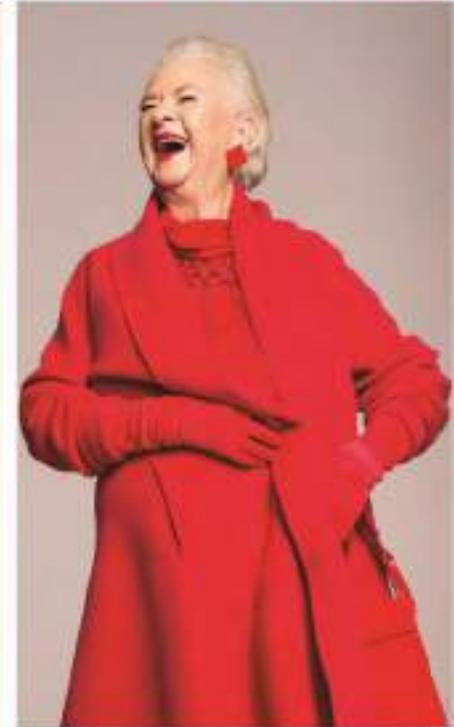
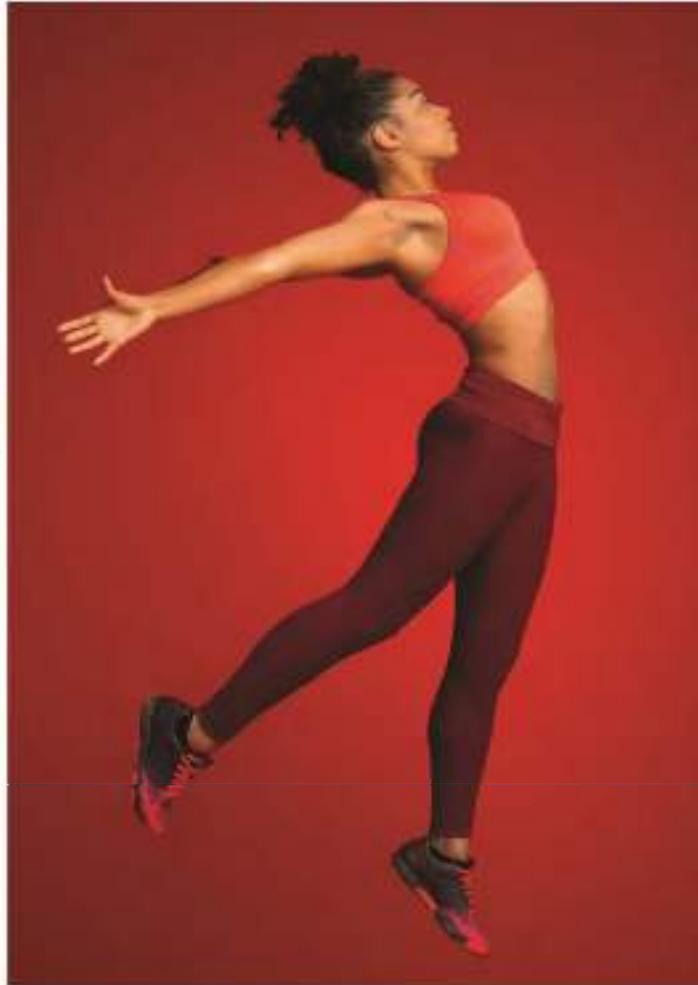


# LIVE FIERCE™ Go Red.



FEBRUARY 2021

Cardiovascular disease is the **No. 1 killer of women** – and too many women, particularly our youngest most diverse women, remain unaware. *So, it's time to call it.*

There is an urgent need to help all women ensure a healthy, positive significant future for themselves and those they care for.

Locally Sponsored by



# 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 take a stand for women's health.

## National Wear Red Day

February 5, 2021

National Wear Red Day is the icon day of American Heart Month. On Feb. 5, wear red and raise awareness of women's No. 1 killer – cardiovascular disease.

## Red Dress Collection

February 11, 2021 | 8 p.m. Eastern

The Red Dress Collection will be a live digital experience 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.

