



Woman of Impact Key Messages 2026

The following key messages have been developed to support your campaign as a Woman of Impact™ nominee. If you have any additional questions, please reach out to your local American Heart Association contact.

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Woman of Impact Narrative

(9-week blind competition that falls under the Go Red for Women movement and engages individuals to make an impact)

Woman of Impact calls on changemakers to take bold action for women's heart health.

Join a powerful, nationwide movement improving the lives of women in every community we serve.

Driven by Purpose. Over a nine-week competition, you and your Impact Team will raise awareness and funds for lifesaving research, advocacy and education. The nominee who makes the greatest local impact is named their city's Woman of Impact and the top nominee nationwide earns the title of Go Red for Women's National Woman of Impact Winner.

Focused on Impact. Your voice, your leadership and your impact can help rewrite the future of women's heart health...because heart disease doesn't wait, and neither do we.

Woman of Impact Key Messages

- [Woman of Impact](#) brings the work of the [Go Red for Women](#) movement to life in communities across the country by shining a spotlight on women's health as cardiovascular disease is the No. 1 killer of women.
- Through this signature 9-week campaign, changemakers are inspired to take action for their heart health and the health of the women they know and love.

- Cardiovascular disease is the leading cause of death in women, causing 1 in 3 deaths each year, but the simple truth is that most cardiovascular diseases can be prevented with education and healthy lifestyle changes.
- Together, Woman of Impact nominees and their team members reach thousands of people, inspiring women to take charge of their health. Each nominee has the opportunity to directly impact the health of their community through impact opportunities such as learning and sharing the lifesaving skill of Hands-Only CPR, encouraging people to safeguard their physical health and mental well-being, and helping women join [Research Goes Red](#).
- At the end of the campaign, April 9, the nominee who makes the greatest local impact is named their city's Woman of Impact and the top nominee nationwide earns the title of Go Red for Women's National Woman of Impact Winner.

Key Issues

Research and Science

For too long, women have been underrepresented in research. Go Red for Women is funding critical, lifesaving research to address the unique risk factors and needs of women.

- Less than half (only 44%) of women are aware that cardiovascular disease is their leading cause of death.
- Among females 20 years of age and older, nearly half (45%) have some form of cardiovascular disease.
- Less than 40% of cardiovascular research participants are women.
- [Research Goes Red](#) is an initiative calling on women across the United States to contribute to health research to accelerate our understanding of how cardiovascular disease uniquely impacts 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](#).

- Women experience unique life stages, like pregnancy and menopause, that can increase their risk of developing cardiovascular diseases over the course of their lifetime.
- Women are at a greater risk for heart disease and stroke after menopause, making it even more important to focus on health before and during the menopausal transition.

- Cardiovascular disease is the No. 1 killer of new moms. It can pose a threat to women's heart health during pregnancy and later in life, making it important that women understand how to care for themselves and their baby.

Bridging the Gap

Cardiovascular disease is the No. 1 killer of women, yet women remain underdiagnosed and undertreated. From receiving 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.

- A woman is less likely to receive [CPR](#) from a bystander than a man, and men have 23% higher odds of surviving a sudden cardiac arrest than women.
- Too many women die from cardiac arrest – partly because people are afraid to touch them.