



American Heart Association.



Making an Impact

18 years of Go Red for Women

Go Red for Women® is the American Heart Association’s signature initiative to raise awareness that heart disease is women’s greatest health threat and to empower them to take action to lower their risk.

Since 2004, Go Red for Women has had a profound impact on women’s health and continues to be a champion for women. To remove barriers to good heart health and well-being, Go Red for Women:

Raises awareness among women.

Empowers women to take charge of their health.

Engages more women in research and STEM.

Addresses inequities in access and quality of care.

As the trusted, passionate, and relevant force to eradicate heart disease and stroke in women, Go Red for Women remains steadfast and committed to meeting the comprehensive health needs of women — at every life stage.

It’s not just about wearing red. It’s not just about sharing heart-health facts. It’s about all women standing together with Go Red for Women — because 1 in 3 women die from heart disease, and **losing even one woman is too many.**



18 Years of Go Red for Women

2004



LIFTOFF

2004: Go Red for Women® (Go Red) launches with generous support of national sponsor Macy's, as AHA releases updated treatment guidelines in the first women-focused issue of AHA journal *Circulation*.

*Now: The February issue of *Circulation* has been dedicated to women's research for 18 years.*

2005



LET'S LUNCH

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

Now: 150+ 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: Go Red has granted 55 licenses in 51 countries, extending its reach globally.

2007



HEALTH EQUITY

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

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

2009



SOCIAL CONNECTIONS

2008: Go Red debuts on social media. The Real Women campaign launches to highlight stories of women affected by heart disease and stroke.

Now: Go Red reaches millions of women digitally each year, and 120+ Real Women have shared their stories nationally.

2008



LASTING CHANGE

2007: The Go Red Heart Checkup launches, allowing 500K+ women to assess their risk for heart disease in year one.

Now: Go Red continues to inspire women to make healthy changes, as 92% of its 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 significant increase in heart disease awareness among women.

Now: Awareness remains strong among women who inspire the Go Red movement.

2013



FOCUSED RESEARCH

2015: AHA announces plans for the Go Red Strategically Focused Research Network (SFRN), with five centers studying five key women-related issues.

Now: The SFRN published its findings in 2021 and funding research on women and heart disease remains a cornerstone of Go Red.

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: 165+ celebrities and influencers have participated in Red Dress Collection, increasing awareness and engagement through 8B+ media impressions.

2014



WISEWOMAN

2013: Go Red continues to support the WISEWOMAN program, which impacted 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: STEM Goes Red launches in Chicago to engage young, diverse women in future STEM careers.

Now: STEM Goes Red is in nearly 40 markets and engages thousands of young minds annually with robust plans to expand.

2017



LEADING BY EXAMPLE

2017: Go Red National Leadership Council launches to increase engagement with top female executives to further impact women's health.

Now: The council includes leaders from some of the largest companies in the country, including CVS Health, Big Lots and Twitter.

2018



BEYOND A CAMPAIGN

2018: PRWeek's Popular Vote names Go Red "Best PR Campaign of the Past Two Decades."

Now: Go Red has grown beyond a campaign into a trusted source for women's health resources, helping women make healthy lifestyle changes to reduce their risk of heart disease.

2019

2022



CHANGEMAKERS MAKING AN IMPACT

2021: Woman of Impact and Teen of Impact launch, empowering women to make a meaningful impact in their community and beyond.

Now: Nearly 450 nominees have made a significant impact by raising \$2.1M+ in the first year.

2021



SAVING NEW MOMS

2020: AHA publishes a scientific statement on the connection between heart disease and pregnancy, furthering Go Red's focus on maternal health.

Now: Go Red launched a maternal health website section, a maternal health channel of AHA's Support Network, and research around fertility and pregnancy through Research Goes Red.

2020



RESEARCH GOES RED

2019: Research Goes Red (RGR) launches in collaboration with the Institute for Precision Medicine, building the most highly engaged women's health registry and research marketplace.

Now: RGR has launched the first two funded studies focused on weight gain surrounding menopause and on engaging diverse millennial women in research.