



American
Heart
Association.

American Heart Association.



Go Red for Women®

National Wear Red Day®
Activation Guide 2026



WHO WILL YOU
GO RED FOR?



Go Red for Women the First Friday in February

Cardiovascular disease is the No. 1 killer of women – but together, we can change the future of women’s heart health. On National Wear Red Day®, we wear RED because every heart tells a story, and women at every age, stage, and season of life deserve to be celebrated and supported as we take on our greatest health threat.

This American Heart Month, Go Red for Women is reminding everyone that they are often the first responder in a cardiac emergency. Women are less likely to receive CPR from a bystander. Anyone can be the difference before professional help arrives and this starts with [knowing CPR](#). CPR is a civic duty. You don’t need medical training to learn CPR; you need knowledge, courage, and the willingness to act. Heroism is not limited to uniforms, it’s everyday people stepping up for others.

Find other ways you can get learn to save a life and get connected at GoRedforWomen.org.



CONNECT TO A HEALTHIER YOU. Learn more about cardiovascular risks, prevention, healthy lifestyle, risk reduction and more.



CONNECT WITH YOUR COMMUNITY. Volunteer, attend an event, join a philanthropic group, or connect with Go Red for Women on social media.



CONNECT TO SUPPORT. Living with cardiovascular disease or caring for someone who does? Find support from women who have been there.



CONNECT TO RESEARCH. Participate in research and inspire the next generation of women leaders in STEM careers.



MAKE AN IMPACT. Help advance our mission and advocate for policies that support all women’s health and well-being.

When we come together and Go Red, our collective strength becomes unstoppable. Together, we can rewrite the story of women’s heart health – creating a stronger, healthier future for everyone.



Mark Your Calendar

NATIONAL WEAR RED DAY®

February 6, 2026, National Wear Red Day, is the icon day of American Heart Month. On the first Friday in February, join us as we wear RED and help raise awareness of women's No. 1 killer – cardiovascular disease.

On National Wear Red Day, raise your voice, wear red and encourage others to do the same. Women everywhere deserve to be seen, heard, and celebrated. Cardiovascular disease doesn't define us, and that's why we're standing together. We have the power to change the future of women's heart health.

Share Your Heart: Wear RED and Give

Making an impact doesn't just feel good, it's fun! Here's how you can help in 3 easy steps:

1

WEAR RED TO SPARK THE CONVERSATION

2

GET SOCIAL, SPREAD THE RED

3

GIVE TO PROTECT EVERY WOMAN'S HEART





STEP 1

Shop with Heart

Wear RED and encourage others to do the same for a great cause. Visit ShopHeart.org today to choose your favorite Go Red gear. From the iconic Red Dress pin to hats, ties, socks, scarves, or even CPR Anytime kits, we've got you covered.

Go Red for Women is nationally sponsored by



Go Red for Women National Sponsor CVS Health will offer their customers an opportunity to give at the register throughout the month of February. CVS Health also supports year-round research, education and access to care that improves cardiovascular health, including initiatives aimed at addressing the maternal heart health crisis and reducing hypertension rates.



STEP 2

Get Social! Spread the RED

Even though this year National Wear Red Day® is on February 6, American Heart Month starts February 1 – and there's no need to wait. Start wearing RED and raising awareness about the No. 1 killer of women – cardiovascular disease. Join the movement by posting on social media using the hashtags **#WearRedDay**, **#WearRedandGive**, and **#HeartMonth**.

Get Your Squad

Chances are we all know a woman affected by heart disease or stroke.

We wear RED together to be seen, to be counted, to be heard, and to make an impact. Bring together the people in your life you care about to make going red even more meaningful.

GO RED WITH:

- Friends
- Family
- Co-workers
- Neighbors
- Friends from school, your place of worship, social clubs
- Members of your community

There are lots of ways to be a part of National Wear Red Day® so encourage each person to join in, donate, and Go Red!



