



## 2010 Go Red For Women

### Wear Red Day

## Interoffice Email Copy Recommendations



## “Spread the Word” Email

Customize the e-mail text below with event specifics to get the word out about **Wear Red Day** at your company.



### **Subject line and headline: Get Ready to **Go Red For Women**®!**

Circle [DATE] in **red** on your calendars. That’s the day our company will join the American Heart Association (AHA) and Go Red For Women in the fight against heart disease by holding **Wear Red Day**. We encourage everyone to participate by wearing **red** to work as a way make a statement that heart disease is the No. 1 killer of women in America.

We are proud to be joining the AHA and concerned companies and organizations across America in the fight against this deadly – but often preventable -- disease. **Wear Red Day** is a chance for us to arm ourselves with knowledge about this devastating disease and how we can make choices today to live heart healthy lives. Learn more about the national cause to increase awareness and help women reduce their risk of heart disease – and learn how you can Speak Up and Save lives with the power of your very own voice at [GoRedForWomen.org](http://GoRedForWomen.org).

We’ll be announcing more details as we get closer to **Wear Red Day**. If you have any questions or would like to volunteer to help with sign-up or special events, please respond to this e-mail or call me [or NAME OF HR CONTACT PERSON] at [NUMBER]. Thank you in advance for supporting this lifesaving program!

### **E-mails to promote **Wear Red Day** among your staff.**

Use the text on the following five pages for e-mails you can send to employees to increase awareness about preventing heart disease and making healthy choices and to inspire them to Speak Up to others as a part of your company’s **Wear Red Day** event. Cut and paste the text to send out one e-mail a day in the week leading up to **Wear Red Day** and support the message that, by speaking up and spreading the word about heart disease, you can help save lives. Just fill in the date and the “for more information” contact in each e-mail before sending.

### **Suggested subject line: Today’s Speak Up to Save Lives Tip**

EMAIL #1:

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### **Our Hearts. Our Choice.**

A heart-saving story about women and heart disease.

Brought to you by **Go Red for Women**



Today's message is from Gloria, a wife and mother of two who was 38 years old when she had a heart attack. It wasn't until after her heart episode that she learned about her surprising family history. She found out that everyone on her mom's side had heart disease, high blood pressure and/or diabetes. Out of her mom's eight siblings, only two had survived. The rest all died between the ages of 37 – 65.

Today, because of the severity of her disease, Gloria follows a very strict diet. She also spreads the word to any woman she knows. "I **Go Red** for every woman out there, said Gloria. "No matter who you are or what lifestyle you lead, you need to be informed and make the changes you can, so you can be here tomorrow."

If you have a blood relative who has heart disease, you're at increased risk of heart attack and stroke. Learn about the risk factors for heart disease and which ones affect you. Here are a few ways you can take action:

- Work with your family members to create a family medical tree, including relatives who live or have lived with diabetes, cardiovascular disease, and other associated conditions.
- Talk with your doctor about what this means for you and others in your family.
- Develop a prevention plan to manage your risk factors.
- Speak out to other women about heart disease in women. Share your story at **GoRedForWomen.org**.

Make **Go Red For Women** last a lifetime. Sign up at **GoRedForWomen.org** and stay up to date on the latest heart health information so you can make heart healthy choices all year round.

Speak Up to Save Lives. Share this lifesaving message with at least one other woman today. Join us as we support heart disease awareness on **WEAR RED DAY** [INSERT DATE]. For more information: [INSERT CONTACT]

**Our Hearts. Our Choice.**

A heart-saving story about women and heart disease.

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Today's message is from Gail who suffered mounting health issues including high cholesterol, high triglycerides, pre-diabetes, sleep apnea, esophagus surgery and a metabolic syndrome. Gail had a strong family history of heart disease, and had spent most of her life watching it strike her family members.

"Even though I had a cardiothoracic surgeon tell me I was at risk, it didn't hit me," Gail said. "Then my daughter told me through tears that I was killing myself and she wanted me to be here for her children."

Gail slowly began making small, simple choices with her diet and her exercise. And a little change here and there worked! Today, almost 50 pounds lighter, Gail is changing her heart every step and beat of the way. She's practically off her sleep apnea machine, she's run a 5K, her triglycerides have been cut in half—and it just keeps getting better.

While nothing is stopping Gail, one thing keeps her going: the smile on her daughter's face. "I believe in myself, but I Go Red for my father and the other people who have died of heart disease in my family. I want to live. I'm up for this fight."

How do you begin making small, simple choices that lead to a healthy heart?

- Enjoy some alone time by taking a short walk before breakfast, after dinner, or both.
- Put down your car keys and walk or bike to the corner store.
- Shop along the outer walls of the grocery store and avoid processed foods high in fat and sodium.
- Recruit some girlfriends to walk with you – and celebrate with a heart-healthy lunch.

Make **Go Red For Women** last a lifetime. Sign up at [GoRedForWomen.org](https://www.GoRedForWomen.org) and stay up to date on the latest heart health information so you can speak up to the ones you love about heart healthy choices all year round.

Get your heart pumping! Join us as we support heart disease awareness on **WEAR RED DAY** [INSERT DATE]. For more information: [INSERT CONTACT]

EMAIL #3

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**Our Hearts. Our Choice.**

A heart-saving story about women and heart disease.

