

American Heart Association.

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Go Red for women

Have Faith in Heart

#EmPOWERChange

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Kick off your program with a warm welcome and your opening remarks. This could include an inspiring quote or reading or share with the group why this topic is important to you and your reason for offering to host this lesson.



HAVE FAITH IN HEART | Lesson Overview

Welcome

- What is EmPOWERED to Serve™?
- Program Topic and Urgent Community Need

Health Lesson: *Have Faith in Heart*

- Understand Your Risk & Know the Signs
- Start Your Journey to Better Health
- Join Research Goes Red & AHA's Go Red for Women Movement

Closing Thoughts

- Your Voice Matters
- Online Resources



Get everyone focused by reading through the lesson overview.

Let participants know that the lesson takes 30 minutes to complete.



WHAT IS EMPOWERED TO SERVE?

EmPOWERED to Serve is a movement inspiring those who are passionate about driving change through health justice in their communities.

We are catalysts for change, empowering the equity equation.

**AHA's Mission Statement:
To be a relentless force for a world of longer, healthier lives.**



Read the introduction to ETS.

Share why you joined the ETS movement.

Encourage anyone who has not joined ETS to go online after the program and sign up for this national movement.

Note that ETS is a platform of the American Heart Association/American Stroke Association and works in partnership with community organizations across the country.

Highlight the American Heart Association's Mission Statement.



GO RED FOR WOMEN

Go Red for Women® is a platform designed to:

- Increase women's heart health awareness.
- Serve as a catalyst for change to improve the lives of women globally.

For over 16 years, GRFW has provided a platform for women to come together, raise awareness, fund lifesaving research, advocate for change and improve the lives of all women everywhere.



Read the slide.



GO RED FOR WOMEN



Go Red offers women the opportunity to:

- Learn about heart disease and stroke.
- Access the latest healthy living tips to reduce their risk and improve their overall well-being.
- Participate in research and advocacy.
- Share their story with others.
- Get involved in their local community.



Say:

It's no longer just about wearing red; it's no longer just about sharing heart health facts.

It's about all women making a commitment to stand together with Go Red and take charge of their own heart health as well as the health of others.

Then read the slide.

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POINT 1: UNDERSTAND YOUR RISK

Did You Know?

Cardiovascular disease is the No. 1 killer of women, claiming the lives of one in three women.

- CVD kills more women than all forms of cancer combined.
- About four million stroke survivors alive today are women.
- Over 40% (about 43%) of Hispanic adult women age 20+ have CVD.
- CVD claims the lives of more Black women than all forms of cancer, accidents, assaults and Alzheimer's disease – combined.



6

Read the information on the slide.

Then ask:

How many of you have been personally affected by heart disease or stroke or have a family member who has? Please stand.

Do you or does someone in your family have high blood pressure or diabetes? Please stand.

Then say:

Look around you. Heart disease and stroke are affecting our community at an alarming rate.

Slide Source: GO RED FOR WOMEN® FAST FACTS FY 19-20



UNDERSTAND YOUR RISK

The good news is 80% of cardiac events can be prevented if women make the right choices for their hearts including:



Moving more.



Eating smart.



Managing blood pressure.

Read the information on the slide.

Slide Source: GO RED FOR WOMEN® FAST FACTS FY 19-20



UNDERSTAND YOUR RISK

Risk Factors You Can Control



Smoking



Being overweight or obese



High blood pressure



High blood sugar



High cholesterol



Lack of physical activity

Say:

Risk factors are traits and lifestyle habits that increase your chance of disease. The same factors that raise your risk of heart disease also increase your risk of stroke. The more risk factors you have, the higher your chances of having a heart attack or stroke.

Here are some risk factors you can control. These include smoking, blood pressure, cholesterol, weight, blood sugar and lack of regular physical activity.



UNDERSTAND YOUR RISK

Risk Factors You Can't Control

- Age
- Race/Ethnicity
- Gender
- Family History
- Previous Heart Attack or Stroke



Say:

These are the risk factors you can't control. [Read the slide.]

It's important to talk with your health care provider about the risk factors you have and your family history.

