Choose to be a BetterU.** Sign up for the **Go Red BetterU**, our free 12-week online program that provides guidance to transform your overall health through small simple choices.
- **Adopt a healthier lifestyle by becoming a BetterU.**
- **Make it their mission to fight heart disease in women!**

Thank you for making a difference in your faith community. We can help save lives — perhaps even the life of a member of your community — by educating women about their risk of heart disease.

HEART DISEASE IS WOMEN'S NO. 1 KILLER.

The American Heart Association's **Go Red For Women** movement is empowering women by raising awareness and helping them make healthy lifestyle changes. **Heart disease is still the No. 1 killer of women** age 20 and over, killing approximately one woman every minute. More women die of cardiovascular disease than the next four causes of death combined, including all forms of cancer. In fact, while 1 in 30 American women die of breast cancer, **about 1 in 3 die of cardiovascular disease**. Yet, **only 1 in 5 women believe** that heart disease is her greatest health threat.

The first Friday in February is **National Wear Red Day**. Adults and children wear red clothing to work or school to encourage all women to protect themselves from heart disease. Churches and faith communities throughout the United States will conduct heart-health awareness activities around **National Wear Red Day**. We invite you and your community to conduct Go Red educational activities on **National Wear Red Day** or any day of your choosing.

Because your community has a diverse membership, we're providing targeted materials to help you motivate everyone to wear red on your event day. Women can **register for Go Red For Women** and **take the online Go Red Heart CheckUp** to assess their personal risk and get an action plan to help them lower their risk, and become a BetterU with Go Red For Women's lifestyle program that can change your life in 12 weeks. All individuals and family members can adopt a healthier lifestyle.

Thank you for making a difference in your faith community. We can save lives through heart-health education and action.

GoRedForWomen.org



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Have Faith in Heart

TOOLS IN THIS KIT

- Posters
- Bulletin/Pulpit announcements
- Clergy speech
- Save the Date bulletin announcement
- Participant Take-Home Reminder
- Heartfelt Message to Someone You Love
- Join the Cause
- Registration cards (please return completed cards to local AHA office or mail to address on card)
- Know Your Risk Factors flyer
- Know the Warning Signs
- Choose a BetterU
- Take Action reminder card

TOOLS ON THE INTERNET

SPEAK UP TO SAVE LIVES.

A GO RED FOR WOMEN DISCUSSION GUIDE.

This free, downloadable activity guide is your one-stop solution for starting your own **Go Red For Women** heart-healthy discussion group. The guide is full of helpful tools and fun tips to help you start a conversation about heart disease, our No. 1 killer. It features stories from real women — women like us — who fight heart disease every day. It also offers useful tips on nutrition and exercise, and ideas to help you reduce your personal risk. Best of all, the guide will help you plan a **Go Red For Women** activity to talk up the topic of heart health with friends, family and co-workers. Visit GoRedForWomen.org/DiscussionGuide and start the conversation today!

Use the **Go Red For Women Discussion Guide** while viewing **“Go Red For Women Presents: Speak Up To Save Lives!”** a half-hour video special that tells the inspirational stories of three women living with heart disease. Order a DVD copy of the special at ShopGoRed.org

IDEAS FOR INCORPORATING GO RED IN YOUR EVENT

- **Red Apron Cook Off** - Invite a chef or nutritionist for a talk and food demo. Use recipes available at GoRedForWomen.org.
- **Go Red tea, breakfast, lunch or dinner with a presentation on heart health.**
- **Recruit members to join Go Red For Women** and take the Go Red Heart CheckUp.
- **Recruit members to take the Go Red BetterU.**
- Have attendees **write notes or send emails to 5 women telling them that heart disease is their No. 1 killer.** Make copies of the **Make It Your Mission handout** in the back of this guide for participants. Provide extra copies for them to share with family and friends.
- **Raffle for gift basket with Go Red For Women incentives and cookbooks.** Visit ShopGoRed.com to purchase Go Red items.
- **Go Red For Women exercise/dance class** using tips from the Go Red BetterU at GoRedForWomen.org/BetterU.