Brought to you by **Go Red for Women**



Today's message is from Rolanda who was completely surprised when she suffered a heart attack at age 41. It never dawned on her that she could be at risk for a heart attack. No one in her family had a history of heart disease.

"When I started feeling tightness in my chest, I figured it was indigestion," said Rolanda. She went to bed one night only to be awoken by more intense pain at 3am. A friend drove her to the Emergency Room where she was admitted immediately.

"I realized something was wrong when everyone at the hospital started moving really quickly. Then I started to cry," she remembers.

Rolanda didn't know anything about heart disease before her experience, but what she knows now fuels her forward. "I Go Red for myself and for all of the important ladies in my life. I don't want this to strike them as it did me."

If you or someone close to you experiences the symptoms of a heart attack — pain in the chest, back, neck, jaw or stomach, as well as shortness of breath and nausea, lightheadedness or breaking out in a cold sweat – don't waste a single second. Call for the help that could save your heart and your life. Look for these symptoms:

- Chest discomfort that feels like uncomfortable pressure, squeezing, fullness or pain.
- Discomfort in other areas of the upper body, such as one or both arms, the back, neck, jaw or stomach.
- Shortness of breath, with or without chest discomfort.
- Breaking out in a cold sweat, nausea or lightheadedness.

Make **Go Red For Women** last a lifetime. Sign up at [GoRedForWomen.org](https://www.GoRedForWomen.org) and stay up to date on the latest heart health information so you can learn to make heart healthy choices all year round.

Speak Up about the symptoms of heart disease in women and help save lives! Join us as we support heart disease awareness on **WEAR RED DAY** [INSERT DATE]. For more information: [INSERT CONTACT]

EMAIL #4

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**Our Hearts. Our Choice.**

A heart-saving story about women and heart disease.

Brought to you by **Go Red for Women**



Today's message is from Maria, who spoke up about her family's unhealthy eating habits and chose to live. After losing her father-in-law to a heart attack, Maria chose to change the types of food she was feeding her family. She wanted to protect her husband and son from a family history of heart disease.

After a few weeks of healthy eating, her husband was ready to go back to flan and fried foods, but Maria stayed strong. "I told him that we were going to eat healthy from now on. That this was the way it was going to be," she affirms.

It was a strong stance for Maria to take, but her husband abided. Not long after, Maria started taking inventory of her own life. Like many Latina women, Maria put her family first, but in the process, she forgot about herself. She had her own family history of heart disease, too.

Today the whole family is eating healthier, stressing less and finding time to incorporate exercise into their full schedules. But Maria's role as a supportive wife and mother still takes precedence. "I Go Red for me, my family and the Latino community," she says.

Changing the way you eat and prepare food can reduce your risk for heart disease!

- Not all fats are created equal! Use only fats and oils with two grams (or less) of saturated fat per tablespoon.
- Break free of frying. Boil, bake, sauté, steam, microwave, grill, broil, roast, or poach your entree to cut the fat and keep the flavor.
- When eating prepared food, pay close attention to labels. Hydrogenated oils and fats are often hidden in the ingredient list.
- For recipes that let you love your heart and enjoy your meals, visit the American Heart Association's online cookbook at [www.deliciousdecisions.org](http://www.deliciousdecisions.org).

Make **Go Red For Women** last a lifetime. Sign up at [GoRedForWomen.org](http://GoRedForWomen.org) and stay up to date on the latest heart health information so you can make nutritional, heart healthy choices all year round.

Speak Up for healthy eating habits for you and your loved ones with the choices you make every day! Join us as we support heart disease awareness on **WEAR RED DAY** [INSERT DATE]. For more information: [INSERT CONTACT]

EMAIL #5

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**Our Hearts. Our Choice.**

A heart-saving story about women and heart disease.

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Today's message is from Jenna, whose journey to diagnosis and successful treatment for heart disease began at 23. She was healthy, thin, young and happy, but her heart was functioning just barely above those in need of transplants. The last thing she expected to hear her doctor say was "You're at risk for sudden cardiac death" and hand her a brochure on heart failure.

Jenna's fiancé in Iraq was her catalyst for change. "I wanted to be around for him and have kids with him. I wanted to see my sister graduate from college. It rocked me to the core to think of all the things I would miss if my heart failed," she explains. She began making small, simple choices such as reducing sodium and exercising a little more each day, to help improve her heart health.

Jenna is determined to get the word out on women and heart disease, and even handed out **Go Red For Women** red dress pins as favors at her recent wedding. She sums up her outlook perfectly and poignantly.

"I Go Red for what is yet to come. I **Go Red** for what's ahead."

Jenna's advice:

- Listen to your body and trust what it tells you.
- Know your risk factors for heart disease — and make sure your doctors know them, too.
- Be your own best health care advocate. Take advantage of all available resources to get the help you need.
- If you have fears or questions or you're not feeling well, get it checked out.

Make **Go Red For Women** last a lifetime. Sign up at [GoRedForWomen.org](http://GoRedForWomen.org) and stay up to date on the latest heart health information on making healthy choices all year round.

Please share this lifesaving message with at least one other woman today. Speak Up and fight for heart health! Join us as we support heart disease awareness on **WEAR RED DAY** [INSERT DATE]. For more information: [INSERT CONTACT]