



## 2011-2012 Go Red For Women Fact Sheet

The facts are clear. More women die of heart disease than all forms of cancer combined. Unfortunately, the killer isn't as easy to see. Heart disease is often silent, hidden and misunderstood.

**The truth is: our lives are in our hands.** We can stop our No. 1 killer together by sharing the truth. We can be the difference between life and death.

Uncover the truth about heart disease and make ending it a reality at [GoRedForWomen.org](http://GoRedForWomen.org).

### WHY TAKE ACTION?

- More women die of heart disease than **all forms of cancer combined**.
- While one in 31 American women dies from breast cancer each year, one in three dies of cardiovascular disease.
- Currently, some eight million women in the U.S. are living with heart disease, yet **only one in six American women believes that heart disease is her greatest health threat**.
- **Ninety percent** of women have one or more risk factors for developing heart disease.
- Only **43 percent of African American women** and **44 percent of Hispanic women** know that heart disease is their greatest health risk, compared with 60 percent of white women.
- In women, heart disease is too often **a silent killer** – less than a third of women in a recent survey reported any early warning signs such as chest pain or discomfort before a heart attack, compared with most men.
- Only slightly more than half of women are likely to call 911 if experiencing symptoms. And yet, **79 percent of women said that they would call 911 if someone else** was having a heart attack.

### BE THE DIFFERENCE

This year, Go Red For Women is asking women to participate in the 9<sup>th</sup> Annual National Wear Red Day on Friday, February 3, 2012, to make ending heart disease a reality.

- **PARTICIPATE IN NATIONAL WEAR RED DAY (February 3, 2012):** Show your support by wearing red on National Wear Red Day to build awareness and inspire action.
- **JOIN THE WEAR RED DAY CHALLENGE!** Join the excitement of our first-ever Wear Red Day Challenge as we spotlight our most spirited supporters. Go to [Facebook.com/GoRed](http://Facebook.com/GoRed) to review the 13 Wear Red Day Award categories of the friendly competition. Record a video or take photos of your efforts to "Go Red" and submit them on the Wear Red Day Challenge tab on our [Facebook Page](http://Facebook.com/GoRed) from Jan. 23 to Feb. 23. Encourage others to vote for you by "liking" your submissions; winners will be announced for each category on Feb. 25.
- **UNCOVER THE TRUTH** at [GoRedForWomen.org](http://GoRedForWomen.org) and share it with the women you love:
  - **Go Red's Short Film:** Emmy-nominated actress Elizabeth Banks directs and stars in the American Heart Association's Go Red For Women short film and PSA, "Just a *Little Heart Attack*," inspired by the real-life stories of women who have been affected by heart disease. The entertaining, yet poignant film, which can be viewed on [Facebook.com/GoRed](http://Facebook.com/GoRed), provides

a powerful wake-up call to women across America to understand their risk for heart disease and empower them to put their health first.

- **Go Red BetterU:** Explore Go Red BetterU, the FREE 12-week online fitness and nutrition makeover that can change your life.
  - **Go Red Heart Match:** Learn more about this program that matches Go Red women who share a similar experience with heart disease, allowing them to provide support to one another.
  - **Visit [GoRedCorazon.org](http://GoRedCorazon.org) or [Facebook.com/GoRedPorTuCorazon](https://Facebook.com/GoRedPorTuCorazon):** Access information in Spanish and to learn about Go Red efforts in the Hispanic community.
- **GIVE:** Donate to help fund lifesaving research and educational programs that can help uncover the truth about heart disease and save lives.
  - **VOLUNTEER:** Contact your local American Heart Association office to see how you can get involved with Go Red For Women.
  - **SHOP GO RED:** Go to [ShopGoRed.org](http://ShopGoRed.org) to support education and awareness programs by purchasing Go Red For Women apparel, accessories and other heart-healthy products.

### WHY GO RED?

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

- More than one-third have lost weight.
- Nearly 50 percent 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.

For more information about Go Red For Women, visit [GoRedForWomen.org](http://GoRedForWomen.org) or call 1-888-MY-HEART.

The American Heart Association's Go Red For Women movement is nationally sponsored by Macy's and Merck & Co., Inc, with additional support from our cause sponsors.