## Go Red When You Shop

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

CVS Health: Feb. 1 – 28, 2021

Big Lots!: Feb. 1 – 14, 2021



# National Wear Red Day®

February 5, 2021

Live Fierce. Wear Red. **GIVE.**



1

## JOIN

Start by going to [www.WearRedDay.org](http://www.WearRedDay.org) and select "Start Your Own Fundraiser," then "Join."

- If your company or community group has already set up a team you would like to be a part of, 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.

2

## PERSONALIZE

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

Make it your own! This is your campaign and your opportunity to make an impact and save lives.



3

## FUNDRAISE

That's it! With a couple of clicks you'll have a fundraising page set up and ready for #WearRedDay.

Have fun and thank you for helping save more women's lives!

Your Campaign is Ready

Beating. Moving. Sharing. It with the world.



# Live Fierce

Tips to raise more:

- Share your personal connection to the mission. Your friends and family want to hear your story and 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 (Virtually)

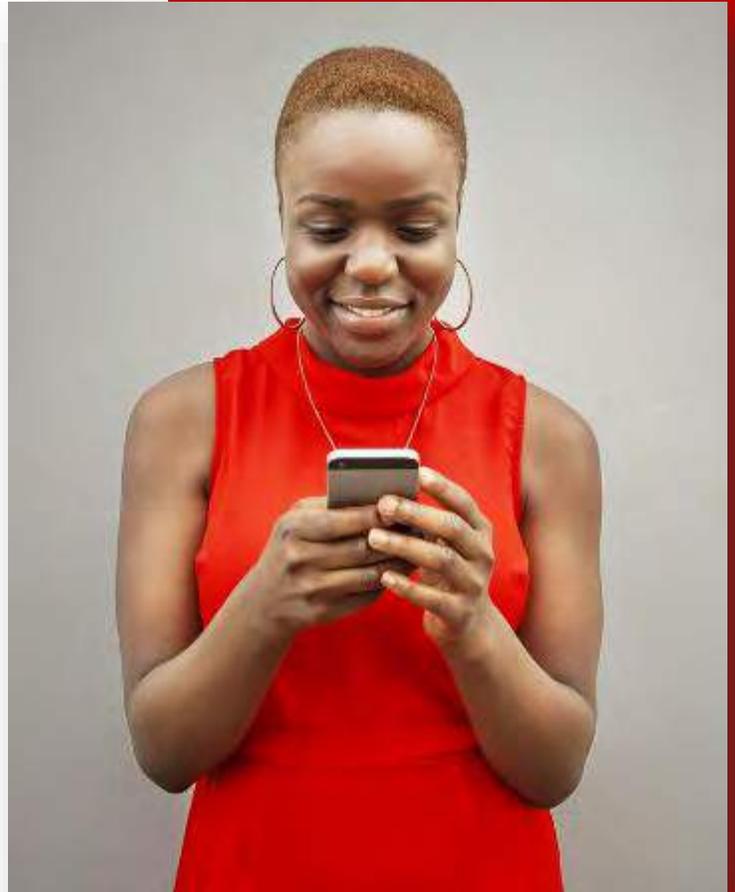
Looking for some fun ways for your group to Go Red together?

- Invite a group to hear a guest speaker (such as a cardiologist, nurse or heart disease survivor) during a digital lunch or happy hour
- Host a heart-healthy cooking demo
- Lead a digital workout or steps competition
- Hold a contest for the most creative red outfit on National Wear Red Day
- Decorate your digital "office" in red
- Design a team red shirt or mask

# Get Social

Tips to turn your social networks red:

- Follow the American Heart Association (@American\_Heart) 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.
- Share a photo of yourself on National Wear Red Day (Friday, Feb. 5, 2021) and how cardiovascular disease has impacted your life.
- 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 #WearRedDay posts for an even bigger audience.



## #Don't Forget:

- Follow and tag @GoRedforWomen and @AmericanHeart Association
- Use these hashtags when you post:
  - #WearRedDay
  - #WearRedandGive
  - #GoRedforWomen



## Questions?

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



American Heart Association.



