



American Heart Association.



2024

GO RED FOR WOMEN[®]

NATIONAL WEAR RED DAY ACTIVATION GUIDE

How will you Go Red for women's health?



GO RED THE FIRST FRIDAY IN FEBRUARY

Cardiovascular disease is the No. 1 killer of women. For too long, heart disease and stroke have taken the lives of the women we love.

But we're not backing down because we have something better, stronger, more powerful - we have each other.

This American Heart Month, Go Red for Women is asking women everywhere to join us and the Nation of Lifesavers™. For your mother, your daughter, your friends, and for yourself. Because when women come together, we can motivate, educate, support, and help save each other.

Now is your chance. There are many ways you can help save a life, both big and small.



LEARN HAND-ONLY CPR. Too many women go without help when suffering a cardiac arrest because bystanders are often afraid to touch them.



KNOW YOUR NUMBERS. Invite a friend to join you in starting a routine to regularly monitor your blood pressure and help keep the silent killer at bay.



JOIN RESEARCH GOES RED.™ Help more women be seen, counted and represented in cardiovascular research.



MAKE WELL-BEING WORK FOR YOU. Take a quiet moment alone to de-stress and practice self-care or reach out to a friend or mental health professional because we know your overall well-being is just as important as physical health.



RAISE AWARENESS. Wear red and make a donation at [WearRedDay.org](https://www.WearRedDay.org) to support women's health.

Your health is personal. It's your whole self, physically and mentally. It's part of your identity, what makes you, you. But no one should have to go it alone.

When we come together and Go Red, the more powerful we are against our greatest health threat. Because when women connect with each other, we can create a healthier, happier future for everyone.

Find ways you can be a lifesaver at [GoRedforWomen.org](https://www.GoRedforWomen.org).



SAVE LIVES: WEAR RED AND GIVE

Making an impact doesn't just feel good, it's fun!
Here's how you can help in 3 easy steps:

- 1 WEAR RED
- 2 GET SOCIAL! SPREAD THE WORD
- 3 OPEN YOUR HEART



STEP 1

WEAR RED FOR THE WOMEN YOU LOVE

Rock your red and encourage others to do the same for a great cause. Visit [ShopHeart.org](https://www.shopheart.org) today to choose your favorite Go Red gear. From the iconic Red Dress pin to hats, ties, socks, scarves, or even CPR Anytime kits, we've got you covered. Looking to go red digitally? Download National Wear Red Day graphics, including digital backgrounds and social banners at [WearRedDay.org](https://www.WearRedDay.org).

MARK YOUR CALENDAR



National Wear Red Day®

February 2, 2024, National Wear Red Day® is the icon day of American Heart Month. On the first Friday in February, join us as we wear red and help raise awareness of women's No. 1 killer – cardiovascular disease.

On National Wear Red Day, raise your voice and raise awareness by wearing red, sharing how you will be a lifesaver and encouraging others to do the same. We can help the women we know and love reduce their risk for cardiovascular disease by building healthy habits and learning lifesaving skills backed by the powerful science of the American Heart Association.



Go Red When You Shop

CVS Health and Big Lots! are raising funds and awareness in February for American Heart Month:

CVS Pharmacies: Feb. 2 – 24, 2024

Big Lots!: Feb. 1 – 29, 2024. Big Lots stores nationwide are helping customers Go Red by offering a Red Dress pin for donations of \$2 or more in February.



STEP 2

GET SOCIAL! SPREAD THE WORD

Starting the first Friday in February, wear red and raise awareness that cardiovascular disease is the No. 1 killer of women by posting on social media using the hashtags [#WearRedDay](#), [#WearRedandGive](#), and [#HeartMonth](#).

Get Your Squad

Chances are we all know a woman affected by heart disease and stroke because cardiovascular disease claims the lives of more women than all cancers combined.

Together, we can change this. Because there is nothing women united with purpose cannot achieve. Bring together the people in your life to celebrate good heart and brain health.

- FRIENDS
- FAMILY
- CO-WORKERS
- NEIGHBORS
- FRIENDS FROM SCHOOL, YOUR PLACE OF WORSHIP, SOCIAL CLUBS
- MEMBERS OF YOUR COMMUNITY

There are lots of ways to be a part of National Wear Red Day so encourage each person to join in, donate, and Go Red!



STEP 3

OPEN YOUR HEART

Contribute to the American Heart Association's mission to create a world of longer, healthier lives, free of cardiovascular diseases. Every dollar makes a difference in the fight against heart disease and stroke.

DOWNLOAD RESOURCES AT [WEARREDDAY.ORG](https://www.wearredday.org).

Pick out your favorite resources to help spread the word. You'll find posters, social media posts, digital backgrounds, and more you can easily download and use.

