

Our Hearts. Our Choice.

National Wear Red Day

Friday, February 5, 2010



nationally sponsored by



ONE DAY A YEAR,

WHAT YOU WEAR SPEAKS VOLUMES. WEAR RED AND SPEAK UP!

Most of the time, selecting clothing isn't that critical. But on **Wear Red Day**, it's vitally important. That's because wearing red on **National Wear Red Day** or any day makes a statement about the No. 1 killer of American women: heart disease, the cause of one in every three female deaths.

Hispanic women are even more likely to suffer from heart disease due to higher rates of excessive weight, diabetes, high blood pressure and metabolic syndrome. They are also less likely than Caucasian women to know that they may have major risk factors. Only 29 percent of Hispanic women know that heart disease is their greatest health risk, compared to 68 percent among white women.

HISPANIC WOMEN AT RISK

Because of their higher rates of related risk factors, Hispanic women are also at a greater risk of cardiovascular disease than Caucasian women. Unfortunately, Hispanic women are less likely than to know excessive weight, diabetes, and metabolic syndrome increase their heart disease risk. It's important to note that:

- About 30 percent of all deaths in Hispanic females are caused by diseases of the heart and stroke.
- Only one in three Hispanic women is aware that heart disease is their No. 1 killer. In fact, studies show that Hispanic women's cardiovascular disease risk is comparable to the cardiovascular disease risk of Caucasian women about ten years older.
- High blood pressure is a leading cause of heart disease and stroke. The prevalence of high blood pressure for Mexican-American women over 20 years old is 31 percent.
- Stroke is the No. 3 cause of death for Hispanic women, behind diseases of the heart and cancer. It's also a leading cause of serious, long-term disability.
- Among non-Hispanic black women, 78 percent are overweight and obese, 53 percent are obese.
- The risk of heart disease increases with physical inactivity, and only 39 percent of Hispanic women consider themselves physically active.



GLORIA
Ocoe, FL, 38

A HEART ATTACK SURVIVOR SPEAKS UP!

Gloria didn't fit the profile of heart disease in her mind, so she laughed when her cardiologist decided to give her a stress test just in case. Four minutes into the test, she was immediately admitted to the hospital where she underwent an angiogram, followed by angioplasty and placement of a stent.

It wasn't until after her heart episode that she learned about her surprising family history.

"Everyone on my mom's side had heart disease, high blood pressure and/or diabetes. Out of my mom's eight siblings, only two have survived," she tells.

Due to the severity of her heart disease, she now consumes little to no fat, which has cut her cholesterol in half.

"I live to the extreme now. My diet is very strict. My exercise routine is like my religion," she states.

Another source of pride is the scar on her chest. She sees it as her badge of honor and exposing it gives her the chance to talk openly about heart disease with other women.

"I Go Red for every woman out there. No matter who you are or what lifestyle you lead, you need to be informed and make the changes you can, so you can be here tomorrow."

KNOW THE WARNING SIGNS OF HEART ATTACK AND STROKE

Knowing the signs and what to do is very important. Faster response can result in better long-term diagnosis.

WARNING SIGNS OF HEART ATTACK

Some heart attacks are sudden and intense, but most start slowly with mild pain or discomfort with one or more of these symptoms:

- **Chest discomfort.** Most heart attacks involve discomfort in the center of the chest that lasts more than a few minutes, or that goes away and comes back. It can feel like uncomfortable pressure, squeezing, fullness or pain.
- **Discomfort in other areas of the upper body.** Symptoms can include pain or discomfort in one or both arms, the back, neck, jaw or stomach.
- **Shortness of breath.** May occur with or without chest discomfort.
- **Other signs.** These may include breaking out in a cold sweat, nausea or lightheadedness.



WARNING SIGNS OF STROKE

The key to recognizing signs of a stroke is that they are SUDDEN:

- Sudden numbness or weakness of the face, arm or leg, especially on one side of the body.
- Sudden confusion, trouble speaking or understanding.
- Sudden trouble seeing in one or both eyes.
- Sudden trouble walking, dizziness, loss of balance or coordination.
- Sudden severe headache with no known cause.

If you or someone you know experiences any of the heart attack or stroke warning signs, call 911 immediately!

SPEAK UP FOR YOURSELF. SPEAK UP FOR OTHERS.

Heart disease and stroke are the greatest health threats to women of all ethnic backgrounds. To learn more about heart disease in women and the choices you can make to live heart healthy, visit GoRedForWomen.org and sign up for the movement. It's free, informative, interesting, empowering. You'll receive a monthly newsletter to keep you motivated to make healthy choices, and a red dress pin, the symbol of the heart disease in women movement, to wear proudly as a supporter.

Our Hearts. Our Choice. Choose to speak up and save lives.

Shop 'til fewer women drop

Fight heart disease in women and have fun at the same time.

Visit shopgored.com, an online store where you shop for **Go Red** accessories, clothing and educational items. Best of all, net proceeds from each purchase support **Go Red For Women**.

American Heart Association

1.888.MY HEART

GoRedForWomen.org