# National Wear Red Day®

FRIDAY, FEBRUARY 5, 2021

It's time for an urgent call for women to live fierce and be relentless in the fight against their No. 1 killer — cardiovascular disease.

**WEAR RED** to raise awareness.

**GIVE** to save women's lives.

**SHARE #WearRedDay** on social media.

**LIVE FIERCE.**  
**Go Red.**



Go Red for Women is nationally sponsored by

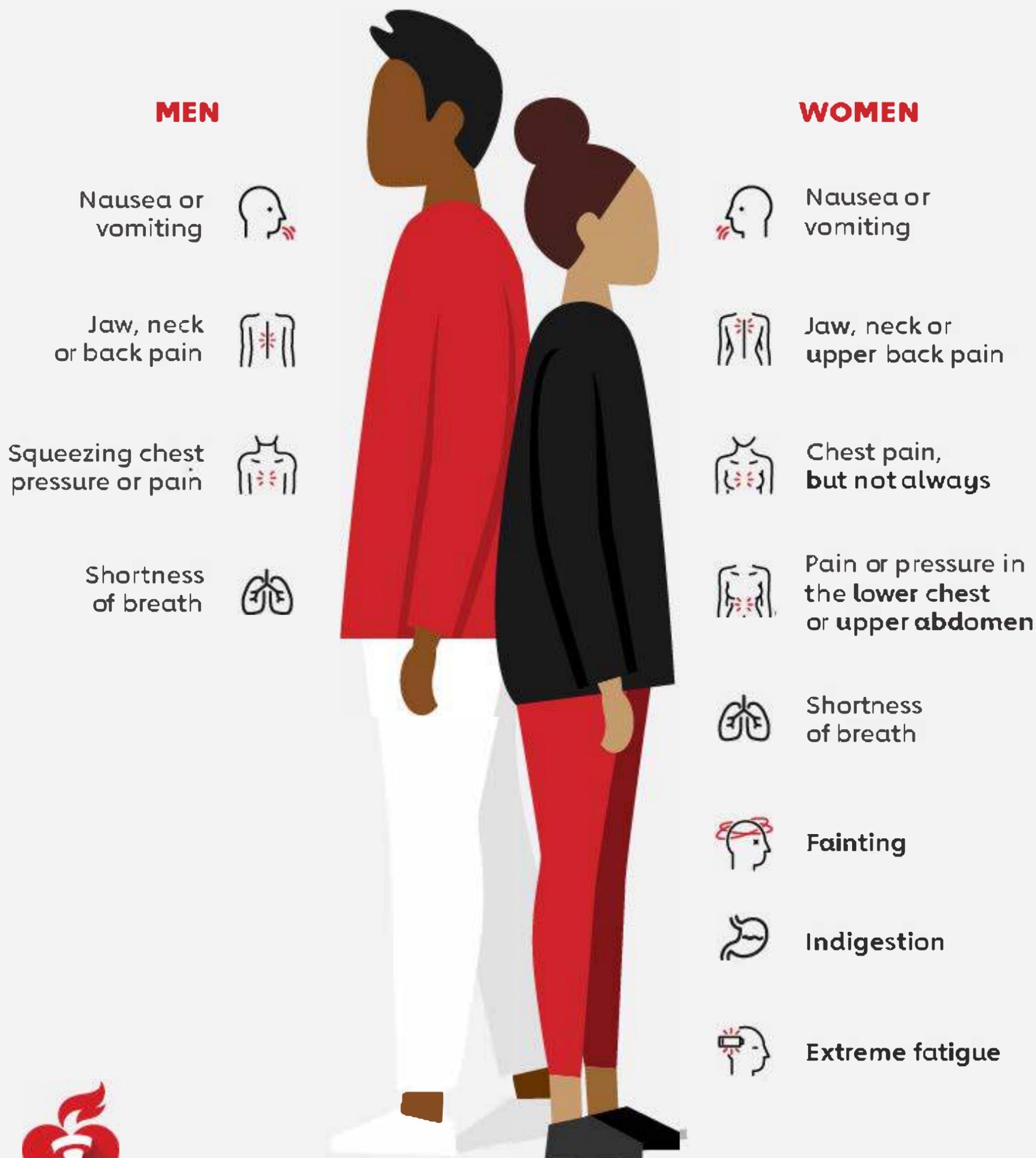


[WearRedDay.org](https://www.WearRedDay.org)

# HEART ATTACK SYMPTOMS: MEN VS. WOMEN

By American Heart Association News

The most common symptom of a heart attack for both men and women is chest pain. But women may experience less obvious warning signs.



