



## Go Red For Women® 2014 Fact Sheet

Heart disease is the No. 1 killer of women – killing more women than all forms of cancer combined. Most women don't notice the symptoms of heart disease until it's too late, which is why heart disease has been called the silent killer. **But we won't be silent.**

The American Heart Association's Go Red For Women is asking all women to Go Red by wearing red, living a healthy lifestyle and speaking red by spreading the message that heart disease is killing our mothers, daughters, sisters and friends.

**For more than a decade, millions of women have united to raise their voices about this silent killer.**

While we've made remarkable progress, nearly 1,100 women are still dying each day. But, with your help, many more lives can be saved.

Heart disease is no match for the power of women's voices.

### WHY GO RED FOR WOMEN?

#### **Go Red Fact 1: Heart disease is the No. 1 killer of women.**

- Cardiovascular diseases cause one in three women's deaths each year, killing approximately one woman every minute.
- An estimated 43 million women in the U.S. are affected by cardiovascular disease.
- 90% of women have one or more risk factors for developing heart disease.

#### **Go Red Fact 2: Heart disease kills more women than all forms of cancer combined, but is often undiagnosed.**

- 1 in 30 women die from breast cancer each year. 1 in 3 dies of cardiovascular disease.
- Only 1 in 5 American women believe that heart disease is their greatest health threat.
- Women comprise only 24% of participants in all heart-related studies.
- Women are less likely to call 9-1-1 for themselves when experiencing symptoms of a heart attack than they for someone else having a heart attack.

#### **Go Red Fact 3: Cardiovascular disease kills more women than men.**

- Since 1984, more women than men have died each year from heart disease & stroke and the gap between men and women's survival continues to widen.
- The symptoms of heart disease can be different in women vs. men, and are often misunderstood – even by some physicians.

#### **Go Red Fact 4: Heart disease affects women of all ethnicities.**

- Cardiovascular disease is the leading cause of death for African-American women, killing nearly 50,000 annually.
- Only 43% of African American women and 44% of Hispanic women know that heart disease is their greatest health risk, compared with 60% of Caucasian women.
- Of African-American women ages 20 and older, 48.9% have cardiovascular disease. Yet, only 20% believe they are at risk.
- Only 50% of African-American women are aware of the signs and symptoms of a heart attack.
- Hispanic women are likely to develop heart disease 10 years earlier than Caucasian women.
- Only 3 in 10 Hispanic women say they have been informed that they are at a higher risk.
- Only 1 in 4 Hispanic women is aware of treatment options.

### **Go Red Fact 5: Women who are involved with the Go Red movement live healthier lives.**

- Women who Go Red are more likely to make healthy choices:
  - Nearly 90% have made at least one healthy behavior change.
  - More than one-third has lost weight.
  - More than 50% have increased their exercise.
  - 6 out of 10 have changed their diets.
  - More than 40% have checked their cholesterol levels.
  - One third has talked with their doctors about developing heart health plans.

### **Go Red Fact 6: When you join Go Red and share your story today, more lives will be saved tomorrow.**

- More than 627,000 women have been saved from heart disease.
- 330 fewer women are dying per day.

### **BECOME PART OF THE MOVEMENT**

In celebration of the 11<sup>th</sup> National Wear Red Day on February 7, 2014, Go Red For Women is asking all women across America to join us by Going Red and saving women's lives! Go Red For Women is about much more than wearing red. It's about living a longer, stronger life and encouraging your love ones to do the same.

- **Learn More:**
  - **Meet Go Red's Real Women**, heart disease and stroke survivors and activists who are passionate about sharing their stories and saving other women's lives.
  - **Watch "Just a Little Heart Attack,"** directed by and starring Emmy-nominated actress Elizabeth Banks directs, and inspired by the real-life stories of women who have been affected by heart disease.
  - **Visit [GoRedForWomen.org](http://GoRedForWomen.org) or [GoRedCorazon.org](http://GoRedCorazon.org)** to learn more. You can also visit our **[Facebook](#)** page or **[Tweet](#)** us.
- **Participate in the 11<sup>th</sup> Annual National Wear Red Day (February 7, 2014):** Show your support by wearing red to build awareness and inspire action.
- **Donate** to help fund lifesaving, women-related research and educational programs.
- **Volunteer:** Contact your local American Heart Association office to see how you can get involved.
- **ShopHeart.org:** Visit **[ShopHeart](http://ShopHeart.org)** to support education and awareness programs by purchasing Go Red For Women apparel, accessories and other heart-healthy products. Special 10<sup>th</sup> year products coming soon!

### **ABOUT GO RED FOR WOMEN**

The American Heart Association's Go Red For Women movement has been impacting the health of women for 10 years. More than 627,000 women's lives have been saved, but the fight is far from over. Now is the time to shout louder, stand stronger and demand change. It's time to come together in a movement that is not just FOR women, but BY women. It's time for women to Go Red. Visit **[GoRedForWomen.org](http://GoRedForWomen.org)** for more information or call 1-888-MY-HEART.

The American Heart Association's Go Red For Women movement is nationally sponsored by Macy's, with additional support from our cause supporters.