



Top 10 Highlights for Ten Years of Going Red

For Women & Heart Disease

- **Lives have been saved**
 - More than 627,000 women's lives have been saved from cardiovascular diseases, that's 330 lives saved per day.
 - 34 percent decrease in death.
- **Awareness has increased**
 - 23 percent increase in awareness that heart disease is the No 1 killer of women.
- **Grassroots movement has grown substantially**
 - Registration for Go Red For Women has grown from 395,000 to 1,855,865.
 - More than 25,000,000 red dress pins have been worn in support of the issue.
 - Number of women completing the Go Red Heart Check-up has increased from 127,227 to 1,974,987.
 - Number of annual Go Red local luncheons/events has grown from 65 to 185.
 - Number of buildings/landmarks that have 'gone red' has grown from 72 to 895 annually (total number since inception over 3,000).
 - Annual Visits to the Website – www.GoRedForWomen.org has grown from 293K to 1.3 million annually (total since inception almost 58 million)
- **Gender-specific guidelines have been developed for prevention and treatment**
 - Initially released in 1999 and updated as scientific knowledge improves, now more physicians recognize that women's symptoms can differ and better screenings and treatments are saving lives.
 - In 2008, a connection was demonstrated between underuse of AHA guidelines and sex disparities in care and outcome after AML.
 - Among hospitals participating in Get With the Guidelines – coronary artery disease guideline adherence improved substantially over time for both women and men, demonstrating a positive move toward equal treatment of genders.
- **Advocacy efforts have been successful**
 - In 2012, a key provision of the HEART for Women Act, which requires the FDA to report on the extent to which clinical trial results are reported by gender, was passed in Congress.
 - We successfully advocated for an increase in funding for the Centers for Disease Control and Prevention's WISEWOMAN heart disease and stroke screening

program for low-income women. As a result, six additional states have been able to start WISEWOMAN programs, bringing the total number of states with a program up to 20.

- In 2010, we supported a provision which is now law, prohibiting insurance companies from charging women higher premiums than men for the exact same individual health insurance coverage.

- **Lifestyle risk factors have improved**

- Smoking as decreased 15.1 percent.
- Cholesterol decreased 18.1 percent for >240 and 6.8 percent for >200.
- Recommended physical activity has increased 25.2 percent.

- **Overall heart health has improved**

- Nearly 90 percent (of registered participants in Go Red) have made at least one healthy behavior change.
- More than one-third has lost weight. (37%)
- More than 50 percent have increased their exercise. (54%)
- Six out of 10 have changed their diets.
- More than 40 percent have checked their cholesterol levels. (43%)
- One-third has talked with their doctors about developing heart health plans.

- **Diversity challenges have been identified and targeted**

- Nearly half of African American women ages 20 and older (48.9 percent) have cardiovascular disease.
- Hispanic women are likely to develop heart disease 10 years earlier than Caucasian women.
- Women's awareness that heart disease/heart attack is the leading cause of death has nearly doubled among Hispanic women and tripled among black women.
- Targeted educational efforts launched to close the gap among diverse women, including faith-based program Go Red Sundays and free Go Red Por Tu Corazon health education events.

- **Gender-specific research challenges have been identified and targeted**

- Women comprise only 24 percent of participants in all heart-related studies, just 38 percent of subjects in National Institutes of Health-funded cardiovascular studies.
- Previously, three-fourths of cardiovascular clinical trials did not report gender-specific results, making it difficult for researchers and clinicians to draw conclusions about their effects on women.

- The FDA is now required to report on the extent to which clinical trial results are reported by gender.
- Research discoveries have shown differences in women's symptoms and responses to medications.
- **Gender-specific disparities have been identified and targeted**
 - Women are less likely than men to receive aggressive diagnosis and treatment for CVD.
 - Women who are at risk for CVD are often not referred for diagnostic testing that would be standard in men. (Battleman and Callahan)
 - Among Medicare patients, men are two to three times more likely than women to receive an implantable cardioverter-defibrillator (ICD) for the prevention of sudden cardiac death. (Curtis et al)
 - Only about 33 percent of all percutaneous coronary interventions, with and without stent insertions, were performed on women in 2010. (Go et al)