# STROKE SYMPTOMS: WOMEN VS. MEN

By American Heart Association News

Men and women share a common set of stroke symptoms. But women also can experience more subtle warning signs.

## WOMEN

Face drooping



Arm weakness



Speech difficulty



Vision problems



Trouble walking  
or lack of  
coordination



Severe headache  
without a  
known cause



General weakness



Disorientation &  
confusion or  
memory problems



Fatigue



Nausea or  
vomiting



## MEN

Face drooping



Arm weakness



Speech difficulty



Vision problems



Trouble walking  
or lack of  
coordination



Severe headache  
without a  
known cause



Locally Sponsored By





# Women need CPR, too!

More and more people are surviving cardiac events — **BUT NOT WOMEN.**

## Numbers tell the story

In a 2017 study of more than 19,000 people who had cardiac events:



Only **39% of women** received CPR from bystanders in public compared to **45% of men.**



Men's odds of surviving a cardiac event were **23% higher than women's.**

## Why?

Women who have cardiac arrests are more likely to:

- Have cardiomyopathy, a disease of the heart muscle
- Have non-schockable rhythms that cannot be treated with an AED
- Be older and live at home alone

*Plus*, a few common fears and myths may prevent them from getting help.

## THE PROBLEMS:

CPR + ♀ = ?

Even in training environments, some people are less likely to use CPR or an AED on female avatars

## Fears

"I will be accused of inappropriate touching"

"I will cause physical injury"

"I will get sued if I hurt a woman"

## Myths

Many believe that women:

- Are less likely to have heart problems
- Overdramatize incidents

## AHA'S RESPONSE:

To help overcome the problems and fears AHA is:

**RAISING AWARENESS** about cardiac arrest in women.



### IMPROVING TRAINING

AHA's CPR training addresses gender-related barriers to improve bystander CPR rates for women. This includes representation of women in our training materials and informational videos.

### ADVOCATING

to improve the response to cardiac arrest for everyone. Good Samaritan laws offer some protection to those who perform CPR.



Overcome your fear and learn CPR. [Learn more at goredforwomen.org/WomenandCPR](http://goredforwomen.org/WomenandCPR)



## Ways To Go Red For Women

Red For Women is our national call for women to take charge of their health. We especially want you recognize and reduce your risk for heart disease.

Make a date (and keep it). Each year on your birthday, schedule a checkup. Know your blood pressure, cholesterol and glucose levels and ask your doctor to help you reach or maintain a healthy weight. Be sure to follow your healthcare professionals recommendations, including taking prescribed medications.

Tone up as you tune in. Step, march or jog in place for at least 15 minutes a day while you're watching television. Increase your activity by 5 minutes each week until you're getting at least 30 minutes on most days the week. Regular physical activity and a healthy diet, however, may not get you all the way to your goal. If you don't, ask your doctor about adding medication.

Grab some H<sub>2</sub>O when you go. Take a water bottle with you wherever you go. You can get plenty of water and the bottle's weight will strengthen your arm.

Eat right to control cholesterol. Foods high in saturated fat and trans fat can contribute to high cholesterol. Keep your cholesterol down by eating foods low in saturated fat, such as lean beef, chicken or turkey (basted or baked, with skin removed), fruits and veggies, low-fat or fat-free dairy products and whole grains. Check out American Heart Association cookbooks in your local bookstore for healthy and delicious recipes.

Shake the salt habit. Help lower high blood pressure by watching your salt intake. Often you'll find it disguised on food labels as sodium alginate, sodium sulfite, sodium caseinate, sodium phosphate, sodium benzoate, sodium hydroxide, monosodium glutamate (MSG) and sodium citrate.