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UNDERSTAND YOUR RISK

Know Your Numbers

There are four numbers that all women should know to take control of their heart health:

1. Total Cholesterol
2. Blood Pressure
3. Blood Sugar
4. Body Mass Index (BMI)



10

Read the information on the slide.

Then say:

Prevention is key to changing outcomes! Take control of your health now by knowing your numbers.

It's important to see your health care provider to learn your numbers and work with them to reduce your risk.

Reference the handout "Know Your Numbers".



KNOW THE WARNING SIGNS

Did You Know?

- Women having heart attacks may wait more than 30% longer than men from the moment they begin experiencing symptoms to the time they arrive at a hospital.
- Women are less likely than men to receive bystander CPR.
- Female heart attack patients may have better outcomes when treated by female physicians.



11

Say:

Disparities persist when it comes to symptom recognition, treatment times and even lifesaving support measures.

Consider these statistics. [Read the slide.]

Reference the handout “Warning Signs of Heart Attacks and Strokes”.

Slide Source: GO RED FOR WOMEN® FAST FACTS FY 19-20



KNOW THE WARNING SIGNS



Heart Attack

Some heart attacks are sudden and intense, but most of them start slowly, with mild pain or discomfort.

Following are some of the signs that can mean a heart attack is happening.

If you have any of the signs, don't wait!
Call 911. Get to a hospital right away.



Say:

Besides knowing your risk and how to manage it, it's important to know the warning signs of heart attack and stroke.

You should know the warning signs so you can get help right away, either for yourself or someone close to you.

Then, read the slide.



KNOW THE WARNING SIGNS

Heart Attack Warning Signs

- Uncomfortable pressure, squeezing, fullness or pain in the center of your chest.
- Pain or discomfort in one or both arms, the back, neck, jaw or stomach.
- Shortness of breath with or without chest discomfort.
- Other signs, such as breaking out in a cold sweat, nausea or lightheadedness.



Read the slide or invite someone in the audience to read it.



KNOW THE WARNING SIGNS

Heart Attack Warning Signs

As with men, women's most common heart attack symptom is chest pain or discomfort.

But women are somewhat more likely than men to experience some of the other common symptoms, particularly shortness of breath, nausea/vomiting and back or jaw pain.



Read the slide or invite someone in the audience to read it.



KNOW THE WARNING SIGNS

Stroke Warning Signs

- Sudden numbness or weakness of the face, arm or leg, especially on one side of the body.
- Sudden confusion, or trouble speaking or understanding.
- Sudden trouble seeing in one or both eyes.
- Sudden trouble walking, dizziness or loss of balance or coordination.
- Sudden, severe headache with no known cause.

F.A.S.T.

Face
Drooping

Arm
Weakness

Speech
Difficulty

Time to
Call 911



Say:

The warning signs of stroke include [then read the bullets on the slide]:

Say:

The acronym F.A.S.T. is an easy way to recognize and respond to the warning signs of stroke.

The letters stand for [then read the image on the screen]:

Say:

Stroke, like heart attack, is a medical emergency. When you or someone you know is having any of these signs, call 911. Get to a hospital right away. Also note the time when the first symptom(s) appeared. A clot-busting drug received within 3 to 4 1/2 hours of the start of symptoms may improve your chances of getting better faster.



POINT 2: JOURNEY TO BETTER HEALTH

Did You Know?

- Only **one in five U.S. women** is getting the recommended amount of physical activity under federal guidelines.
- About **50 million women** have hypertension in the U.S.
- About **45 percent of U.S. deaths caused by heart disease, stroke and Type 2 diabetes** are due to poor dietary habits.



Read the information on the slide.

Slide Source: GO RED FOR WOMEN® FAST FACTS FY 19-20



JOURNEY TO BETTER HEALTH

That's why AHA has launched the Journey to Better Health

- This program provides you the opportunity to learn to:
 - Move More.
 - Eat Smart.
 - Manage Your Blood Pressure.
- Choose one, two or all three paths.



Learn more at goredforwomen.org/journey

Read the information on the slide.

Then say:

Each path on the Journey to Better Health offers a step-by-step blueprint to help you make these heart-healthy habits a simple part of your daily routine.



