

Making an Impact

- 17 years of Go Red -



Go Red for Women® (Go Red) is the American Heart Association's global initiative to end heart disease and stroke in women. Launched in 2004 to close the gap in awareness, Go Red quickly expanded into a worldwide movement dedicated to removing the barriers women face to achieving good health and well-being.

Go Red strives to inspire and empower women to take charge of their health with an emphasis on improving diet, increasing physical activity and managing blood pressure. In addition, Go Red is dedicated to closing gender gaps in research and STEM careers while improving access to care, advocating for change through public policy and much more.

Go Red will continue to create powerful collaborations that accelerate community-based solutions to not only ensure all women are aware that cardiovascular disease is the leading cause of death in women, but also provide all women with the tools and resources needed to treat, beat and prevent heart disease and stroke.

It's no longer just about wearing red. It's no longer just about sharing heart-health facts. It's about all women standing together with Go Red to change the world.

Together, there is nothing women can't achieve.



25K+ women

registered for the newly launched Research Goes Red initiative in less than six months



\$600 million

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



2.1+ billion

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



19 million

women who interact with Go Red through digital platforms annually

17 Years of Go Red for Women

2004



LIFTOFF

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 17 years.

2005



LET'S LUNCH

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

Now: More than 150 digital experiences are held annually, raising millions for women's heart-health initiatives.

2006



GOING GLOBAL

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

Now: Fifty-three licenses in 46 countries have been granted, extending Go Red's reach globally.

2007



HEALTH EQUITY

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

Now: Addressing inequities in access and quality of care is a key pillar of the AHA's work and Go Red for Women movement.

2009



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: Go Red reaches millions of women digitally each year, and over 100 women have shared their stories nationally through the Real Women initiative.

2008



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: This provision remains in effect.

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 remains strong among women who inspired the Go Red for Women movement.

2013



FOCUSED RESEARCH

2015: The first Go Red Strategically Focused Research Network launches with a \$5M gift from Sara "Sally" Ross Soter to the AHA.

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

2015



RED DRESS COLLECTION

2014: In collaboration with the National Heart, Lung, and Blood Institute (NHLBI), AHA begins hosting the iconic fashion show during New York Fashion Week.

Now: Over 165 celebrities and influencers have participated in the Red Dress Collection, helping drive awareness and engagement through more than 8 billion media impressions.

2014



WISEWOMAN

2013: Go Red continues to support the WISEWOMAN program, which proceeded to 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 nearly 40 markets and continues to engage thousands of young minds annually with robust plans for market expansion.

2017



LEADING BY EXAMPLE

2017: Go Red for Women National Leadership Council launches to increase engagement with 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, Big Lots! and Twitter.

2018



MAKING OUR MARK

2018: 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.

Now: Efforts continue to ensure Go Red for Women remains the most trusted and recognized brand for women's health empowerment.

2019

2021



"CARDIO-OBSTETRICS"

2020: The American Heart Association issued a scientific statement on the connection between cardiovascular disease and maternal health reiterating the need for a new field of "cardio-obstetrics" where high-risk pregnancies would be managed by a team that includes cardiology, maternal-fetal medicine, obstetrics, anesthesiology and nursing.

Now: Cardiovascular disease is the leading cause of maternal mortality. Go Red for Women is committed to raising awareness, funding research and addressing the greatest health threat for pregnant women and new moms.

2020



RESEARCH GOES RED

2019: Research Goes Red, an initiative to build the most highly engaged women's health registry and research marketplace, launches in collaboration with the Institute for Precision Medicine.

Now: In 2020, Research Goes Red launched the first two funded studies focused on weight gain surrounding menopause and on engaging diverse millennial women in research.