



American Heart Association.



**Nearly 90%**

increase in awareness among women recognizing heart disease is their leading cause of death

**95%**

of Go Red supporters who reported making at least one healthy lifestyle change in the last year

**\$540 million**

raised to support research, education, advocacy, prevention and awareness programs

**5+ billion**

media impressions generated through the iconic Red Dress Collection® fashion show in New York City

**3.6+ million**

women who interact with Go Red through digital platforms annually

**2,000**

female students who have participated in a STEM Goes Red event

# Making an Impact

- 15 years of Go Red -

The American Heart Association's Go Red for Women® movement is the trusted, passionate, relevant force for change to eradicate heart disease and stroke in women all over the world. Launched in 2004 as an awareness campaign, Go Red quickly grew into an international movement and has become a platform for real change.

**Today, more women than ever recognize that heart disease is the leading cause of death among women.** *But the work is far from over.* The next phase of Go Red will focus on inspiring and empowering women to better achieve health and well-being — with an emphasis on improving diet, increasing physical activity and managing blood pressure — through personal action and collective impact.

To achieve this, Go Red will create powerful collaborations, accelerate community-based solutions, integrate health technology, increase awareness and amplify influencers.

**It's no longer just about wearing red.  
It's no longer just about sharing heart-health facts.**

**It's about all women making a commitment to stand together with Go Red and taking charge of their own heart health.**

***Together, there is nothing women can't achieve.***

# 15 Years of Go Red: 2004-2018

2004



## LIFT OFF

2004: Go Red launches with generous support of national sponsor Macy's, as the AHA also releases updated treatment guidelines in the first women-focused issue of AHA's *Circulation*.

*Now: The February issue of *Circulation* has been dedicated to women's research for 15 years.*

2005



## LET'S LUNCH

2005: Go Red hosts 70 luncheons nationwide, raising over \$7M.

*Now: By 2018, 177+ luncheons are held annually, raising \$540M+ for women's heart-health initiatives.*

2006



## GOING GLOBAL

2006: Go Red grants first international license in collaboration with the World Heart Federation.

*Now: By 2018, over 48 licenses in 42 countries have been granted, extending Go Red's reach globally.*



2009

## HEALTH EQUITY

2009: Go Red's Hispanic initiative Go Red Por Tu Corazón launches at the Latin GRAMMY Awards.

*Now: Hundreds of equity-focused Go Red events are held annually to increase awareness and close health disparity gaps.*



2008

## SOCIAL CONNECTIONS

2008: Go Red debuts on social media. The Real Women campaign launches highlighting stories of real women struggling with heart disease and stroke.

*Now: 10 years later, Go Red reaches 3.6M women digitally each year, and over 100 women have shared their stories nationally through the Real Women initiative.*



2007

## LASTING CHANGE

2007: The Go Red Heart Checkup launches, helping over 500K women assess their risk for heart disease in year one.

*Now: Go Red continues to help women make healthy changes, as 95% of Go Red supporters report taking action.*

2010



## ADVOCATING FOR CHANGE

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

*Now: Provision remains intact.*

2011



## LIGHTS, CAMERA, ACTION!

2011: Actress Elizabeth Banks creates popular short film, "Just a Little Heart Attack," inspired by real stories of women affected by heart disease. The same year, Star Jones appears on NBC's *Celebrity Apprentice* raising \$170K for Go Red in one episode.

*Now: Go Red continues to engage celebrities and influencers to amplify and extend the movement.*

2012



## DATA DRIVES DECISIONS

2012: Go Red's triennial Women's Heart Study shows a near 90% increase in cardiovascular disease awareness among women.

*Now: Awareness continues to remain strong among women that heart disease is their leading cause of death.*



2015

## FOCUSED RESEARCH

2015: The first Go Red Strategically Focused Research Network launches with generous funding from supporter Sally Soter.

*Now: Five prestigious research institutions across the country continue to advance women-specific cardiovascular disease and stroke research.*



2014

## RED DRESS COLLECTION

2014: In collaboration with the NHLBI, Go Red begins hosting the iconic fashion show during New York Fashion Week.

*Now: By 2018, over 115 celebrities and influencers have participated in the Red Dress Collection, helping drive awareness and engagement through 5B+ media impressions.*



2013

## WISEWOMAN

2013: Go Red continues to support the WISEWOMAN program, which would impact 81K+ women over the next four years.

*Now: WISEWOMAN has provided screenings to nearly 200K+ uninsured, underinsured and low-income women across 20 states.*

2016



## FOSTERING FUTURES

2016: Designed to engage young, diverse women in future STEM careers, STEM Goes Red launches in Chicago.

*Now: STEM Goes Red is expanding quickly to over 20 markets and continues to engage thousands of young minds annually with robust plans for market expansion.*

2017



## LEADING BY EXAMPLE

2017: The National Go Red for Women Leadership Council launches in an effort to engage top female executives to further impact women's health.

*Now: The Council today includes C-Suite leadership from some of the largest companies in the country including CVS Health and Unilever.*

2018



## MAKING OUR MARK

*Now: Recognition of the Go Red brand reaches an all-time high with 60% of women having either heard of Go Red or seen the Go Red logo. In addition, nearly 70% of African-American women view Go Red as a brand they can trust.*