

2012 Alaska  
Wear Red Day  
Friday, February 3

Make It  
Your  
Mission  
To Fight  
Heart  
Disease  
In  
Women

Together we can  
make a difference.

## Message from the Executive Director

Locally the American Heart Association provides CPR anytime training for every eighth grade student in the Anchorage School District. Last year almost 3,500 students were trained; they then provided training to an additional 8,400 people including their parents, family members and neighbors. Our work with the public and first responders has helped Anchorage have the 2nd highest survival rate in the country (40% and the national average is 2%) for a cardiac incident occurring outside of a hospital setting. In October 2011 we hosted a Get With The Guidelines conference which provided free continuing education to over 250 doctors, nurses and first responders. These Alaska medical professionals were trained by nationally recognized experts in the field of stroke and cardiovascular disease.

On Wear Red Day, February 3, 2012, millions of Americans will join together in the fight against heart disease in women by wearing red. We'd like to thank you for your support!

Sincerely,



Lisa Sauder



Executive Director Lisa Sauder  
& Marketing Intern Azia Weisz

## Make It Your Mission To Fight Heart Disease In Women 2012 Alaska Wear Red Day Action Kit

- ▶ Informational Page
- ▶ Step by Step Instructions/Pins & Stickers
- ▶ One Advertising Poster (11x17)
- ▶ One Single Page Flyer
- ▶ Participation Form (Coordinator)



*Jennifer was born in Feb. 2010 with a congenital heart defect called Transposition of the Great Arteries. At 3 days old she had open heart surgery in Portland, Oregon for survival. Her defect was not diagnosed until she was 7 hours old and it was missed in 3 prenatal ultrasounds. Jennifer is now a perfectly healthy, very smart and precocious 2 year old!*

**Jennifer, age 2**



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# Make It Your Mission To Fight Heart Disease In Women

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## A Few Reasons To Make it Your Mission

- ▶ Heart disease is still the number one killer of women age 20 and over, killing approximately one woman every minute.
- ▶ More women die of cardiovascular disease than the next four causes of death combined, including all forms of cancer.
- ▶ In fact, while 1 in 30 American women die of breast cancer, about 1 in 3 die of cardiovascular disease.
- ▶ Still, only 1 in 5 women believe that heart disease is her greatest health threat.
- ▶ Ninety percent of women have one or more risk factors for developing heart disease.
- ▶ Eighty percent of cardiac events in women could be prevented if women made the right choices for their hearts involving diet, exercise and abstinence from smoking.

## WHY GO RED?

- ▶ Research shows that women who Go Red are more likely to make healthy choices.
- ▶ More than one-third have lost weight.
- ▶ Nearly fifty percent have increased their exercise.
- ▶ Six out of ten have changed their diets.
- ▶ More than forty percent have checked their cholesterol levels.
- ▶ One-third have talked with their doctors about developing heart health plans.

On Wear Red Day, February 3, 2012, millions of Americans will join together in the fight against heart disease in women by wearing red. We'd like to thank you for your support!

*"As a result of a cold or flu virus that damaged my heart in 2002 at age 50, I was diagnosed with dilated cardiomyopathy, congestive heart failure, and high blood pressure.*

*At the time I was diagnosed I couldn't speak a whole sentence without pausing for breath. I couldn't get up a flight of stairs without great effort. Utter exhaustion is an understatement for how I felt. I was afraid life as I had known it was ended. I have responded remarkably well to treatment, medication, cardiac rehab, and lifestyle changes. Today I am able to live a normal life, enjoy my family, work full time and volunteer in my community. I'm grateful for all the research, cardiac technology, and heart health funded by the American Heart Association over the years that have played a huge role in giving me my life back!"*

**Vivian, age 60**



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## It's easy to sign up and make a difference!

- Step One** Choose a Fundraising Goal
- Step Two** Inform Your Co-Workers (Flyers/Poster/Word of Mouth)
- Step Three** Sign Up and Collection of Donations
- Step Four** Return Completed Participant Log by January 25, 2012 to receive pins/stickers in advance
- Step Five** Wear Red on February 3, 2012!



*"I was born with a hole in my heart and at 12 years of age, I had a PDA Repair (Patent Ductus Arteriosus). At school, I was unable to participate in P.E. without a doctor's note. Each time I did a strenuous activity, I could feel my heart rapidly beating. I was always exhausted and got sick very often. Fortunately, shortly after the surgery, I was able to compete in running events. Now, I do Marathon and Half-Marathons joyfully."*

**Julie, age 40**



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## 2012 Alaska Wear Red Day

# Make It Your Mission To Fight Heart Disease In Women



**Celebrate Wear Red Day on  
Friday February 3, 2012!**

Wear Red and Raise Funds needed to fight  
the No.1 killer of women—heart disease.

Please contact your company's coordinator  
to get involved:

Or contact American Heart Association at 907-865-5300  
[www.heart.org/anchorage](http://www.heart.org/anchorage)

**Together we can make a difference.**

Heart Disease is not an age-discriminating  
disease. All three of these Alaskans have survived  
some form of heart disease.

*Be informed, be prepared, be preventative.*



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