



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 on February 1st, which is Wear Red Day, and throughout the entire month of February, which is American Heart Month.

## Planning Guide



Go Red for Women is nationally sponsored by



Houston Goes Red sponsor



# 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 [www.Heart.org/HoustonWearRedDay](http://www.Heart.org/HoustonWearRedDay) and pick from a variety of resources to help spread the word. You'll find liars, 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 [www.Heart.org/HoustonWearRedDay](http://www.Heart.org/HoustonWearRedDay) or create your own.
- Create your own donation page before your event. Just follow the simple instructions on [www.Heart.org/HoustonWearRedDay](http://www.Heart.org/HoustonWearRedDay). 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.



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# Questions?

You'll find the answers on our website at [www.Heart.org/HoustonWearRedDay](http://www.Heart.org/HoustonWearRedDay).

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