CUSTOMIZING PDFS

To customize the PDFs in this kit:

1. Open the PDF you want to customize in either Adobe Acrobat or Adobe Acrobat Pro.
2. Use the writable fields to make the necessary customizations.
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 e-mailing purposes.

If you have questions about how to use this file, contact Tina Graves at 214-706-1217.

MAKE IT YOUR MISSION

TO FIGHT HEART DISEASE IN WOMEN



Wear Red and tell 5 women you want them to live and we can help stop heart disease in our lifetime.

Give 5 women you care about the power to save their lives at GoRedForWomen.org.

Katy, 30,
Salt Lake City, UT
Heart Attack Survivor

Join us on _____
as we Make It Our Mission to stop women's No. 1 killer.

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Cheryl, 37,
Springfield, MO
Heart Attack Survivor



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Bulletin/Pulpit Announcements



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Use these announcements in your church's/community's bulletin or newsletter to promote your Go Red For Women event or to increase awareness about Go Red For Women.

#1 USE THREE WEEKS BEFORE GO RED EVENT

Did you know that heart disease is the No. 1 killer of women, taking the life of 1 in three women each year?

Go Red For Women, a national movement led by the American Heart Association, is making it their mission to raise women's awareness of this largely preventable disease, and helping women lower their risk and live longer, stronger lives. Join us and wear red on _____.

#2 USE TWO WEEKS BEFORE GO RED EVENT

This is a reminder that we are making it our mission to fight heart disease in women by holding a Go Red event on _____, because every minute of every day another woman in our country dies of cardiovascular disease.

#3 USE ONE WEEK BEFORE GO RED EVENT

This is the final reminder that we're encouraging everyone Make It Your Mission to attend and wear red at our Go Red event next week to help raise awareness that heart disease is women's No. 1 killer.

#4 USE ON GO RED EVENT DAY

Thanks to everyone who wore red today in support of Go Red For Women in the fight against heart disease, women's No. 1 killer. Now that you know that heart disease kills, tell five women you want them to live and we can help stop heart disease in our lifetime.

GO RED FACTS/MESSAGES YOU MAY WANT TO INCLUDE IN ANNOUNCEMENTS:

- **Heart disease is still the No. 1 killer of women** age 20 and over, killing approximately one woman every minute.
 - **More women die of cardiovascular disease than the next four causes of death combined**, including all forms of cancer.
 - In fact, while 1 in 30 American women die of breast cancer, about **1 in 3 die of cardiovascular disease**.
 - Yet, only **1 in 5 women believe that heart disease is her greatest health threat**.
- **Ninety percent of women have one or more risk factors** for developing heart disease.
- **Eighty percent of cardiac events in women may be prevented** if women make the right choices for their hearts, involving diet, exercise and abstinence from smoking.
- Research shows that **women who "Go Red" are more likely to make healthy choices**.
 - More than one-third have lost weight.
 - Nearly 55 percent have increased their exercise.
 - Six out of ten have changed their diets.
 - More than 40 percent have checked their cholesterol levels.
 - One third have talked with their doctors about developing heart health plans.
- Heart disease is largely preventable. Please encourage friends and family members to join Go Red For Women and make it their mission to fight heart disease in women.

GoRedForWomen.org



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Clergy's Speech

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 survivor?

Do you or someone in your family have high blood pressure or diabetes?

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

Look around you. Because of the risks I just mentioned, plus a few others, heart disease is affecting our community at an alarming rate. It doesn't have to be this way! Heart disease is largely preventable. You can do one thing today to reduce your risk of suffering from heart disease. Make it your mission today to fight heart disease in women. Now that you know that heart disease kills, tell 5 women you want them to live and we can help stop heart disease in our lifetime.

To learn more, visit GoRedForWomen.org or call toll free **1-800-AHA-USA1**.



Daughter and Mother

Jill, 39
Wake Forest, NC
Heart Disease Survivor

Kay, 61
Raleigh, NC
Heart Disease Survivor

GoRedForWomen.org

MAKE IT YOUR
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TO FIGHT HEART DISEASE IN WOMEN

On _____, join us in our mission. Wear Red and tell 5 women you love that heart disease kills. Make it Your Mission to fight heart disease, the No. 1 killer of women.