CREATE YOUR OWN DONATION PAGE ON [WEARREDDAY.ORG](https://www.wearredday.org).

It's as simple as join, personalize, and fundraise!

JOIN

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

- If your company or community group has already set up a team, 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.

PERSONALIZE

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

FUNDRAISE

That's it! With a couple of clicks you'll have a fundraising page set up and be ready to make an impact on **#WEARREDDAY!**



GO RED: WEAR YOUR HEART ON YOUR SLEEVE

Every dollar raised is an investment to create healthier, longer lives for all women. Here are tips to maximize your fundraising efforts:

- **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 of red.
- **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. Visit heart.org/matchinggifts to see if your company matches charitable donations.
- **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!



PAINT THE TOWN RED

On National Wear Red Day, there are even more ways to Go Red at work or at home. Here are some fun ideas to get you started:

- **WEAR RED!** Encourage all employees to put on their favorite red outfits on National Wear Red Day. It's a fun, easy way for everyone to get involved. Bonus points for having a contest for the best red look.
- **DOWNLOAD THE OFFICIAL VIRTUAL BACKGROUNDS.** Visit WearRedDay.org to download a digital background for your online meetings. It's a great (and easy) way to show your Go Red pride and help spread awareness.
- **SHOW YOUR CITY YOU GO RED BY MAKING YOUR BUILDING RED.** Use red lightbulbs, filters, décor or download posters and other great resources from WearRedDay.org to turn your office red inside and out.
- **DECORATE YOUR DESK CHALLENGE.** Encourage your employees to get creative and decorate their desk (at the office or at home) for National Wear Red Day.
- **INVITE FAMILIES TO JOIN THE FUN.** Encourage employees to share photos of friends, family members and pets as they Go Red. It's a fun way to bring everyone together for a good cause.
- **SHARE YOUR PICS ON SOCIAL.** Don't forget to use [#WearRedDay](https://twitter.com/WearRedDay), [#WearRedandGive](https://twitter.com/WearRedandGive) and [#HeartMonth](https://twitter.com/HeartMonth). And tag [@GoRedforWomen](https://twitter.com/GoRedforWomen) – we'd love to see how you Go Red!

Rally your colleagues, friends or family members and Go Red together. Here are some fun tips to be a lifesaver during the workday:

- **DO A GROUP HANDS-ONLY CPR DEMO.** More than 70 percent of cardiac arrests that happen outside of the hospital happen in homes. Learn the two simple steps to save a life – Hands-Only CPR – at heart.org/HandsOnlyCPR.
STEP 1: Call 9-1-1 **STEP 2: Push hard and fast at the center of the chest**
- **GET UP AND MOVE THROUGHOUT THE DAY.** This could be doing a walking meeting, family walk, or hosting a workout class. Moving more will help reduce stress and is a great way to bond as a team.
- **HOLD A HEALTHY EATING CHALLENGE.** Challenge your office or family to commit to healthy eating during Heart Month. Or host a cooking demonstration and learn about healthy meals that make lunch your favorite feel-good meal. Find ideas at recipes.heart.org.
- **SHARE HOW YOUR TEAM ARE BEING LIFESAVERS.** Ask employees to each share how they are supporting their cardiovascular health this Heart Month. Each day or week, highlight one person's story, encouraging them to keep going and celebrating the wins.

LOOKING FOR MORE WAYS TO GO RED DURING AMERICAN HEART MONTH?

Go Red Online

Tips to turn your social networks red:

FOLLOW THE AMERICAN HEART ASSOCIATION AND GO RED FOR WOMEN



@AmericanHeart
@GoRedforWomen



@american_heart
@goredforwomen



@American_Heart
@GoRedForWomen

SHARE HOW YOU'RE BEING A LIFESAVER FOR YOURSELF OR THE WOMEN YOU LOVE.

- Share a photo of yourself on National Wear Red Day (Friday, Feb. 2, 2024) and a message about how cardiovascular disease has impacted your life.
- Share content from the American Heart Association and Go Red for Women on your social networks throughout February to help us reach and inform more women.
- Tag your friends, asking them to Go Red, too.
- Share the link to your fundraising page on social media.
- Engage your company's social media team and ask if they can create or share #WearRedDay posts for an even bigger audience.





KEEP GOING RED IN FEBRUARY AND BEYOND

Can't celebrate on National Wear Red Day? Don't worry, February is American Heart Month, which means you can celebrate all month long. But remember, supporting women's health isn't just important on a certain day or month. We need to raise our voices about cardiovascular disease being a woman's greatest health threat all year long. Go Red in February and then find ways to support your health and well-being every day, in ways that work for you.

QUESTIONS?

We've got the answers at [WearRedDay.org](https://www.WearRedDay.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](https://www.GoRedforWomen.org) on social media.



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Go Red for Women is nationally sponsored by