Don't let a slip keep you down. When you reach a goal, reward yourself by doing something you enjoy. You can Go Red For Women today by joining this national campaign at [GoRedforWomen.org](http://GoRedforWomen.org)





# Raspberry-Lemonade Slushie



Serves 4

## Ingredients

- 12 ounces raspberries
- 1 cup sugar substitute
- ½ cup fresh lemon juice
- 5 cups ice cubes

## Directions

1. In a food processor or blender, process the raspberries, sugar substitute, and lemon juice until the raspberries are puréed.
2. Add the ice cubes. Process until the mixture is mostly smooth and has a slushie-like consistency. (It's okay if there are a few ice chunks. Don't overmix.)
3. Divide the slushie into cups. Serve immediately.



**Add Color Swap:** You can vary this recipe by using blueberries and lime juice, mangos and pineapple juice, or strawberries and orange juice instead of the raspberries and lemon juice.



**Cook's Tip:** If your blender is too small for the entire recipe, split the recipe into two batches, adding half the ingredients at a time.

NUTRITION ANALYSIS	Per serving
Calories .....	86
Total Fat .....	0.0 g
Saturated Fat .....	0.0 g
Trans Fat .....	0.0 g
Polyunsaturated Fat .....	0.0 g
Monounsaturated Fat .....	0.0 g
Cholesterol .....	0 mg
Sodium .....	0 mg
Carbohydrates .....	22 g
Fiber .....	4 g
Sugars .....	7 g
Protein .....	1 g
Dietary Exchanges: 1 fruit, ½ other carbohydrate	



American Heart Association.



**Las enfermedades cardiovasculares (ECV) son la principal causa de muerte en mujeres. Cobra la vida de más mujeres que todas las formas de cáncerâ juntas.**

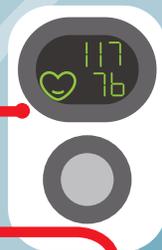
**[GoRedforWomen.org/es](http://GoRedforWomen.org/es)**

**one in three**



# BLOOD PRESSURE MEASUREMENT INSTRUCTIONS

**USE A VALIDATED MONITOR. ASK YOUR HEALTH CARE PROVIDER OR PHARMACIST FOR HELP.**



**IN THE 30 MINUTES BEFORE YOUR BLOOD PRESSURE IS TAKEN:**

- NO SMOKING.
- NO EXERCISE.
- NO CAFFEINATED BEVERAGES.
- NO ALCOHOL.

**FOR 5 MINUTES BEFORE YOUR BLOOD PRESSURE IS TAKEN:**

- SIT STILL IN A CHAIR.

**RIGHT BEFORE:**

- MAKE SURE THE CUFF IS THE RIGHT SIZE.
- WRAP IT JUST ABOVE THE BEND IN THE ELBOW.
- WRAP IT AGAINST SKIN, NOT OVER CLOTHING.

**WHILE YOUR BLOOD PRESSURE IS BEING TAKEN:**

- RELAX.
- DON'T TALK.
- REST THE CUFFED ARM COMFORTABLY ON A FLAT SURFACE (LIKE A TABLE) AT HEART LEVEL.
- SIT UPRIGHT, BACK STRAIGHT AND SUPPORTED.
- KEEP LEGS UNCROSSED AND FEET FLAT ON THE FLOOR.

**AFTER:**

- IF AT HOME, WAIT ONE MINUTE AND TAKE A SECOND READING. AVERAGE THE READINGS.
- CONSIDER A THIRD READING.

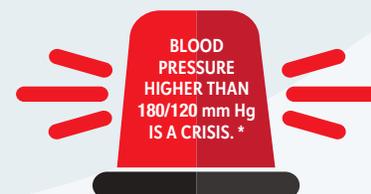
**RECOMMENDATIONS:**

- KEEP A JOURNAL. BRING IT TO EVERY CHECKUP.
- HAVE YOUR HEALTH CARE PROVIDER CHECK YOUR MONITOR ANNUALLY.

