



American Heart Association.



Wear Red and Give

Be relentless in support of women's health.

Let's come together to prevent heart disease and stroke throughout February – which is American Heart Month.

Planning Guide



Go Red For Women is nationally sponsored by



Wear Red & Give



It's easy to make a difference — and have fun at the same time! All you need to do is:

1. **Wear Red** – To raise awareness, let's turn the world red. Choose a red shirt, dress, pants, hat, tie, scarf, or even socks. Wear red alone or join together with friends and colleagues to make a statement for a great cause.
2. **Give** – Help raise awareness that heart disease is the greatest threat to women and encourage them to take action. Every dollar makes a difference in the fight against heart disease – the leading cause of death in the world.
3. **Open your heart** and contribute to the American Heart Association's efforts to help build healthier lives, free of cardiovascular diseases and stroke. Your gift can change lives: Nearly 80 cents of every dollar donated is spent on research, education and community outreach.

Involve Others



We can do so much together!

Chances are we all know someone affected by heart disease and stroke because about 2,200 Americans die of cardiovascular disease each day. That's an average of 1 death every 40 seconds. But together we can change that.

Let's make a big impact! Bring people together at work, school, your place of worship, in your community, or at your social clubs and events. There are lots of ways to be a part of Wear Red Day and American Heart Month. It's easy to do anywhere and with everyone.

Getting started



- Go to **WearRedDay.org** and pick from a variety of resources to help spread the word. You'll find fliers, posters and desk drops you can easily download and print.
- Ask friends and family for their commitment to wear red on Wear Red Day and make a gift to support the lifesaving work of the AHA.
- Host a Wear Red Day party at work, home, school or anywhere else.
- Advertise your event using the posters and fliers at **WearRedDay.org**, or create your own.
- Create your own donation page before your event. Just follow the simple instructions on **WearRedDay.org**. Once your page is set up, ask friends, family and co-workers to Wear Red And Give anytime in February.

Event Ideas



Here are some tips and ideas for a great event:

- Reach out to a hospital or community health clinic and invite a guest speaker such as a cardiologist or nurse. If you know a heart disease or stroke survivor, invite them to share their personal story.
- Offer free blood pressure checks with an optional donation “tip” jar to raise funds.
- Host a healthy bake sale to raise funds and awareness using healthy recipes at <https://recipes.heart.org/>
- Heart-healthy cooking demonstrations are always fun. Think heart-healthy foods and foods that are red. And check out the healthy cooking tips at: <https://www.goredforwomen.org/fight-heart-disease-women-go-red-women-official-site/live-healthy/cooking-tips/>
- Serve red heart-healthy fruit trays with apples and strawberries, or veggie trays with red peppers and radishes. Use red plates, napkins and cups.
- Plan to hand out educational resources at your event. You can find heart-healthy documents to download for free on our Wear Red Day site.
- Feature employees who are survivors in weekly emails to employees or on your intranet site.
- Distribute red flowers to employee survivors or plant red roses to honor employees with heart disease or stroke.

Event Ideas

continued



Here are some tips and ideas for a great event:

- Ask those who can't attend to support the cause by donating online. Send an email with a link to your fundraising page. Ask friends to send the link to your fundraising page to their friends and start a movement.
- Find a few friends or family members to join you for a walk or other physical activity on Wear Red Day. Or lead a group at work in a heart-healthy exercise like these found here: <https://www.goredforwomen.org/live-healthy/how-to-workout-at-work/>
- Ask employees to show their support by wearing red. Hold a contest for the most creative or craziest red outfits.
- Light the exterior or lobby of your building red and hang up signs explaining why.
- Hang red streamers and red string lights or cover cubicle panels with red paper or balloons.
- Visit [ShopHeart.org](https://www.shopheart.org) to purchase red items for prizes or to decorate the workplace.
- Feature an infographic about heart health in your employee newsletter. Examples can be found here. <https://www.goredforwomen.org/fight-heart-disease-women-go-red-women-official-site/about-heart-disease-in-women/symptoms-of-heart-disease/>
- Host an open house or luncheon with heart-healthy foods and tips.

Get Social



- Post on social media using #WearRedAndGive throughout February.
- Share how cardiovascular diseases or stroke have impacted your life and ask others to do the same.
- Post a picture of yourself wearing red and encourage others to do the same.
- Turn your Facebook profile red and encourage friends and family to do the same.
- Share the link to your fundraising page on Facebook and Twitter.
- Plan a fun group photo wearing red and share on social media to raise awareness.

