

## 2010 Go Red Por Tu Corazón Fact Sheet

Heart disease is the No. 1 killer of Hispanic women. On average, Hispanic women are likely to develop heart disease 10 years earlier than Caucasian women. Yet, despite their heightened risk, most Hispanic women are still unaware of the threat to themselves and their family. That's why the American Heart Association launched Go Red Por Tu Corazón, a heart health awareness initiative to educate Hispanic women about their threat of heart disease and to encourage them to make life-saving choices for themselves and their families.

Go Red Por Tu Corazón promotes a heart-healthy lifestyle, nutrition and physical activity among Hispanic women, building on the strong ties to family and cultural traditions.

### HISPANIC WOMEN ARE AT GREATER RISK

Research suggests that even without any other risk factors, Hispanic women may have increased risk of heart disease and they face unique barriers that prevent them from addressing their heart health.

- **Only one in three** Hispanic women are aware that heart disease is their #1 killer.
- Cardiovascular disease kills approximately **455,000** women each year, which is about **one every minute**.
- More than **eight percent** of Hispanics, age 18 and older, have heart disease.
- Just **three in 10** Hispanic women say they have been informed by their doctor that they are at a higher risk.
- Only **one in four** Hispanic women is aware of treatment options.
- Hispanic women (38 percent) are more likely than African American, Asian or Caucasian women to take preventive actions for their family when it comes to heart health.

### SPEAK FROM YOUR HEART

A strong heart is a healthy heart. Go Red Por Tu Corazón will help raise awareness of heart disease in Hispanic women and inspire millions of other Latinas to make heart-healthy changes for themselves and their families.

- **JOIN THE NATIONWIDE CASTING CALL:** On February 5, 2010 the American Heart Association's Go Red For Women® will kick-off its nationwide casting call with the participation of Nuestra Belleza Latina 2008 winner, Melissa Marty. Go Red For Women is looking for Hispanic women to join the Go Red Por Tu Corazón movement by sharing their heart stories and helping to raise awareness of heart disease in Hispanic women. Latinas who share their stories have the chance to become a spokesperson for the cause — representing Go Red Por Tu Corazón in marketing materials, at events and on [GoRedCorazon.org](http://GoRedCorazon.org).
- **PARTICIPATE IN NATIONAL WEAR RED DAY:** National Wear Red Day is Friday, February 5. Show others around the world you support the fight against heart disease in Hispanic women by wearing red and inspiring others to do the same.

- **VISIT US AT GoRedCorazón.org:** An online hub of information and education where Hispanic women can learn how to reduce their risk for heart disease.
  - **365 Tips for Healthy Living:** Motivational and informational tips on nutrition, heart health and exercising.
  - **Cooking Healthy at Home:** Ideas for cooking heart-healthy versions of traditional meals at home.
  - **Family Healthy Meals:** Tips for a balanced menu for the entire family.
  - **Eating Out:** Tips on nutrition outside of home.
  - **Let's Go Shopping:** Simple steps to fill a grocery basket with healthy purchases.
  - **Heart to Heart Talk:** Suggestions for a family conversation about eating healthy.

For more information about Go Red Por Tu Corazón, visit [GoRedCorazón.org](http://GoRedCorazón.org) or call 888-474-VIVE (or 8483).

Go Red Por Tu Corazón is nationally sponsored by Macy's and Merck & Co., Inc.

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