



**Heart disease has been called the Silent Killer because it often has no noticeable symptoms.** It's more deadly than all forms of cancer combined. And it's not just "an old man's disease."

In 2003, research revealed that heart disease was by far the No. 1 killer of women, and actually killed more women than men. To save lives and raise awareness of this serious issue, the American Heart Association launched Go Red For Women. And the red dress has become the iconic symbol of our battle against heart disease in women.



**National Wear Red Day®** — the first Friday each February — is our special day to bring attention to this silent killer of women. We encourage everyone to wear red, raise their voices, know their cardiovascular risk and take action to live longer, healthier lives.

## **A Decade of Success**

Since the first National Wear Red Day in 2003, we've made tremendous strides in the fight against heart disease in women. Through research and education to healthy lifestyle changes, we're proud that:

1. 34% fewer women now die from heart disease, saving 330 lives every day.
2. More women are taking ownership of their health by developing healthy lifestyles.
3. Awareness among minorities is up, doubling among Hispanic women and tripling among African American women.
4. 15% have quit smoking, and high cholesterol has declined by 18%.
5. More gender-specific guidelines have been developed, because women's symptoms and responses to medication differ from men's; and gender-specific medical research is up

Yet, with all these successes, heart disease is still the No.1 killer of women, killing almost 1,100 a day. But what's more powerful than the killer? Millions of mothers, sisters, daughters and friends speaking up.

## **7 Things to Reduce Your Risk for Heart Disease**

1. Get active
2. Control cholesterol
3. Eat better
4. Manage blood pressure
5. Lose weight
6. Reduce blood sugar
7. Stop smoking

## **Don't be Silent about the Silent Killer**

Help us save more lives. Get involved. Make a difference. Go Red and Speak Red, by telling other women that heart disease is their No.1 killer.