

# MAKING AN IMPACT: 21 Years of Go Red for Women®



For more than 20 years, the American Heart Association's signature women's initiative, Go Red for Women, has met the evolving health needs of women and addressed the awareness and clinical care gaps of their greatest health threat, cardiovascular disease (CVD). Go Red for Women is a source of credible, equitable health solutions at every age, stage, and season of life.

Cardiovascular disease does not discriminate, and it is not a one-size-fits all issue. It's as diverse and complex as women are. Health is personal. Confounding. And often lonely. It's not just numbers and tests, self-discipline and denial. It's feelings, it's focus, it's balance. It's life. But what it isn't – is fair. Heart disease unfairly targets women. Women have been left out of research, testing, treatment, and funding. 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. Additionally, women experience unique life stages such as adolescence, pregnancy and menopause that can increase their risk of developing CVD. Even more startling is the fact that only about half of women are aware that cardiovascular disease is their greatest health threat.

Fortunately, women have an amazing resource – each other. Go Red for Women is dedicated to connecting women to motivate each other, educate each other, and inspire each other. Because when we Go Red together, we have the power to build communities that foster better health. Thanks to the support from our funders, volunteers, and champions, we are working to improve the heart and brain health of all women in the following ways:

## Driving Forces for Future Impact



### Research and Science

**For too long, women have been underrepresented in research.** In fact, less than 40% of research participants are women. Go Red for Women is funding critical, lifesaving research to address the unique risk factors and needs of women.



### Life Stages

**As a woman ages, her risk for cardiovascular disease changes.** Yet the majority of heart attacks and strokes can be prevented through lifestyle changes and education. Go Red for Women is committed to meeting the needs of women in every age, stage and season of life.



### Bridging the Gap

**Cardiovascular disease is the No. 1 killer of women,** yet women remain underdiagnosed and undertreated. From being less likely to receive bystander CPR, to facing inequities in care, women deserve better. Go Red for Women is committed to closing gaps in access to care and championing community and support.

# 21 Years of Go Red for Women



**2004-2005**

## Launching a Movement

Go Red for Women officially launches in 2004, and within a year, over 70 Go Red for Women Luncheons are held nationwide, raising \$7 million. Twenty years later, over 150 signature Go Red for Women events are held annually, collectively raising more than \$750 million for women's cardiovascular health.



**2006**

## Going Global

Go Red for Women goes global with its first international license. Today, Go Red for Women is licensed in over 51 countries supporting over 55 sister societies. Licensees can develop their own women's heart health initiative and benefit from Go Red for Women's strong brand reputation and resources.

**2007 - 2013**

## Innovating to Meet Women's Needs

Go Red for Women continues efforts to support women taking charge of their heart health and expanding our reach by creating a robust presence on social media, stepping into pop culture, advocating for public health policies for women and addressing inequities. To help shine a spotlight on the real challenges women living with heart disease and stroke, the Go Red for Women Class of Survivors campaign launches in 2008 to highlight stories of everyday women surviving and thriving.



**2014**

## Iconic Red Dress Collection

Go Red for Women begins hosting the iconic Red Dress Collection in February to kick-off American Heart Month, bringing together powerful voices to amplify a singular message - cardiovascular disease is the number one killer of women. Today this annual event where entertainment, fashion, health and philanthropy collide for a common cause, continues to generate billions of media impressions driving significant public awareness and engagement.



**2015-2016**

## Launching Lifesaving Research

The American Heart Association launches its first Strategically Focused Research Network (SFRN). The Go Red for Women SFRN focuses on five centers studying key women's health issues. The SFRN's findings were published in 2021 as well as expanded to continue research in critical areas including stress, sedentary behavior, poor sleep, pregnancy and heart failure.

**2016-2017**

## Current and Future Women Leaders

STEM Goes Red is launched to engage young, diverse girls in STEM careers, addressing a troubling issue around the underrepresentation of women in STEM fields. In addition, the Go Red for Women Leadership Council is established and recruits influential women executive leaders from some of the largest companies in the U.S. including CVS Health, Amazon and Big Lots to help guide Go Red for Women into the future.



**2019**

## Engaging More Women in Research

Research Goes Red launches to increase the number of women participating in cardiovascular research with the goal of creating the world's largest and most engaged women's health registry and platform for research. Today, more than 24,000 women (about the seating capacity of Madison Square Garden) have consented to participate, resulting in multiple scientific publications.



**2020-2023 -**

## Addressing Critical Needs

Go Red for Women broadens its focus to maternal health and moms as well as mental wellbeing in women, establishing campaigns like My Health is Our Health and deepening our maternal health work in the community to change health outcomes. New studies are launched through Research Goes Red and a new peer-to-peer fundraising campaign, Woman of Impact, engages over 500 participants and raises more than \$5 million annually.



**2024 and Beyond**

Go Red for Women is identifying and addressing gaps in health care that could lead to an increase of at least 1.6 million years of quality life and boost the U.S. economy by \$28 billion annually by 2040. The Go Red for Women Venture Fund, a women's health venture fund, is being designed to fill the massive gap in funding for women's health companies that translate science to real clinical action has been designed. This fund will invest in companies that focus first, or substantially, in improving women's cardiovascular health, brain health and related conditions, in alignment with the Association's mission and its signature Go Red for Women initiative.



## Go Red for Women Brand and Impact

A 2023 survey of the Go Red for Women database found that people found the brand to be relevant and trustworthy.

**86%**

Feel Go Red for Women is an initiative they like

**80%**

Feel Go Red for Women represents a powerful community of women

**80%**

Feel Go Red for Women is a brand they can trust

The Go Red for Women brand is inspiring change.

83% said they felt inspired, interested, enthusiastic, proud or excited when they see the Go Red for Women logo.