

Healthcare Professionals How-To Guide

Wear Red Day

How to Make It a Red-Letter Day

While National **Wear Red Day** is officially Friday, February 6, 2009, your office may choose whatever date works best for you. The point is not when you do it, but what you do.

You can customize **Wear Red Day** in many ways to match the policies and personality of your office, but these basic steps apply to most **Wear Red Day** events:

Consult the calendar

If National **Wear Red Day** (February 6, 2009) conflicts with your office calendar, choose a date that works for you. Make sure you notify the appropriate staff members of your plans.

Gather a team

Recruit staff members as volunteers to help plan the day and spread the word.

Set the guidelines

Most offices ask employees to wear red on the selected date. Some specify red scrubs or shirts. You can adjust the specifics to fit your office's dress code.

Educate and motivate

The main goal of a Healthcare Professional's **Wear Red Day** is to raise awareness to the fact that heart disease is the No. 1 killer of American women, and to provide facts and education information and tools to help patients reduce their risk. Planning and executing successful **Wear Red Day** activities will educate your co-workers and patients to the risks and motivate them to practice a heart-healthy lifestyle. The following are a number of tips and ideas that work!

- Distribute packets of heart-health information downloaded from the Healthcare Provider **Wear Red Day** Toolkit at GoRedForWomen.org/Professionals/WRD.
- Hold a **Go Red** Rally on the day before or the day of the event. Pass out information on heart health and encourage involvement. Make sure you have copies of the Risk Factor Sheets.

- Decorate the office for **Wear Red Day** with red flowers, balloons, crepe paper or ribbons. Replace ordinary light bulbs with red ones to draw attention to the event.
- During assessments on **Wear Red Day**, talk to your patients about their risk for heart disease and stroke. Be sure to give them the Risk Factor Sheets for their reference, and include a Statistics Card.
- Encourage patients to visit GoRedForWomen.org for tools and information about heart health.
- Urge co-workers and patients to visit the **Go Red For Women** web site and visit the online community, where they will read stories from real women who share their experience and inspiration about living with heart disease. Invite them to share their own stories at GoRedForWomen.org/shareyourstory.

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Glow red – congratulate yourself

You deserve to be proud. After all, you and your co-workers have learned to love your hearts by knowing your numbers and reducing your risk factors. You've shown your support by wearing red and teaching patients about their risk of heart disease. Your participation helps the American Heart Association make a real difference in the lives of your patients and millions of Americans.

In 2008 over 15,000 companies participated in **Wear Red Day** activities across the country. Here are some ideas they shared with us about what they did to make the most of building awareness about heart disease in women. We invite you to make use of their successful ideas to help your company and patients **Go Red** in 2009.

- We held a women's event for heart-health in our auditorium.
- We sold Valentines and donated the money to **Go Red For Women**.
- I convinced a local bakery to make heart shaped bagels and we served them to employees at a heart-healthy breakfast discussion.
- Had a display table set up at the company entrance and gave employees blood pressure checks.
- We held a **Go Red Breakfast** with red decorations and fruits and handed out fact sheets we downloaded from the web site.
- We held a raffle and donated the proceeds to **Go Red For Women**.
- We had a **Heart Day** with displays and representatives from different 'heart-healthy' businesses.

- We sold Love Your Heart t-shirts for employees to wear every Friday in February.
- We included facts and survivor stories in our daily employee newsletter and had a table with information in our food court.
- Held a raffle with the prizes being American Heart Association Cookbooks. Donated the money we raised to **Go Red For Women**.
- We gave out red carnations to employees when they arrived at work on our **Wear Red Day**.



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GAIL, LEAWOOD, KS, 55

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Help Yourself to **Wear Red Day** Tools

Your Healthcare Professionals **Wear Red Day Toolkit** is full of support materials to help make your **Wear Red Day** a success. Sign up for your toolkit at GoRedForWomen.org/Professionals.

Learn and share the facts

The first and most important goal of **Go Red For Women** is to empower women with knowledge and tools so they can take positive action to reduce their risks of heart disease and stroke.

Use the newsletters, risk factor sheets, and statistic cards to educate yourself and your patients on the risks and dangers of heart disease. Then take healthy action by using the recommended risk-reducing tips. Free downloadable materials make it easy to promote and hold your **Wear Red Day** event.

