



American Heart Association.



National Wear Red Day®

FRIDAY, FEBRUARY 5, 2021

It's time to call a **CODE RED** — an urgent call for women to live fierce and be relentless in the fight against their No. 1 killer — cardiovascular disease.

WEAR RED to raise awareness.

GIVE to save women's lives.

SHARE #WearRedDay
on social media.

LIVE FIERCE.
Go Red.



Go Red for Women is nationally sponsored by

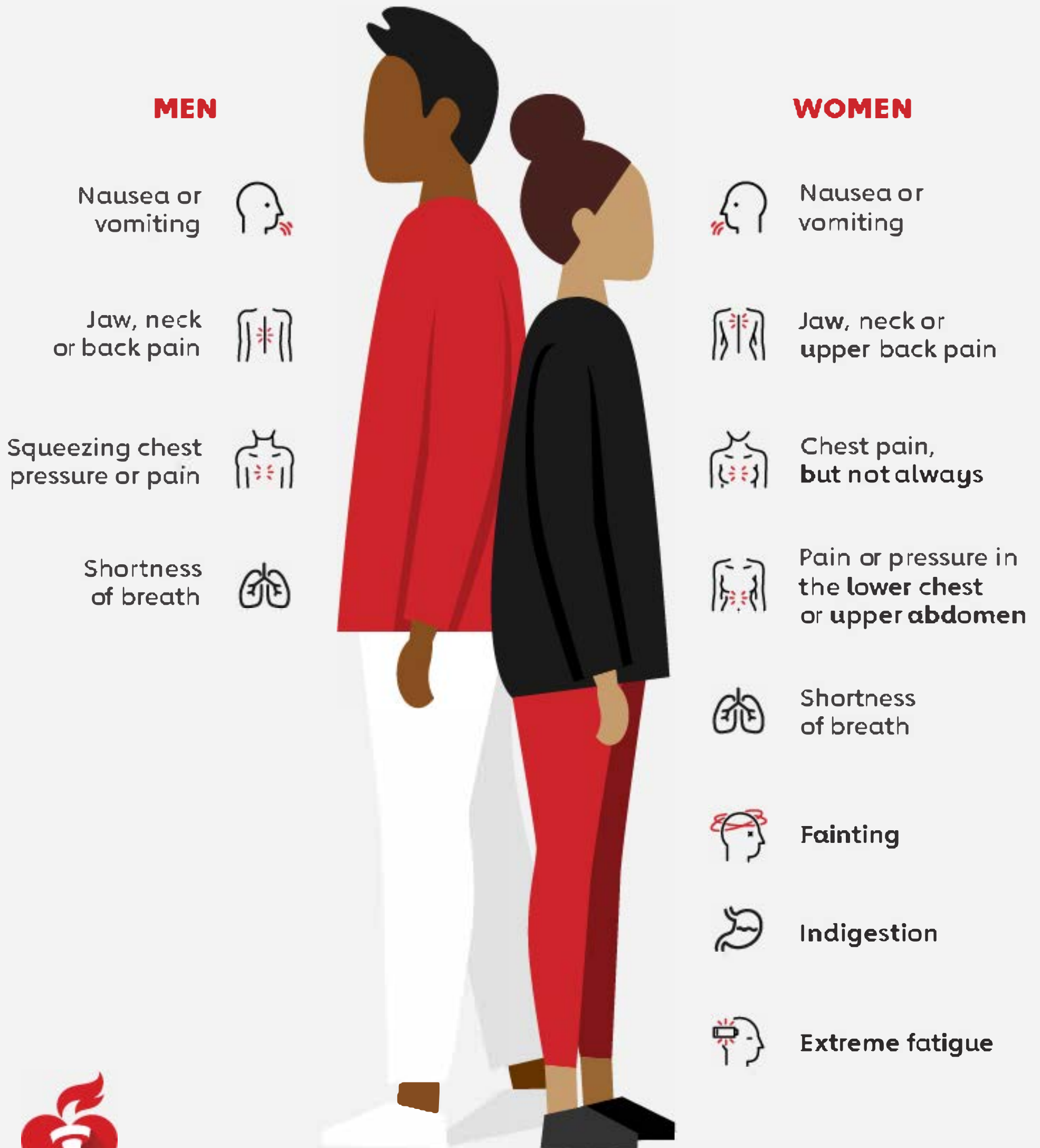


[WearRedDay.org](https://www.WearRedDay.org)

HEART ATTACK SYMPTOMS: MEN VS. WOMEN

By American Heart Association News


The most common symptom of a heart attack for both men and women is chest pain. But women may experience less obvious warning signs.