STEP 3

Give to Protect Every Woman's Heart

Contribute to the American Heart Association's mission to create a world of longer, healthier lives, free of cardiovascular diseases. Every dollar makes a difference in the fight against heart disease and stroke.



DOWNLOAD RESOURCES AT [WEARREDDAY.ORG](https://www.wearredday.org).

Pick out your favorite resources to help spread the word. You'll find posters, social media posts, print ads, and more you can easily download and use.

CREATE YOUR OWN DONATION PAGE

It's as simple as join, personalize, and fundraise: [WearRedDay.org](https://www.wearredday.org).

JOIN

Start by going to [WearRedDay.org](https://www.wearredday.org) and select "Start Your Own Fundraiser," then "Join".

- If your company or community group has already set up a team, choose "Join a Team" and search for your team.
- If not, create your own! Register by creating an account, logging in with an existing account or using your Facebook profile.

PERSONALIZE

Add a fun photo, video and your personal story. You can make updates at any time.

FUNDRAISE

That's it! With a couple of clicks you'll have a fundraising page set up and be ready to make an impact on **#WEARREDDAY!**

See the next page of this guide for fundraising tips.

Every heart tells a story. Wear RED to rewrite the future of women's heart health.

Every dollar raised is an investment to create longer, healthier lives for all women. Here are tips to maximize your fundraising efforts:

SHARE YOUR PERSONAL CONNECTION TO THE MISSION.

Your friends and family want to hear your story and why you're passionate about fighting women's No. 1 killer. Plus, you could save a life by raising awareness.

SHARE YOUR FUNDRAISING PAGE LINK ON YOUR SOCIAL MEDIA ACCOUNTS.

Ask your friends to share the link for a ripple effect of red.

CREATE SOME FRIENDLY COMPETITION.

Challenge your friends to see who can raise more during February.

DOUBLE YOUR IMPACT.

People are more likely to give when their donation is being matched. Ask a friend or your company to match the amount you raise, doubling the impact of every dollar. Visit www.Heart.org/MatchingGifts to see if your company matches charitable donations.

DON'T BE AFRAID TO ASK!

You'll never know until you ask, so don't be afraid to ask someone to join in and save lives.

**And most importantly...
HAVE FUN!**



Looking for More Ways to Go Red During American Heart Month?

Get Social and Share Your RED

Tips to turn your social networks red:

FOLLOW AND TAG THE AMERICAN HEART ASSOCIATION AND GO RED FOR WOMEN



@AmericanHeart
@GoRedforWomen



@American_Heart
@GoRedforWomen



@American_Heart
@GoRedforWomen

SHARE A PHOTO OF YOURSELF ON NATIONAL WEAR RED DAY®

(Friday, February 6, 2025) and a message about how cardiovascular disease has impacted you or someone you know.

SHARE CONTENT FROM THE AMERICAN HEART ASSOCIATION AND GO RED FOR WOMEN

on your social networks throughout February to help us reach and inform more women.

TAG YOUR FRIENDS, ASKING THEM TO GO RED, TOO.

We are stronger together.

SHARE THE LINK TO YOUR FUNDRAISING PAGE ON SOCIAL MEDIA.

ENGAGE YOUR COMPANY'S SOCIAL MEDIA TEAM

and ask if they can create or share #WearRedDay posts for an even bigger audience.



Wear RED

On National Wear Red Day®, there are even more ways to Go Red at work or at home. Here are some fun ideas to get you started:

- **WEAR RED!** Encourage all employees to put on their favorite red outfits on February 6 for National Wear Red Day®. It's a fun, easy way for everyone to get involved. Bonus points for having a contest for the best red look.
- **SHOW YOUR CITY YOU GO RED BY MAKING YOUR BUILDING RED.** Use red lightbulbs, filters, décor or download posters and other great resources from WearRedDay.org to turn your office red inside and out.
- **DECORATE YOUR DESK CHALLENGE.** Encourage your employees to get creative and decorate their desk (at the office or at home) for National Wear Red Day®.
- **INVITE FAMILIES TO JOIN THE FUN.** Encourage employees to share photos of friends, family members and pets as they Go Red. It's a fun way to bring everyone together for a good cause.
- **SHARE YOUR PICS ON SOCIAL.** Don't forget to use [#WearRedDay](#), [#WearRedandGive](#) and [#HeartMonth](#). And tag [@GoRedforWomen](#) – we'd love to see how you Go Red!

