



American Heart Association



# MAKING AN IMPACT: 20 Years of Go Red for Women



Go Red for Women is nationally sponsored by



Since 2004, the American Heart Association's signature women's initiative, **Go Red for Women**, has addressed the awareness and clinical care gaps of women's greatest health threat, **cardiovascular disease (CVD)**. Moving forward we are prepared to meet the evolving needs of women now, and at every age, every stage, and every season of their lives as their trusted, relevant source for credible, equitable health solutions.

**CVD continues to be the No. 1 killer of women** — claiming more lives than all forms of cancer combined. Nearly 45% of women over age 20 are living with some form of CVD. Additionally, women experience unique life stages such as pregnancy and menopause that can increase their risk of developing CVD. Even more startling is the fact that less than half of women are aware that cardiovascular disease is their greatest health threat.

**Go Red for Women is dedicated to educating and empowering women to take action to protect themselves from the threat of CVD and helping all women reduce their risk by removing the barriers they face to better health and well-being.**

**As the American Heart Association enters its next century, we know the future of heart health is in good hands because when women come together with passion and purpose, there is nothing they can't achieve.** Thanks to the support from our funders, volunteers, and champions we are working to improve the heart and brain health of all women in the following ways:

## Driving Forces for Future Impact



### Research

#### **We Will Champion Life-saving Discoveries for Women and by Women.**

Women continue to be underrepresented — and underfunded — in both research and STEM fields. We're addressing this through Research Goes Red, STEM Goes Red and efforts to increase funding and research on CVD in women.



### Mental Well-being

#### **We Will Help Women Find Their Best Selves.**

Women are twice as likely to be diagnosed with depression, and through the pandemic, 80% said their load increased at home and work. We're developing solutions to promote positive well-being and support across every stage of a woman's life.



### Maternal Health

#### **We Will Stand Up for Moms.**

The U.S. has one of the worst maternal mortality rates among developed countries, and pregnancy-related deaths are on the rise. CVD is the culprit. Black women pay the highest price, followed by Native American, Asian, and Hispanic/Latina women. We're advocating for more equitable health care and determined to close the gaps in education, resources, and support that disadvantage so many women during pregnancy and beyond.

# 20 Years of Go Red for Women

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## 2004-2005

### Launching a Movement

Go Red for Women officially launches in 2004, and within a year, over 70 Go Red for Women Luncheons are held nationwide, raising \$7 million. Twenty years later, over 150 signature Go Red for Women events are held annually, collectively raising more than \$700 million for women's cardiovascular health.



## 2006 – Going Global

Go Red for Women goes global with its first international license. Today, Go Red for Women is licensed in over 50 countries supporting over 55 sister societies. Licensees can develop their own women's heart health initiative and benefit from Go Red for Women's strong brand reputation and resources.

## 2007 – 2013 – Innovating to Meet Women's Needs

Go Red for Women continues efforts to support women taking charge of their heart health and expanding our reach by creating a robust presence on social media, stepping into pop culture, advocating for public health policies for women and addressing inequities. To help shine a spotlight on the real challenges women living with heart disease and stroke, the Go Red for Women Real Women Class of Survivors campaign launches in 2008 to highlight stories of everyday women surviving and thriving.



## 2014 – Iconic Red Dress Collection

Go Red for Women begins hosting the iconic Red Dress Collection in February to kick-off American Heart Month, bringing together powerful voices to amplify a singular message – cardiovascular disease is the number one killer of women. Today this annual event where entertainment, fashion, health and philanthropy collide for a common cause, continues to generate billions of media impressions driving significant public awareness and engagement.



## 2015-2016 – Launching Lifesaving Research

The American Heart Association launches its first Strategically Focused Research Network (SFRN). The Go Red for Women SFRN focuses on five centers studying key women's health issues. The SFRN's findings were published in 2021 as well as expanded to continue research in critical areas including stress, sedentary behavior, poor sleep, pregnancy and heart failure.



## 2017 -2018 Current and Future Women Leaders

STEM Goes Red is launched to engage young, diverse girls in STEM careers, addressing a troubling issue around the underrepresentation of women in STEM fields. In addition, the Go Red for Women National Leadership Council is established and recruits influential women executive leaders from some of the largest companies in the U.S. including CVS Health, Amazon and Big Lots to help guide Go Red for Women into the future.

## 2019 – Engaging More Women in Research

Research Goes Red launches to increase the number of women participating in cardiovascular research with the goal of creating the world's largest and most engaged women's health registry and platform for research. Today, more than 22,000 women (about the seating capacity of Madison Square Garden) have consented to participate, resulting in multiple scientific publications.



## 2020-2023 – Addressing Critical Needs

Go Red for Women broadens its focus to maternal health and moms, mental wellbeing in women and research including launching new studies through Research Goes Red, establishing new campaigns for moms like My Health is Our Health, and deepening our work in community health with a focus on improving health outcomes in women. In addition, Go Red for Women launches new peer-to-peer fundraising campaigns: Woman of Impact and Teen of Impact engaging over 500 participants and raising more than \$5 million annually.



## Today

As Go Red for Women celebrates its 20th year alongside the American Heart Association's centennial celebration, we will continue to walk hand in hand with women across the country and around the world in an effort to save more lives of women everywhere. Why? Because losing even one woman to cardiovascular disease is too many.

## Go Red for Women Brand and Impact

A 2023 survey of the Go Red for Women database found that people found the brand to be relevant and trustworthy.

**86%**

Feel Go Red for Women is an initiative they like

**80%**

Feel Go Red for Women represents a powerful community of women

**80%**

feel Go Red for Women is a brand they can trust

The Go Red for Women brand is inspiring change.

83% said they felt inspired, interested, enthusiastic, proud or excited when they see the Go Red for Women logo