



American
Heart
Association.

American Heart Association.



Be The Beat and Go Red for Women

Washington

Unite in our fight to raise awareness that heart disease is the leading health threat for women and inspire others to take positive action for cardiovascular health and wellness. In 2023, Go Red for Women also aims to reduce the disparities women face in receiving CPR from an untrained lay responders by encouraging at least one person in every family to Be the Beat by learning Hands-Only CPR. This toolkit offers ways to support the Go Red for Women movement on National Wear Red Day and throughout American Heart Month in February.

Key dates:

- Jan. 31 – [Go Red Women in Healthcare and Science Scholarship](#) powered by the Verity Family applications due
- February – American Heart Month
- Feb. 1, 2023 – Red Dress Collection Concert
- Feb. 3, 2023 – National Wear Red Day
- Feb. 4, 2023 – Puget Sound Women's Show at Tacoma Mall
- Feb. 7 – 14 – Congenital Heart Defect (CHD) Awareness Week
- March – Women's History Month
- March 2, 2023 – [Be the Beat: A Reimagined Go Red for Women Experience](#)
- April 7, 2023 – World Health Day
- April 11-17 – Black Maternal Health Week
- May – American Stroke Month
- May 14, 2023 – Mother's Day
- May 14-20 – National Women's Health Week

How YOU can Go Red



Take Personal Action:

- **Go red** on National Wear Red Day. Put on a splash of red to call attention to women's heart health. Choose the iconic Red Dress pin, mask, hat, tie, scarf or even socks.
- **Get social.** Share your Wear Red Day photo on social media to make a bold statement for a great cause. Be sure to share why you are wearing red. ([See social media section on page 5 for sample messages to post](#)).
- **Contribute to the American Heart Association's efforts** to help build longer, healthier lives, free of cardiovascular diseases. Every dollar makes a difference in the fight against heart disease and stroke.
 - Create your own donation page on [WearRedDay.org](#). It's as simple as Join, Personalize and Fundraise. Invite everyone you know to make a donation.
 - Participate in a Life is Why fundraiser at a local retailer.
 - Rosauers Supermarkets, Feb. 1 – 15, 2023.
 - Blue Heron Jewelry, Feb 1-28, 2023.
 - Thank you to Columbia Bank for your support of Life is Why.
- **Share your personal story of heart disease or stroke.** Cardiovascular disease affects 1 in 3 women. Your friends and family want to hear your story and why you're passionate about fighting the leading health threat for women. Your story just might inspire someone else to make heart-healthy changes.
- **Be the Beat.** Take the time to learn the lifesaving skill of CPR so you are prepared to act during a cardiac emergency. Visit [heart.org](#) to learn Hands-Only CPR or to find a CPR training center near you.
- **Have fun!**

Order Red Dress pins or other Go Red gear, visit [ShopHeart.org](#).

To download materials to help you make the most of National Wear Red Day, visit [WearRedDay.org](#).

How to Go Red at Work



Go Red At Work:

- **Encourage staff members to wear red on National Wear Red Day.** Pick out your favorite resources, such as [downloadable flyers](#) and posters, from [WearRedDay.org](#) to help spread the word.
- **Make it fun and educational.** Host a gathering and invite a doctor, nurse or heart disease/stroke survivor to speak and share health insights. Put out healthy red snacks in the office lunchroom, such as red apples or strawberries. Host a contest for the most creative red outfit on National Wear Red Day. Share heart health information from the American Heart Association on your internal company website. Link to articles on [heart.org](#) ([see linking policy on website](#)).
- **Post your Wear Red Day pic and show that you support women's heart health.** Be sure to snap a company photo of employees wearing red and share on your organization's social media page. ([See social media section on pg. 5 for sample messages to post](#)).
- **Go Red and Give.** Start a company fundraising page for the American Heart Association on [WearRedDay.org](#). Encourage employees to support the fight against heart disease and stroke by making a donation. Every dollar makes a lifesaving difference.
- **Joining or hosting a virtual meeting?** Use a red background in honor of Wear Red Day or American Heart Month.
- **Join Landmarks Go Red.** If your office building can flip the lights to red, join landmarks across the country in lighting red for Wear Red Day.
- **Empower everyone to be prepared to save a life.** Organize a CPR training class for your office or organization. Visit [cpr.heart.org](#) to find training options and instructors.

Order Red Dress pins or other Go Red gear, visit [ShopHeart.org](#).

To download materials to help you make the most of National Wear Red Day, visit [WearRedDay.org](#).

BE THE BEAT



National Wear Red Day[®]

FRIDAY, FEBRUARY 3, 2023

Wear red and be one step ahead.