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Heart disease is the No. 1 killer of women. I want you to live!



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Dear _____

Love, _____

10 choices to a heart-healthy life.

1. Get regular checkups.
2. Know your blood pressure and cholesterol numbers.
3. Follow your doctor's recommendations for diet and exercise.
4. Take prescribed medications as directed.
5. If you smoke, quit now.
6. Get at least 30 minutes of moderate physical activity each day.
7. Eat a heart-healthy diet, including fruits and vegetables, whole-grain foods and fish.
8. Limit food high in saturated fats and cholesterol.
9. Average Americans should limit daily salt intake to less than 1,500 milligrams per day.
10. Find out about your family history of heart disease and talk to your healthcare provider to help manage your risk.

Now that you know heart disease kills, tell 5 women you want them to live. Visit GoRedForWomen.org to learn how.

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Join the Cause

The following page includes registration forms for participants at your event.

By joining **Go Red For Women**, your members become part of the fight against heart disease, the No. 1 killer of women in America. Help save the lives of mothers, sisters, aunts, daughters, grandmothers, best friends and other women just like you. Signing up at **GoRedForWomen.org** will help you stay up to date on the latest heart-health information so you can love your heart all year round. And, research shows that women who **"Go Red"** are more likely to make healthy choices.

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

- **More than one-third have lost weight.**
- **Nearly 55 percent have increased their exercise.**
- **Six out of ten have changed their diets.**
- **More than 40 percent have checked their cholesterol levels.**
- **One third have talked with their doctors about developing heart health plans.**

Make it your mission to join **Go Red For Women**. It just takes a few moments to register at **GoRedForWomen.org**. Sign-up is free, and you'll get these great **Go Red For Women** benefits:

- **A red dress pin** you can wear proudly to show you're part of the movement
- **A monthly e-newsletter** filled with heart-healthy tips, events and programs, news, recipes, promotions and more
- **Access to the Go Red Better U, a free 12-week online program to improve your health**, where you can connect and share the ways you stay healthy with other women, including favorite motivational tips and recipes

To start their membership, encourage your members to fill out the brief registration form on the next page. Or, they can also register on line at **GoRedForWomen.org**.

Please contact your local American Heart Association to collect your registration cards, or send them to:

Go Red For Women
American Heart Association
Attn: National Service Center (Data Entry)
7272 Greenville Avenue
Dallas, TX 75231

GoRedForWomen.org

Join Go Red For Women and Make It Your Mission to fight heart disease, the No. 1 killer of women.

Name

E-mail

Home Address

City

State

ZIP

Phone

Date of Birth

Month Day Year

Gender (Optional)

 F M

Country of Origin

Please do not add me to the Go Red For Women e-mail list at this time.

Register online at GoRedForWomen.org or mail this card to:

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Know the Risk Factors for Heart Disease That You Can Control



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SMOKING

If you smoke, resolve to quit. Smoking cigarettes puts you at much greater risk for having a heart attack, and it's the single greatest cause of preventable death in the United States. Constant exposure to other people's tobacco smoke also increases your risk — even if you don't smoke. If you're a woman who uses birth control pills and you smoke, your risk is even higher. The bottom line: If you don't smoke, don't start. And if you do smoke, quit! When you stop smoking — no matter how long or how much you've smoked — your risk of heart attack drops.

HIGH CHOLESTEROL

Know your numbers to know your risk. A simple blood test can show if your blood cholesterol level is desirable, borderline-high or high.

HIGH BLOOD PRESSURE

Have your blood pressure checked each time you visit your doctor. High blood pressure is often called the "silent killer" because it has no symptoms. After age 64, a much higher percentage of women than men have high blood pressure.

PHYSICAL INACTIVITY

Get up and get moving. Nearly 38 percent of all women are sedentary. The U.S. Surgeon General recommends at least 30 minutes of physical activity on most, and preferably all, days of the week. Regular physical activity helps reduce your risk of heart attack, heart disease and stroke.

OBESITY

Obesity isn't an appearance issue, it's a health issue. Obesity is a major health problem for all Americans, including children. Among women ages 20 and older, 57.5 percent of non-Hispanic whites, 79.6 percent of non-Hispanic blacks and 74.1 percent of Mexican Americans are overweight or obese (have a body mass index of 25.0 kg/m² or higher). If you're obese or overweight, you have a much higher risk of developing heart disease.