[GoRedforWomen.org](http://GoRedforWomen.org)

## American Heart Association recommended blood pressure levels

BLOOD PRESSURE CATEGORY	SYSTOLIC mm Hg (upper number)		DIASTOLIC mm Hg (lower number)
NORMAL	LESS THAN 120	and	LESS THAN 80
ELEVATED	120-129	and	LESS THAN 80
HIGH BLOOD PRESSURE (HYPERTENSION) STAGE 1	130-139	or	80-89
HIGH BLOOD PRESSURE (HYPERTENSION) STAGE 2	140 OR HIGHER	OR	90 OR HIGHER
HYPERTENSIVE CRISIS (consult your doctor immediately)	HIGHER THAN 180	and/or	HIGHER THAN 120



\*Wait five minutes and take your blood pressure again. If your readings are still high, contact your healthcare provider immediately.

LEARN MORE AT [HEART.ORG/HBP](http://HEART.ORG/HBP)



## GO RED FOR WOMEN® KEY MESSAGES



### Narrative

- Cardiovascular disease (CVD) is the No. 1 killer of women. It claims more women's lives than all forms of cancer combined<sup>1</sup>.
- Go Red for Women – nationally sponsored by CVS Health – is the American Heart Association's signature women's initiative to end heart disease and stroke in women. Go Red for Women is working in communities around the world to help women understand that cardiovascular disease is their greatest health threat and that they should take action to lower their risk
- It's not just a problem for "old" people. Women, especially Blacks and Hispanics, are disproportionately impacted by heart disease and stroke.
- Research shows heart attacks are on the rise in younger women<sup>2</sup> and new data from a study published in *Circulation* suggests younger generations of women, Gen Z and Millennials, are less likely to be aware of their greatest health threat, including knowing the warning signs of heart attacks and strokes. That's why it's important for *all* women to take charge of their heart health and encourage others to do the same.
- As the trusted, passionate and relevant force for change to eradicate heart disease and stroke in women, Go Red for Women remains steadfast and committed to meeting the comprehensive health needs of women – *at every life stage*. Grounded in science, Go Red for Women creates powerful solutions that ensure all women are aware of their leading cause of death and provide the tools and resources to treat, beat and prevent cardiovascular disease.
- Over the past 17 years, Go Red for Women has funded life-saving women's research, advanced public health policy, championed closing gender gaps in research and STEM and created a platform for women to address their greatest health risk – cardiovascular disease. Go Red has had a profound impact on women's health and will continue remove the barriers women face to achieving good health and well-being and continue to be a champion for women and women's health.
- Go Red for Women empowers women to take charge of their physical, mental and maternal health through Research Goes Red – an initiative with Verily's Project Baseline that places women in the driver's seat to accelerate scientific change through equitable representation in clinical trials and health research.
- Go Red for Women inspires women to get healthy through "Watch Me Go Red" – a campaign designed to engage women to show others what they do to experience good health and wellbeing, while inspiring others to do the same. Because together, there's nothing women can't achieve.

<sup>1</sup> Benjamin 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.

<sup>2</sup> Arora S, Stouffer GA, Kucharska-Newton AM, et al. *Circulation*. 2019;139:1047–1056. Twenty Year Trends and Sex Differences in Young Adults Hospitalized with Acute Myocardial Infarction: The ARIC Community Surveillance Study. <https://doi.org/10.1161/CIRCULATIONAHA.118.037137> Published Feb. 19, 2019

## Calls to Action

We want to inspire women with three messages and related actions:

Watch Me Be Aware	Awareness is critical! Starting at age 20, women should get screened for CVD risk factors <sup>3</sup> . “Know Your Numbers” – the key personal health numbers that help determine risk for heart disease: total cholesterol, HDL (good) cholesterol, blood pressure, blood sugar and body mass index. Know your family history and talk to your doctor about heart disease.
Watch Me Live Well	Even modest changes to diet and lifestyle can lower risk by as much as 80% <sup>4</sup> . Make living a healthy lifestyle a priority by moving more, eating smart and managing blood pressure. Track your physical activity, diet and blood pressure through Check. Change. Control.
Watch Me Make an Impact	More research is needed to find new ways to treat, beat and prevent heart disease in women. Participating in research has never been easier or more important. Research Goes Red puts women in the driver’s seat to accelerate scientific discovery by contributing to health research through clinical trials, surveys, focus groups and more.