STROKE SYMPTOMS: WOMEN VS. MEN

By American Heart Association News

Men and women share a common set of stroke symptoms. But women also can experience more subtle warning signs.



WOMEN		MEN
Face drooping		Face drooping
Arm weakness		Arm weakness
Speech difficulty		Speech difficulty
Vision problems		Vision problems
Trouble walking or lack of coordination		Trouble walking or lack of coordination
Severe headache without a known cause		Severe headache without a known cause
General weakness		
Disorientation & confusion or memory problems		
Fatigue		
Nausea or vomiting		





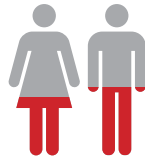
Women need CPR, too!

More and more people are surviving cardiac events — **BUT NOT WOMEN.**



Numbers tell the story

In a 2017 study of more than 19,000 people who had cardiac events:



Only **39% of women** received CPR from bystanders in public compared to **45% of men.**



Men's odds of surviving a cardiac event were **23% higher than women's.**

Why?

Women who have cardiac arrests are more likely to:

- Have cardiomyopathy, a disease of the heart muscle
- Have non-schockable rhythms that cannot be treated with an AED
- Be older and live at home alone

Plus, a few common fears and myths may prevent them from getting help.

THE PROBLEMS:

CPR + ♀ = ?

Even in training environments, some people are less likely to use CPR or an AED on female avatars

Fears

"I will be accused of inappropriate touching"

"I will cause physical injury"

"I will get sued if I hurt a woman"

Myths

Many believe that women:

- Are less likely to have heart problems
- Overdramatize incidents

AHA'S RESPONSE:

To help overcome the problems and fears AHA is:

RAISING AWARENESS about cardiac arrest in women.



IMPROVING TRAINING

AHA's CPR training addresses gender-related barriers to improve bystander CPR rates for women. This includes representation of women in our training materials and informational videos.

ADVOCATING

to improve the response to cardiac arrest for everyone. Good Samaritan laws offer some protection to those who perform CPR.



Overcome your fear and learn CPR. [Learn more at goredforwomen.org/WomenandCPR](http://goredforwomen.org/WomenandCPR)



5 Ways To Go Red For Women

Go Red For Women is our national call for women to take charge of their health. We especially want you recognize and reduce your risk for heart disease.

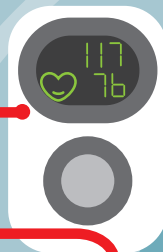
1. Make a date (and keep it). Each year on your birthday, schedule a checkup. Know your blood pressure, cholesterol and glucose levels and ask your doctor to help you reach or maintain a healthy weight. Be sure to follow your healthcare professional's recommendations, including taking prescribed medications.
2. Tone up as you tune in. Step, march or jog in place for at least 15 minutes a day while you're watching television. Increase your activity by 5 minutes each week until you're getting at least 30 minutes on most days of the week. Regular physical activity and a healthy diet, however, may not get you all the way to your goal. If they don't, ask your doctor about adding medication.
3. Grab some H2O when you go. Take a water bottle with you wherever you go. You can get plenty of water and the bottle's weight will strengthen your arm.
4. Eat right to control cholesterol. Foods high in saturated fat and trans fat can contribute to high cholesterol. Help keep your cholesterol down by eating foods low in saturated fat, such as lean beef, chicken or turkey (roasted or baked, with skin removed), fruits and veggies, low-fat or fat-free dairy products and whole grains. Look for American Heart Association cookbooks in your local bookstore for healthy and delicious recipes.
5. Shake the salt habit. Help lower high blood pressure by watching your salt intake. Often you'll find it disguised in food labels as sodium alginate, sodium sulfite, sodium caseinate, disodium phosphate, sodium benzoate, sodium hydroxide, monosodium glutamate (MSG) and sodium citrate.