Rally your colleagues, friends or family members and Go Red together. Here are some fun tips to be a lifesaver during the workday:

- **LEARN HANDS-ONLY CPR AS A GROUP.** More than 70 percent of cardiac arrests that happen outside of the hospital happen in homes. If you are called on to perform CPR chances are it will be on someone you love. Learn the two simple steps to save a life through Hands-Only CPR at Heart.org/HandsOnlyCPR.

STEP 1: Call 9-1-1

STEP 2: Push hard and fast at the center of the chest

- **GET UP AND MOVE THROUGHOUT THE DAY.** Do a walking meeting, take a family walk, or host a workout class. Moving more will help reduce stress and is a great way to bond.
- **HOLD A HEALTHY EATING CHALLENGE.** Challenge your office or family to commit to healthy eating during Heart Month. Or host a cooking demonstration and learn about healthy meals that make lunch your favorite feel-good meal. Find ideas at recipes.heart.org
- **SHARE HOW YOUR TEAM OR FAMILY ARE GOING RED.** Ask your colleagues, family and friends to each share how they are supporting their cardiovascular health this Heart Month. Each day or week, highlight one person's story, encouraging them to keep going and celebrating the wins.



Keep Going Red in February & Beyond

Can't celebrate on National Wear Red Day? Don't worry, February is American Heart Month, which means you can celebrate all month long. But remember, supporting women's health isn't just important on a certain day or month. We need to raise our voices about cardiovascular disease being a woman's greatest health threat all year long. Go Red in February and then find ways to support your health and well-being every day, in ways that work for you.

QUESTIONS?

We've got the answers at [WearRedDay.org](https://www.WearRedDay.org).

STAY CONNECTED ALL YEAR.

For the latest news, tips and resources, join the Go Red for Women movement at [GoRedforWomen.org](https://www.GoRedforWomen.org) and follow [@GoRedforWomen](https://www.GoRedforWomen.org) on social media.



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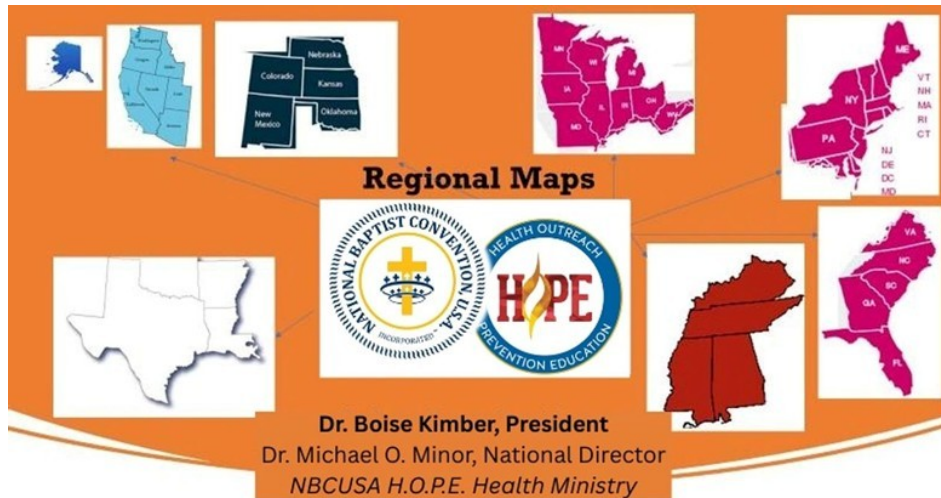
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National Baptist Convention, USA, Incorporated

Dr. Boise Kimber, President

Dr. Michael O. Minor, National Director, H.O.P.E. HHS Partnership



www.hopenbc.com



TempleCare Matters Webinar



#WearRedSunday

Sunday, February 15, 2026

Women and Heart Health

#HOPENBC #WearRedSunday2026



www.hopenbc.com

Bulletin/Pulpit Announcements

Use these announcements in your faith community bulletin or newsletter.