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<sup>3</sup> <https://www.heart.org/en/health-topics/consumer-healthcare/what-is-cardiovascular-disease/heart-health-screenings>

<sup>4</sup> Benjamin 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)



## MENSAJES CLAVE DE GO RED FOR WOMEN®



### Discurso

- Las enfermedades cardiovasculares son el asesino n.º 1 de las mujeres. Estas cobran la vida de más mujeres que todas las formas de cáncer juntas<sup>1</sup>.
- Go Red For Women, patrocinado a nivel nacional por CVS Health, es la iniciativa de mujeres de la American Heart Association para erradicar las enfermedades cardíacas y los ataques cerebrales en las mujeres. Go Red For Women trabaja en comunidades de todo el mundo para ayudar a las mujeres a entender que las enfermedades cardiovasculares son la mayor amenaza para su salud y que deben tomar medidas para disminuir los riesgos.
- No es un problema únicamente de la gente “mayor”. Las mujeres, especialmente las negras y las hispanas, se ven afectadas de manera desproporcional por las enfermedades cardíacas y los ataques cerebrales.
- Las investigaciones muestran que los ataques cardíacos están en aumento en las mujeres más jóvenes<sup>2</sup> y los nuevos datos de un estudio publicado en *Circulation* sugieren que las generaciones más jóvenes de mujeres, la generación Z y la generación de las *millennials*, tienen menos probabilidades de ser conscientes de la mayor amenaza para su salud, incluso si conocen las señales de advertencia de ataques cardíacos y ataques cerebrales. Por eso es importante que *todas* las mujeres tomen el control de su salud del corazón y animen a las demás a hacer lo mismo.
- Como la fuerza confiable, apasionada y relevante para el cambio para erradicar las enfermedades cardíacas y los ataques cerebrales en las mujeres, Go Red for Women se mantiene firme y se compromete a cumplir con las amplias necesidades de salud de las mujeres en *cada etapa de la vida*. Fundamentada en la ciencia, Go Red for Women crea soluciones potentes que aseguran que todas las mujeres sean conscientes de su causa principal de muerte y proporcionan las herramientas, y los recursos para tratar, combatir y prevenir enfermedades cardiovasculares.
- Durante los últimos 17 años, Go Red for Women ha financiado la investigación de mujeres que salvan vidas, la política avanzada de salud pública, ha abogado por el cierre de las brechas de género en la

<sup>1</sup> Benjamin 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> Publicado el 31 de enero del 2019.

<sup>2</sup> Arora S, Stouffer GA, Kucharska-Newton AM, et al. *Circulation*. 2019;139:1047–1056. Twenty Year Trends and Sex Differences in Young Adults Hospitalized with Acute Myocardial Infarction: The ARIC Community Surveillance Study. <https://doi.org/10.1161/CIRCULATIONAHA.118.037137> Publicado el 19 de febrero de 2019

investigación y STEM, y ha creado una plataforma para que las mujeres aborden su mayor riesgo para la salud: las enfermedades cardiovasculares. Go Red ha tenido un impacto profundo en la salud de las mujeres y continuará eliminando las barreras que enfrentan para lograr la salud y el bienestar. Seguirá siendo un líder para las mujeres y su salud.

- Go Red for Women capacita a las mujeres para que se hagan cargo de su salud física, mental y maternal a través de Research Goes Red, una iniciativa con Project Baseline de Verily, que ubica a las mujeres en el asiento del conductor para acelerar el cambio científico a través de una representación equitativa en los ensayos clínicos y en la investigación de la salud.
- Go Red for Women inspira a las mujeres a mejorar su salud mediante “Watch Me Go Red”, una campaña diseñada para comprometer a las mujeres y que estas muestren a otras lo que hacen para vivir con salud y bienestar, además de inspirarlas a hacer lo mismo. Porque juntas no hay nada que las mujeres no puedan conseguir.

