Cardiovascular disease (CVD) continues to be the No. 1 killer of women — claiming more lives than all forms of cancer combined.

Nearly 45% of women over age 20 are living with some form of CVD. Women experience unique life stages that increase their risk of developing CVD over the course of their lifetime.

Go Red for Women®, the American Heart Association’s signature women’s initiative, is dedicated to educating and empowering women to take action to protect themselves from the threat of cardiovascular disease and helping all women reduce their risk by removing the barriers they face to better health and well-being.

Since 2004, Go Red for Women has had a profound impact on women’s health and continues to be a champion for women. Today, we're focusing on:

**RESEARCH**

We Will Champion Life-saving Discoveries for Women and by Women.

Women continue to be underrepresented — and underfunded — in both research and STEM fields. We’re addressing this through Research Goes Red, STEM Goes Red and efforts to increase funding and research on CVD in women.

**MENTAL WELL-BEING**

We Will Help Women Find Their Best Selves.

Women are twice as likely to be diagnosed with depression, and through the pandemic, 80% said their load increased at home and work. We’re developing solutions to promote positive well-being and support across every stage of a woman’s life.

**MATERNAL HEALTH**

We Will Stand Up for Moms.

The U.S. has one of the worst maternal mortality rates among developed countries, and pregnancy-related deaths are on the rise. CVD is the culprit. Black women pay the highest price, followed by Native American, Asian and Hispanic women. We’re advocating for more equitable health care and determined to close the gaps in education, resources, and support that disadvantage so many women during pregnancy and beyond.
19 Years of Go Red for Women

2004: Go Red for Women® (Go Red) launches with generous support of national sponsor Macy’s and the AHA releases updated treatment guidelines in the first women-focused issue of AHA journal Circulation. Now: The February issue of Circulation has been dedicated to women’s research for 19 years.

2005: Go Red hosts 70 luncheons nationwide, raising over $7M. Now: 130+ experiences are held annually, raising millions for women’s heart-health initiatives.

2006: Go Red grants first international license in collaboration with the World Heart Federation. Now: Go Red has granted 55 licenses in 57 countries, extending its reach globally.


2008: AHA announces plans for the Go Red Strategically Focused Research Network (SFRN), with five centers studying five key women-related issues. Now: The SFRN published its findings in 2021 and funding research on women and heart disease remains a cornerstone of Go Red.

2009: Go Red's Par Tu Corazón for Hispanics launches at the Latin GRAMMY Awards. Now: 150+ experiences are held annually, raising millions for Go Red women’s work.

2010: Go Red supports a provision to prohibit insurance companies from charging women higher premiums than men for the same health insurance coverage. Now: This provision remains in effect.


2012: In collaboration with the National Heart, Lung, and Blood Institute (NHLBI), AHA begins hosting the iconic fashion show during New York Fashion Week. Now: 165+ celebrities and influencers have participated in Red Dress Collection, increasing awareness and engagement through 8B+ media impressions.

2013: AHA’s Support Network, and grants have provided $5M+ to organizations that reach globally.

2014: PRWeek’s Popular Vote names Go Red “Best PR Campaign of the Past Two Decades.” Now: Go Red’s Heart Study shows a significant increase in heart disease awareness among women.

2015: Go Red continues to support the WISEWOMAN program, which impacted 81K+ women over the next four years. Now: WISEWOMAN has provided screenings to nearly 200K uninsured, underinsured and low-income women across 20 states.


2017: Go Red National Leadership Council launches to increase engagement with top female executives to further impact women’s health. Now: The council includes leaders from some of the largest companies in the country, including CVS Health, Big Lots and Amazon.

2018: Go Red continues to report taking action to make healthy changes.

2019: Research Goes Red (RGR) launches in collaboration with the Institute for Precision Medicine, building the most highly engaged women’s health registry and research marketplace. Now: RGR has launched the first two funded studies focused on an weight gain surrounding menopause and on engaging diverse million women in research.