Show support for the women in your life. On Friday, February 3, **WEAR RED** to raise awareness of women's No. 1 health threat – heart disease and stroke – and inspire others to take action to reduce their risk.



Pictured from left to right:
Jia Wu, stroke survivor
Claire Verity, heart disease survivor and 2023 Puget Sound Go Red for Women Chair
Kyra Smithlin, cardiac arrest survivor

Go Red for Women is nationally sponsored by:



Big Lots is a National Wear Red Day matching partner of the American Heart Association's Go Red for Women movement.

Go Red for Women is locally supported by:



[WearRedDay.org](https://www.WearRedDay.org)

#WearRedDay
#GoRedWA

Share. Let's Turn WA Red!

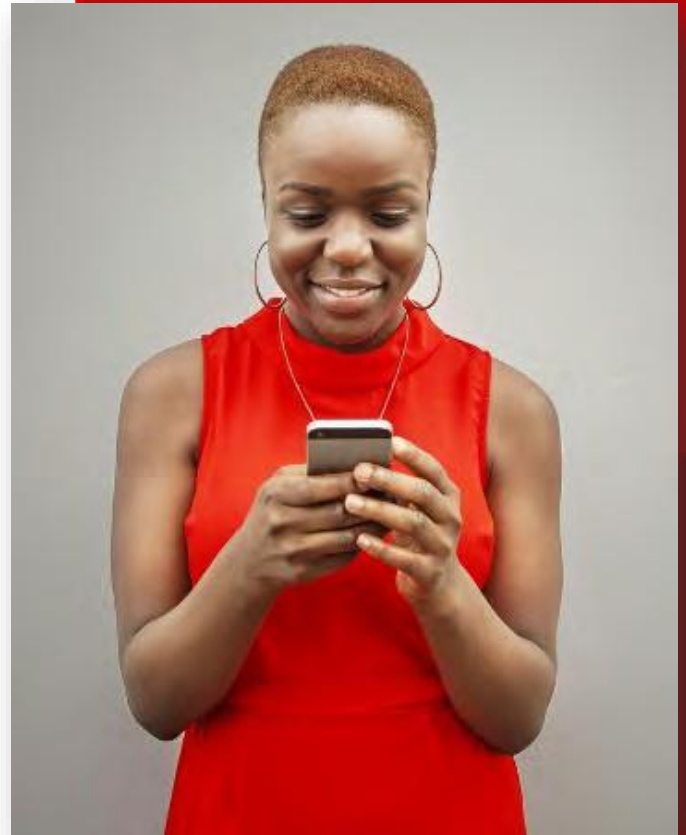
Support the Go Red for Women movement by raising awareness of women's No. 1 health threat and inspiring healthy change in honor of **National Wear Red Day** and **American Heart Month**.

Photo ideas:

- Take a selfie in your favorite red outfit or with the perfect red lip.
- Cooking a healthy meal? Share a photo of your culinary masterpiece.
- Starting the day with a heart healthy breakfast – let's see it!
- Enjoying a heart-healthy snack? Share a pic and a tip.
- Just finished a workout? Share your post-workout healthy selfie.
- Took the stairs instead of the elevator, showcase your steps with a photo or a reel.
- Have a personal story? Make a short video and share your journey with heart disease or stroke.

Sample messages:

- I am wearing red to raise awareness of women's No. 1 health threat – heart disease and stroke. By working together, we can change the statistics. WearRedDay.org #goREDwa
- Small changes add up to big results. Move more, prepare a healthy meal or learn your blood pressure numbers. Go Red for Women is here to support you and your heart will thank you. WearRedDay.org or GoRedforWomen.org #goREDwa
- If you are called on to give CPR in an emergency, you will most likely be saving the life of someone you love. Learn CPR today. You can be the difference. heart.org #goREDwa



Tag us:

@AmericanHeartWA

Hashtags:

#goREDwa
#WearRedDay
#WearRedandGive
#GoRedforWomen
#HeartMonth
#BeTheBeat

Webpages:

WearRedDay.org
GoRedforWomen.org
Heart.org/Washington



Hands-Only CPR



Join a Nation of Heartsavers™ today.

TWO STEPS TO SAVE A LIFE

1

Call 911.



2

Push hard and fast in the center of the chest.



**BE THE
BEAT**

**Know it. Feel it.
Push it. Keep it.**

Be the One in Your Family to Learn CPR Today. **#HeartMonth**

THANK YOU

Go Red for Women is nationally sponsored by



Locally supported by



Cigna



Propel Insurance



Watson's Greenhouse & Nursery

Media sponsors