DIABETES

Have your glucose levels checked regularly, especially if diabetes runs in your family. A simple blood test done at the doctor's office can show if you're at risk. Among women age 20 and older, about 6.4 percent of non-Hispanic whites, 13 of non-Hispanic blacks and 13.1 of Mexican Americans have physician-diagnosed diabetes. About 26 million women are estimated to have pre-diabetes.

GoRedForWomen.org

Know the Warning Signs for Heart Disease and Stroke



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Every year heart disease claims the lives of close to half a million women in our country. In fact, it's the No. 1 killer of American women. Since most of those deaths are from coronary heart disease — about 500,000 each year — it's important to learn all you can about heart attacks. 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 many, many 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 affected aren't sure what's wrong and wait too long before getting help. Here are signs that can mean a heart attack is happening:

- **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.
- **Shortness of breath** with or without chest discomfort.
- **Other signs** may include 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 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 5) before calling for help.

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 the 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.

Myrna Aguilar, 34
South Gate, CA
Family History of Heart Disease
Go Red Por Tu Corazón
Spokesperson

GoRedForWomen.org





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Choose a BetterU

THE FREE GO RED MAKEOVER THAT CAN SAVE YOUR LIFE.

The American Heart Association's **Go Red BetterU** is a free 12-week online program that provides guidance to transform your overall health through small simple choices.

Ignoring fad diets and new exercise trends, Go Red BetterU focuses on the skills and information that help today's busy women lead their own lives, only better.

The **Go Red BetterU** program provides **different tools, tips, and information** that, when followed, will add up to a complete heart makeover, including

- **12 weeks of step-by-step guidance** on becoming healthy
- **The Go Red BetterMe Coaching Tool keeps you connected** at all times and on track with your program. Place it anywhere — your desktop, iGoogle, or blog! Go Red BetterMe Coaching Tool is nationally supported by Ocean Spray
- **365 daily tips** from our expert coaches on nutrition, stress, physical activity and more
- **Long and short term goal setting** to help provide motivation
- **Journaling capabilities** for tracking achievements
- **Program content is powered by the science of the American Heart Association**

The **Go Red BetterMe Coaching Tool**, the online companion to the **Go Red BetterU**, provides the tools every woman needs to stay on track. With daily reminders and tips for the program, interactive videos from women like you, and links to your journal and goals, the **Go Red BetterMe Coaching Tool** is your key to success. The tool can live on the desktop of your computer, your blog, or even your iGoogle personalized home page. Sign up at GoRedForWomen.org to get your free coaching tool.

Are you ready? Noticeably better health and heart is possible in just 12 weeks. Get started today!

Visit GoRedForWomen.org to sign up for the program and connect with women like you who are committed to making healthier choices everyday.

Make It Your Mission to be a BetterU.



GoRedForWomen.org

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Now that you know heart disease kills, join us in our mission to fight heart disease in women. Bring your network to **GoRedForWomen.org** and tell 5 women you want them to live. Here are things you can do to help stop heart disease in our lifetime.

My Mission is to... (pick three)

- Use My Voice** by sharing my story at **GoRedForWomen.org** and connecting with others on Facebook who share my mission
- Help My Community Go Red** by volunteering with **Go Red For Women** locally.
- Make Heart-Healthy Choices** by becoming a **BetterU** by enrolling in the free, 12-week online makeover that can change my life.
- Donate To Save A Woman's Life** by helping giving fund lifesaving research and education programs for women.
- Become an advocate for Go Red For Women** by lobbying state and national officials for public policies that advance the fight against heart disease and stroke such as smoke-free environments, innovative public health programs, and physical education in schools. Learn more at **yourethecure.org**.



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Signature: _____

Give 5 women you care about the power to save their lives at **GoRedForWomen.org**.

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- Help My Community Go Red** by volunteering with **Go Red For Women** locally.
- Make Heart-Healthy Choices** by becoming a **BetterU** by enrolling in the free, 12-week online makeover that can change my life.
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