THREE WEEKS BEFORE GO RED EVENT: KNOW THE RED FLAGS OF HEART DISEASE

Cardiovascular diseases are the leading cause of death for African-American women and Hispanic women are likely to develop heart disease earlier than Caucasian women.

By standing with the American Heart Association's **Go Red for Women®** movement, women everywhere are coming together to end heart disease and stroke in women, including our communities. Knowledge is key in the fight against cardiovascular diseases and stroke, join us and wear red on _____.

TWO WEEKS BEFORE GO RED EVENT: KNOW YOUR STORY

Only 17 percent of women consider heart disease or stroke to be the greatest health problem facing Americans today.

ONE WEEK BEFORE GO RED EVENT: KNOW YOUR POWER

We urge everyone to wear red and put on your Go Red spirit at our **Go Red for Women** activation next week. Know that together, we can change the odds against women with heart disease and stroke.

DAY OF GO RED EVENT

Thanks to everyone who wore red today in support of the Go Red for Women movement.

Continue to know your impact and empower your family and communities.

GO RED FACTS AND MESSAGES TO USE IN ANNOUNCEMENTS

- Cardiovascular disease is the leading cause of death in women, claiming the lives of one in three. While more than 50 percent of women are aware that heart disease is their leading cause of death, women of color are less likely to be aware of this fact.
- Nearly 60 percent of stroke deaths are in women and about 4 million stroke survivors alive today are women. African American women have the highest prevalence of stroke among women.
- The truth about eating smart: About 45 percent of U.S. deaths caused by heart disease, stroke and Type 2 diabetes are because of poor dietary habits, such as high sodium intake, high sugary drink consumption and low intake of fruits and vegetables.
- Speaking out about a silent killer: About 50 million American women have hypertension, which is the second leading cause of preventable heart disease and stroke death, second only to smoking. The reality is, more than 30 percent of cardiovascular events in women are due to high blood pressure.
- The importance of moving more: Physical activity reduces women's risk for heart disease and stroke. It not only ensures women live longer and healthier but also improves risk factors for cardiovascular disease (such as high blood pressure and high cholesterol).
- With awareness and lifestyle changes, up to 80 percent of cardiac event in women can be prevented. Join Go Red for Women and together we can save the lives of the women we love.

Talking Points for Clergy

Use your pulpit to spread the word and help save lives.

Please feel free to modify this clergy speech or create your own to unite your congregation behind the Go Red for Women movement:

How many of you have been personally affected by heart disease? Please stand if you are struggling with this disease.

Are you a caregiver for a heart disease or stroke survivor? Please stand.

Do you or someone in your family have high blood pressure or diabetes? If so, please stand.

Now stand if you have a family member, loved one or friend who has been affected by heart disease or stroke.

Look around you. Heart disease is affecting our community at an alarming rate, especially our mothers, sisters and daughters. If every woman here today takes steps to learn about her risk factors, stays physically active, eats a heart-healthy diet and sees her healthcare provider, we will begin to see a positive impact in the disparities of heart disease and stroke.

If all of us here today get behind the Go Red for Women movement, if we come together to stand strong against heart disease, we can change this.





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NBCUSA Wear Red Sunday: 2/15/2026

is next week, so make sure to
wear red and show your support
by joining the movement at
GoRedforWomen.org.

Go Red for Women is nationally sponsored by



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