GO RED FOR WOMEN®
2016 FACT SHEET

Let’s unite to prevent heart disease and stroke. It’s time to put our hearts into it and Go Red For Women. Schedule a Well-Woman Visit today.

Help women across America take charge of their health – in one doctor visit. A single Well-Woman Visit can give a head-to-heart-to-toe view of a woman’s overall health.

Our mothers, daughters, sisters and friends are at risk. Heart disease and stroke cause 1 in 3 deaths among women each year – more than all cancers combined. Fortunately, we can change that because 80 percent of cardiac and stroke events may be prevented with education and action.

Get informed about the risks of heart disease and stroke. Know the red flags. Know your heart health story.

Schedule a Well-Woman Visit: invest an hour in your life to save the rest.

- A Well-Woman Visit is a scheduled prevention check-up to review a woman’s overall health so her doctor can measure blood pressure, check cholesterol and look for signs of heart disease, stroke and other illnesses.
- It is a separate visit from other appointments for specific sicknesses or injuries.
- The visit can be scheduled with a primary care physician, nurse-practitioner or an Obstetrician Gynecologist (OB-GYN).
- Know your family health history before your Well-Woman Visit. Family history can be a significant – and often unknown – risk factor for heart disease and stroke.
- For most women, a Well-Woman Visit has no additional costs because of the Affordable Care Act, but not for all, so check your insurance plan for preventive services coverage before scheduling your visit.

Go Red For Women inspires women to make lifestyle changes, mobilize communities and shape policies to save lives. United, we are working to improve the health of all women.

Here are a few ways you can unite to prevent heart disease and stroke:

- Schedule a Well-Woman Visit today to learn about your health status and risk for diseases.
- Document your health habits and your family health history
- Encourage your family and friends to take small steps toward healthy lifestyles to improve health and to reduce their risk for heart disease and stroke
- Explain “What it means to Go Red” by sharing the following acronym:
  - Get Your Numbers: Ask your doctor to check your blood pressure, cholesterol and glucose.
  - Own Your Lifestyle: Stop smoking, lose weight, be physically active and eat healthy.
  - Raise Your Voice: Advocate for more women-related research and education.
  - Educate Your Family: Make healthy food choices for you & your family. Teach your kids the importance of staying active.
  - Donate: Show your support with a donation of time or money.

FACTS ABOUT CARDIOVASCULAR DISEASES

FACT 1: Cardiovascular diseases and stroke cause 1 in 3 women’s deaths each year, killing approximately one woman every 80 seconds.

- An estimated 44 million women in the U.S. are affected by cardiovascular diseases.
- 90% of women have one or more risk factors for heart disease or stroke.
• Young women who have had a heart attack have lower quality of life and more physical limitations than young men.
• Women have a higher lifetime risk of stroke than men.
• Women are more likely to call 9-1-1 for someone else they believe to be having a heart attack than for themselves.

FACT 2: 80% of heart disease and stroke events may be prevented by lifestyle changes and education

• Prevention starts by scheduling a Well-Woman Visit today.
• Collecting your family health history – More than 95 percent of Americans consider family health history important, yet just over a third actively collect this information.
• The symptoms of heart attack can be different in women vs. men, and are often misunderstood – even by some physicians.
• Fewer women than men survive their first heart attack.
• Fundamentally, Life’s Simple 7™ is the key: (1) Manage blood pressure, (2) Control cholesterol, (3) Reduce blood sugar, (4) Get active, (5) Eat better, (6) Lose weight and (7) Stop smoking

FACT 3: Heart disease and stroke affect women of all ethnicities.

• Cardiovascular diseases are the leading cause of death for African-American women, killing over 48,000 annually.
• Cardiovascular diseases are the leading cause of death for Hispanic women, killing nearly 21,000 annually.
• Only 36% of African American women and 34% of Hispanic women know that heart disease is their greatest health risk, compared with 65% of Caucasian women.
• Of African-American women ages 20 and older, 48.3% have cardiovascular disease. Yet, only 14% believe that cardiovascular disease is their greatest health problem.
• Only about 50% of African-American women are aware of the signs and symptoms of a heart attack. Hispanic women are least likely to have a usual source of health medical care and only 1 in 8 say that their doctor has ever discussed their risk for heart disease.

FACT 4: Women who are involved with the Go Red For Women movement live healthier lives.

• Nearly 90% have made at least one healthy behavior change.
• More than one-third have 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 have talked with their doctors about developing heart health plans.

FACT 5: When you get involved in supporting Go Red For Women by advocating, fundraising and sharing your story, more lives are saved.

• Today, in the U.S. about 285 fewer women die from heart disease and stroke each day
• Cardiovascular disease death in women has decreased by more than 30 percent over the past 10 years.

ABOUT GO RED FOR WOMEN
The American Heart Association’s Go Red For Women movement is nationally sponsored by Macy’s, with additional support from our cause supporters. For more information, please visit GoRedForWomen.org or call 1-888-MY-HEART (1-888-694-3278).

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