Don't let a slip keep you down. When you reach a goal, reward yourself by doing something you enjoy. You can Go Red For Women today by joining this national campaign at GoRedforWomen.org



BLOOD PRESSURE MEASUREMENT INSTRUCTIONS

USE A VALIDATED MONITOR. ASK YOUR HEALTH CARE PROVIDER OR PHARMACIST FOR HELP.



IN THE 30 MINUTES BEFORE YOUR BLOOD PRESSURE IS TAKEN:

- NO SMOKING.
- NO EXERCISE.
- NO CAFFEINATED BEVERAGES.
- NO ALCOHOL.

FOR 5 MINUTES BEFORE YOUR BLOOD PRESSURE IS TAKEN:

- SIT STILL IN A CHAIR.

RIGHT BEFORE:

- MAKE SURE THE CUFF IS THE RIGHT SIZE.
- WRAP IT JUST ABOVE THE BEND IN THE ELBOW.
- WRAP IT AGAINST SKIN, NOT OVER CLOTHING.

WHILE YOUR BLOOD PRESSURE IS BEING TAKEN:

- RELAX.
- DON'T TALK.
- REST THE CUFFED ARM COMFORTABLY ON A FLAT SURFACE (LIKE A TABLE) AT HEART LEVEL.
- SIT UPRIGHT, BACK STRAIGHT AND SUPPORTED.
- KEEP LEGS UNCROSSED AND FEET FLAT ON THE FLOOR.

AFTER:

- IF AT HOME, WAIT ONE MINUTE AND TAKE A SECOND READING. AVERAGE THE READINGS.
- CONSIDER A THIRD READING.

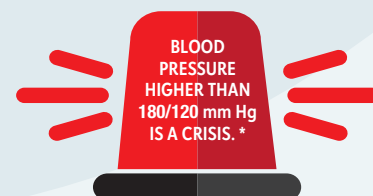
RECOMMENDATIONS:

- KEEP A JOURNAL. BRING IT TO EVERY CHECKUP.
- HAVE YOUR HEALTH CARE PROVIDER CHECK YOUR MONITOR ANNUALLY.

GoRedforWomen.org

American Heart Association recommended blood pressure levels

BLOOD PRESSURE CATEGORY	SYSTOLIC mm Hg (upper number)		DIASTOLIC mm Hg (lower number)
NORMAL	LESS THAN 120	and	LESS THAN 80
ELEVATED	120-129	and	LESS THAN 80
HIGH BLOOD PRESSURE (HYPERTENSION) STAGE 1	130-139	or	80-89
HIGH BLOOD PRESSURE (HYPERTENSION) STAGE 2	140 OR HIGHER	OR	90 OR HIGHER
HYPERTENSIVE CRISIS (consult your doctor immediately)	HIGHER THAN 180	and/or	HIGHER THAN 120



*Wait five minutes and take your blood pressure again. If your readings are still high, contact your healthcare provider immediately.

LEARN MORE AT
HEART.ORG/HBP



Ten Easy Ways for Companies to “FUNdraise”

1. Arrange a dress down day or ‘Jeans Day’ at work. Anyone dressing down will have to pay. Be sure you have a sign that says, “Please excuse our appearance today, we are dressing down to benefit the American Heart Association Heart Walk”. Charge anywhere from \$1.00 to \$5.00 per person to dress down.
2. Healthy Food Cart—have a cart that people can purchase healthy snack options from that you wouldn’t normally find in a vending machine/
3. Coin Wars – each department places a canister out and employees can toss their spare change in. The one department that has the LEAST amount of money, nominates one volunteer to get a pie thrown in their face / or dunktank / or other fun option.
4. Company Café Healthy Meal Or Menu option – Host AHA heart healthy recipe menu items or healthy heart beverages during heart month
5. Hole-in-One: set up a portable putting green and for a donation; let people try their best shot! You can do this on site, or at a community event beforehand.
6. AHA paper heart sales for \$1—Sell AHA provided, red paper hearts to employees and customers.
7. Questions for a Buck - One team raised money by having their boss, who was constantly being asked questions by everyone to start charging a buck for each question. Word spread throughout the company what he was doing, and everyone started asking questions and paying up.
8. Vacation Day Award - Have your employer award a free day off to the team member who raises the most money. Post the standings each week!
9. Zoom games or Zoom field day—get some yard games, chess, checkers, team Pictionary—have people pay to play and compete all on Zoom – entry fees are the donations!