

American Heart Association's
GO RED FOR WOMEN[®]
Have Faith in Heart Toolkit

**BREAK BARRIERS AGAINST
HEART DISEASE AND STROKE**

Make a change at
GoRedForWomen.org

Julia, 45
Heart Attack

Rhonda, 44
Diabetes/Hypothyroidism

Verónica, 52
Heart Attack



Go Red For Women is nationally sponsored by



HAVE FAITH IN HEART

Join the **Go Red For Women** movement this February, and break barriers against heart disease and stroke, because it's not just a man's disease.

We need to break barriers for our mothers, daughters and sisters and let them know that their lives matter. That's what happens when you hold a **Wear Red Day**® event during the month of February.

Wear Red Day empowers women to become a part of the **Go Red For Women**® movement to raise funds for research and to end the myth that heart disease is a man's problem. In truth, heart disease and stroke affect more women than men and the disparities for African American and Hispanic women are greater than those of Caucasian women.

Go Red For Women has saved lives and raised awareness for more than a decade. We have proudly worn red, shared our stories of survival and begun to understand the truth about women's hearts and how heart disease and stroke can be prevented.

Please commit to breaking barriers and becoming a change agent by hosting a **Wear Red Day event this February!**



Amanda, 26
Congenital Heart
Defect

Verónica, 52
Heart Attack



life is why™

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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 registering at GoRedForWomen.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.
- Mail-in registration forms for participants.
- A know-your-risk-factors flier.
- A know-the-warning-signs flier.

Multi-Media Tools Available on YouTube

Real Women of 2015

This eye-opening and inspiring video features the survival stories of the 10 women selected to represent the Go Red For Women movement this year. These women share their experience with heart disease and stroke in their own words.



Videos can be found at our YouTube Channel at YouTube.com/GoRedForWomen.

Ideas and Tips for a successful Wear Red Day event:

- Host a Red Apron Cook Off with a guest chef or nutritionist to discuss or demonstrate healthy cooking ideas. Recipes are available at GoRedForWomen.org.
- Have a Go Red tea, breakfast, lunch or dinner with a heart-health presentation.
- Encourage women to join the Go Red For Women movement at GoRedForWomen.org.
- Raffle off a gift basket filled with Go Red For Women cookbooks and other items purchased from ShopHeart.com.
- Host a tv night around your favorite television show and feature the Real Women Multicultural videos and discuss health impact in your home/communities.

How to Customize the PDFs in this kit:

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 Mica Hester at 214-706-1326.



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National Wear Red Day[®]

FRIDAY, FEBRUARY 6, 2015

Heart disease—it's not just a man's disease. Each year, 1 in 3 women die of heart disease and stroke. But we can change that because 80 percent of cardiac events can be prevented with education and lifestyle changes.

When it comes to beating heart disease and stroke, change can be the cure.
Wear red to raise awareness and help save women's lives.

Make a change at GoRedForWomen.org/WearRedDay.



Celebrate Wear Red Day on: _____

For more information, contact: _____



#GoRed

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BULLETIN/PULPIT ANNOUNCEMENTS

Use these announcements in your faith community bulletin or newsletter.

THREE WEEKS BEFORE GO RED EVENT: RAISE AWARENESS

Cardiovascular diseases are the leading cause of death for African-American women, killing nearly 50,000 annually and Hispanic women are likely to develop heart disease 10 years earlier than Caucasian women.

Go Red For Women®, a national movement led by the American Heart Association, raises awareness to save the lives of our mothers, daughters, sisters and friends from heart disease. Help us break barriers in the fight against heart disease and stroke, join us and wear red on _____.

TWO WEEKS BEFORE GO RED EVENT: CALL TO ACTION

If you have not, please join the Go Red For Women Movement at GoRedForWomen.org. Find helpful resources to become a change agent, because only 43% of African-American women and 44% of Hispanic women know that heart disease is their greatest health risk.

ONE WEEK BEFORE GO RED EVENT: REMINDER TO WEAR RED

We urge everyone to put on your red clothes and Go Red spirit at our **Go Red For Women®** event next week to help bring an end to heart disease and stroke.

DAY OF GO RED EVENT

Thanks to everyone who wore red today to support Go Red For Women®. Keep making healthy changes because 80% of cardiac events can be prevented with education and lifestyle changes.

GO RED FACTS AND MESSAGES TO USE IN ANNOUNCEMENTS

- Heart disease and stroke affect women of all ethnicities, but 80% of events can be prevented.
- Since 1984, more women than men have died each year from heart disease and stroke.
- Of African American women ages 20 and older, 48.9% have cardiovascular disease but only 20% believe they are at risk.
- Only 3 in 10 Hispanic women say they have been informed that they are at a higher risk and only 1 in 4 Hispanic women is aware of treatment options.
- With education and action, heart disease can be prevented, treated and even ended.
- Women who are involved with the Go Red For Women movement live healthier lives.
- Only 50% of African-American women are aware of the signs and symptoms of a heart attack.
- Each year about 55,000 more women than men have a stroke.



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CLERGY'S SPEECH

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 gets regular checkups, we will begin to break the barriers and 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.



Rhonda, 44
Diabetes/Hypothyroidism



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GO RED FOR WOMEN

Betty, 45
Congenital
Heart Defect

Amanda, 26
Congenital
Heart Defect

Verónica, 52
Heart Attack

Have Faith in Heart is next week, so make sure to wear red and show your support by joining the movement at GoRedForWomen.org.



American
Heart
Association®

life is why™



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GoRedForWomen.org

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GoRedForWomen.org

WEARING RED HELPS RAISE AWARENESS. Going red helps break barriers.

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

By joining **Go Red For Women**[®], your members become change agents in breaking the barriers of heart disease and stroke.

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, including:

- A free red dress pin to show their support for the movement.
- A bi-monthly e-newsletter filled with heart-healthy tips, events and programs, news, recipes and more.

Research shows that women who Go Red are more likely to make healthy choices. Of those who've joined

- Nearly 90% have made at least one healthy behavior change.
- More than one-third have lost weight.
- More than 50% have increased their exercise.
- Six out of 10 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.

Your congregants can start their membership by filling out the brief registration form on the next page. Or they can register online at **GoRedForWomen.org**.

Please contact your local American Heart Association to collect the registration forms or mail them to:

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

Mariam, 36
Congenital
Heart Defect

Rhonda, 44
Diabetes/
Hypothyroidism

Amanda, 26
Congenital
Heart Defect



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Go Red For Women

Join the movement, break the barriers

Name

Email

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 email list at this time.

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

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Risk Factors for Heart Disease and Stroke That You Can Control

SMOKING

If you smoke, resolve to quit. Smoking cigarettes puts you at much greater risk for 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 American Heart Association recommends at least 150 minutes of moderate exercise every week, which comes out to 30 minutes a day for five days. 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. If you're obese or overweight, you have a much higher risk of developing heart disease.

DIABETES

Have your glucose levels checked regularly. Scientific research funded by the American Heart Association has shown that people in several ethnic groups seem to be more likely to develop type 2 diabetes:

- Hispanics
- African-Americans
- Native Americans
- Asians (especially South Asians)



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Know the Warning Signs for Heart Disease and Stroke

Cardiovascular diseases kill more women than men. But 80 percent of cardiac events in women could 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 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 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.

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.



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