## Llamadas a la acción

Queremos inspirar a las mujeres con tres mensajes y llamadas a la acción relacionadas:

Mira cómo  
tomar conciencia

La concienciación es clave. A partir de los 20 años, las mujeres tienen que someterse a revisiones para conocer los factores de riesgo de las enfermedades cardiovasculares (ECV)<sup>3</sup>. “Conozca sus cifras”, las cifras clave sobre su estado de salud que ayudan a determinar el riesgo de padecer cardiopatías son; el colesterol total, el colesterol HDL (bueno), la presión arterial, la glucemia y el índice de masa corporal. Conoce tus antecedentes familiares y habla con tu médico acerca de las enfermedades cardíacas.

Mira cómo vivir  
bien

Incluso los cambios pequeños en la alimentación y el estilo de vida pueden reducir el riesgo hasta un 80%<sup>4</sup>. Prioriza un estilo de vida saludable moviéndose más, comiendo de forma inteligente y controlando la presión arterial. Haz un seguimiento de tu actividad física, alimentación y presión arterial a través de la prueba. Cambia. Controla.

Mira cómo  
logramos un  
impacto

Se necesita más investigación para descubrir formas nuevas de tratar, vencer y evitar las cardiopatías en mujeres. Participar en investigaciones nunca ha sido tan fácil ni más importante. Research Goes Red deja a las mujeres al mando para acelerar los descubrimientos científicos gracias a la contribución a la investigación sobre salud

<sup>3</sup> <https://www.heart.org/en/health-topics/consumer-healthcare/what-is-cardiovascular-disease/heart-health-screenings>

<sup>4</sup> Benjamin 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> Publicado el 31 de enero del 2019. (page 204)

mediante ensayos clínicos, encuestas y grupos de atención, entre otros.



## Ten Easy Ways for Companies to “FUNdraise”

- 1. Dress down day or dress up day at work-** For those working in an office setting, anyone who chooses to dress down will have to donate. For those of us working from home (who quite possibly have not put-on professional dress in months 😊), the team can have a dress up day and wear business professional attire at home. Charge anywhere from \$1.00 to \$5.00 per person to dress down or dress up.
- 2. Healthy Dinner Party**—Host an in-person or virtual dinner party and challenge participants to make healthy recipes. Ask each participant to make a donation.
- 3. “Bleep” Jar** – Challenge employees to put a dollar in a jar every time they say certain words or phrases. Example words or phrases that could be used are pivot, you are on mute, turn your camera on, etc.
- 4. AHA paper heart sales for \$1**—Sell AHA provided, red paper hearts to employees and customers. These can be sold in-person or online, and featured on social media and/or in the office.
- 5. Questions for a Buck** - One team raised money by having their boss, who was constantly being asked questions by everyone to start charging a buck for each question. Word spread throughout the company what he was doing, and everyone started asking questions and paying up.
- 6. Vacation Day Award** - Have your employer award a free day off to the team member who raises the most money. Post the standings each week!
- 7. Zoom games or Zoom field day**—get some yard games, chess, checkers, team Pictionary—have people pay to play and compete all on Zoom – entry fees are the donations!
- 8. Virtual Class or Workshop**—Do you have someone on your team who is a great cook? An avid crafter? Who loves yoga? Have them host a virtual class or workshop! Entry fees can serve as the donations.
- 9. Digital Movie Night**—Have your team and their families vote on a movie for a digital movie night. Share the video over a virtual meeting platform and charge a donation fee to attend! Be sure to encourage your team and their families to “go all out” and create a movie theatre experience in their homes.
- 10. A Grand Gesture-** Get one of the leaders in your company to offer a “Grand Gesture” such as agreeing to be pie-d in the face, dye a red streak in their hair, etc. if the company meets their fundraising goal.

### Post pictures of your company events on social media and tag us!

#GrandRapidsGoRed | #KalamazooGoRed | #DetroitGoRed | #GLBRGoRed (*Saginaw market*)