Explore materials provided in the **Healthcare Professionals Wear Red Day Toolkit** at GoRedForWomen.org/Professionals/WRD, pick the tools you need and hit the print button. It's that simple!

Statistic cards

Many women don't know that heart disease is the No. 1 killer of women or that cardiovascular disease kills about 460,000 women per year – nearly twice as many women as all forms of cancer. Help patients understand the truth about heart disease and their risk by sharing the **Go Red** Statistic cards.

Posters

Heart disease does not discriminate. It affects women from all age groups, ethnicities, family histories and walks of life. These seven posters of real women living with heart disease today will drive home that point. Add the date of your **Wear Red Day** event to our poster and display them in high traffic areas to alert staff and patients to the upcoming event.

Go Red For Women Logo

Use the logos provided to brand your internal **Go Red** marketing materials. Please note: **Go Red** and **Go Red For Women** are trademarks of the American Heart Association. The Red Dress design is a trademark of U.S. DHHS. The logo or any part of the logo may only be used by participating **Wear Red Day** companies, and only in relation to **Wear Red Day** promotions and activities.



DEBBIE, PLANO, TX, 56
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Go Red For Women is out to change the world

Before the American Heart Association introduced **Go Red For Women**, few people realized just how big a threat heart disease poses to women. Many were stunned to learn that heart disease is the No. 1 killer of American women. **Go Red For Women** set out to raise awareness – and more! Thanks to active participation by sponsors, corporations and concerned individuals, **Go Red For Women** has made great strides:

1. Awareness of women's cardiovascular vulnerability has increased dramatically. In fact, recognition among women of heart disease as their leading cause of death has jumped from 37 percent in 1997 to 57 percent today.
2. In 2007, **Go Red For Women** launched an interactive, online assessment tool that identifies a women's risk factors and provides a personalized action plan to reduce heart disease risks. Since then, over 1.5 million women have taken charge of their heart health by taking the **Go Red Heart CheckUp** at GoRedForWomen.org.
3. 60,000 **Go Red** Physicians' Tool Kits, distributed nationwide, have helped the medical community implement American Heart Association women's guidelines. Likewise, 1.1 million special reports on women and heart disease have been distributed through hospitals and health plans.
4. Vital research that could ultimately save lives through new treatments and preventative measures has been funded as a result of **Go Red For Women** events. Since its inception in 2004, **Go Red For Women** has raised more than \$140 million. With your contribution, we can keep promising research projects alive. Our progress has been steady, but we have a long way to go. Heart disease is still the No.1 killer of American women. We believe that with your help, we can change that.
5. An independent survey of **Go Red For Women** members in 2007 shows that women who **Go Red** take action to fight heart disease by:
 - Visiting their doctor regularly for important health screenings
 - Influencing others by talking about heart health and **Go Red**
 - Following a healthy diet
 - Maintaining an exercise routine
 - Complying with physician recommendations and prescriptions



MICHELLE, KANSAS CITY, 43

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Going the extra mile

Awareness of cardiovascular disease as the leading cause of death in women has nearly doubled over the past decade. Because of programs like **Go Red For Women**, awareness is rapidly increasing and now it's time to take action. Maximize your **Wear Red Day** success in both educating patients and changing lives. Here are a few ideas to get you started.

Visit GoRedForWomen.org/Professionals

Sign up for **Go Red For Women** to connect with colleagues and patients nationwide who share your commitment to prevent heart disease. Register now and see how you can help women live longer and stronger. Visit GoRedForWomen.org/Professionals to join and receive monthly e-newsletters and other educational messages to help you stay up to date on the latest heart health information.

Take individual action with the **Go Red Heart CheckUp**

Wear Red Day gives your co-workers and patients a starting point for taking charge of their health. A great first step is taking the **Go Red Heart CheckUp** at GoRedForWomen.org. This quick and easy online tool assesses individual risk factors and offers customized advice for maximizing heart health.

Provide opportunities for group action

Wear Red Day can kick off a company smoking cessation program, heart-healthy cooking classes or a lunchtime exercise club. It's also the perfect day to host a screening event with free blood pressure and cholesterol testing.

You're the cure!

Heart disease, stroke and other cardiovascular diseases are the No. 1 killer of American women. Learn how you can support the **HEART for Women Act** and ask lawmakers to do their part to cure heart disease and stroke by visiting HeartForWomen.org.



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