POINT 3: JOIN RESEARCH GOES RED

By joining Research Goes Red, you can:

- Choose to contribute through clinical research, surveys, focus groups and more.
- Be the first to know when studies matching your preferences open.
- Test new technologies to help shape the future of disease management and care.



Say:

The American Heart Association's Go Red for Women® movement and Verily's Project Baseline have joined forces to launch **Research Goes Red**, an initiative calling on women across the United States to contribute to health research.

Research Goes Red aims to empower women to contribute to health research to collectively unlock the power of science to find new ways to treat, beat and prevent heart disease in women.

Then read the slide.



JOIN RESEARCH GOES RED

By joining Research Goes Red,
you can:

- Get exclusive access to updates, thought leaders and community events.
- Ultimately, learn about your own health and help improve health for all.



Join at projectbaseline.com/gored

Read the slide.

Then reference the handout “Research Goes Red” and tell attendees that it provides more information on this initiative.

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VIDEO: GO RED FOR WOMEN® | MORE TIME



20

The slide features a central video player with a play button overlay. The video shows a woman with long dark hair and bangs, looking directly at the camera. The video player is set against a light gray background. The slide is framed by a black border. In the top left corner, there is a small American Heart Association logo. In the top right corner, there is a 'Go Red for women' logo. A large red curved shape is on the left side of the slide. The number '20' is in the bottom left corner.

PREP NOTE: Before the program, review the resource list for this lesson. Check the URL for the More Time video. If you aren't going to have a live Internet connection, download the YouTube video ahead of time to your computer. Or, skip this slide.

This video is available in English only.

Play the video: <https://www.youtube.com/watch?v=pjl8cInDfoY>

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JOIN GO RED FOR WOMEN

By signing up at [GoRedforWomen.org](https://www.GoRedforWomen.org)

- You're uniting with the mission to prevent heart disease and stroke in women.
- You're making a commitment to stand together and take charge of your own heart health and that of others.

Make the Go Red Healthy Behavior Commitment today!



21

Say:

I encourage you to join the American Heart Association's Go Red for Women® movement to help raise awareness, inspire action and save more lives.

By joining Go Red for Women®, you are uniting with the mission to prevent heart disease and stroke in women.

You also have access to information and tools you need to help save lives, including your own and those of your mothers, sisters, aunts, daughters, grandmothers and best friends.

You can start your membership by filling out the brief registration form online at [GoRedforWomen.org](https://www.GoRedforWomen.org).



YOUR VOICE MATTERS

We all have the power to make a difference by speaking out for policies that help build healthier communities and healthier lives.

Join **You're the Cure** today and be among the first to know when major policy initiatives pass or when your help is needed to advocate for a healthy future.

Text EMPOWER to 46839 to join today!



Say:

Thank you for joining today. Before we close this lesson, we would like to mention other ways you can continue your health journey and help others in your community.

Each of us has the power to make a difference in our community. By joining the American Heart Association's You're the Cure program, you can be among the first to know when major policy initiatives pass or when your help is needed to advocate for an issue. Text EMPOWER to 46839 to join today!

USE YOUR VOICE TO CREATE HEALTHIER COMMUNITIES

You can help us draw communities together on the path to building a sustainable culture of health.

Go to [EmPOWEREDtoServe.org](https://www.EmPOWEREDtoServe.org)

Sign up to become an ambassador and learn how you can be a part of the movement!

Join us as we impact the health of ALL in our communities!



Encourage everyone to be active in the EmPOWERED to Serve movement.

Share how being part of the ETS movement helps you embrace a lifestyle of health.

Encourage everyone to come to a future ETS health lesson.

WRAP-UP

We appreciate your thoughts!

Tell us what you liked best.

Email us at:
empoweredtoserve@heart.org



Thank everyone for coming.

Thank all the volunteers who helped coordinate the program.

Take a moment to share an inspirational reading or ask the group to join you in an uplifting song.

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EmPOWERED to Serve™

WE ARE EMPOWERED TO SERVE
...serve our health, serve our community



The American Heart Association requests that this document be cited as follows:
American Heart Association EmPOWERED to Serve Health Lessons. [EmPOWEREDtoServe.org](https://www.heart.org/EmPOWEREDtoServe.org)

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Put this slide up as your closing slide and leave it up until all the participants leave the room.