



GO RED FOR WOMEN[®]

International

Cardiovascular disease (CVD) is the leading cause of death worldwide.

35%

of all deaths in women worldwide are caused by cardiovascular disease.^{1,2}

For nearly 100 years, the American Heart Association has been leading the fight against heart disease and stroke. **In the last 10 years, we've expanded our reach to over 100 countries**, working with organizations around the world to help change policies, implement programs, and strengthen healthcare systems to help improve and save lives.

We believe that where you live should not limit your health or the quality of your life.

The Difference between Life and Death

Heart disease and stroke are the biggest killers of women worldwide.⁴



Women face a **20% increased risk**

of developing **heart failure** or **dying within 5 years** after their first severe heart attack compared to men.^{3,5}



Latin American women have a higher risk for acute myocardial infarction than women in the rest of the world.²

In low-resources countries, more than **800 women die daily** from **complications of pregnancy and childbirth.**

Approximately **86%** of global maternal deaths in 2017 were in **Sub-Saharan Africa** and **Southern Asia**. **35%** of all global maternal deaths were in **Nigeria** and **India.**⁵



High blood pressure, preeclampsia and gestational diabetes during pregnancy can all greatly increase women's risk for developing cardiovascular disease later in life.^{6,7}

Our Work

Since 2006, our International Go Red for Women® movement has worked with local societies and organizations to educate women on cardiovascular risk, symptoms of heart attack and stroke, and encouraged healthy behaviors to prevent CVD. Here is a selection of a few of our programs around the world.



Knowledge Sharing

Implemented a series of virtual and live event together with the Pakistan Cardiac Society, sharing information on cardio-oncology, cardio-obstetrics and other research related to women's heart health.



Advocacy and Maternal Health

Our recent program with the Inter-American Society of Cardiology (SIAC) launched an awareness and advocacy campaign that provides maternal resources, education and healthcare resources for our mothers and their babies in Latin America.



Partnered with Heart & Stroke

Foundation of India offering webinars for healthcare professionals on women's cardiovascular health during pregnancy during the the COVID-19 pandemic as well as other aspects of cardiovascular health for women in India.



Health Screenings

Collaborated with local partners to offer cardiovascular screenings and education on CVD risk factors for women.

Programs in Brazil, Pakistan and the Middle East have empowered women with information to empower women to realize and improve their cardiovascular risk.

Our Impact



Annually screened more than

12,400

women for **high blood pressure** in malls in the Middle East; participants represented 46 countries.



Webinars in India reached over

600

healthcare professionals with information on pregnancy and COVID-19, in addition to crucial information on cardiovascular health for women.

Who We Work With

International Go Red for Women works with more than **50 organizations in 50 countries**, educating women on the risk factors and symptoms of heart attack and stroke, encouraging healthy behaviors to prevent CVD.

¹Vogel B, Acevedo M, Appelman Y, Bairey Merz C, Chieffo A, Figtree G, et al. The Lancet women and cardiovascular disease Commission: reducing the global burden by 2030 The Lancet. May 16, 2021 DOI: [https://doi.org/10.1016/S0140-6736\(21\)00684-X](https://doi.org/10.1016/S0140-6736(21)00684-X)

²Tsao CW, Aday AW, Almarzooq ZI, Alonso A, Beaton AZ, Bittencourt MS, Boehme AK, Buxton AE, Carson AP, Commodore-Mensah Y, Elkind MSV, Evenson KR, Eze-Nliam C, Ferguson JF, Generoso G, Ho JE, Kalani R, Khan SS, Kissela BM, Knutson KL, Levine DA, Lewis TT, Liu J, Loop MS, Ma J, Mussolino ME, Navaneethan SD, Perak AM, Poudel R, Rezk-Hanna M, Roth GA, Schroeder EB, Shah SH, Thacker EL, VanWagner LB, Virani SS, Voecks JH, Wang N-Y, Yaffe K, Martin SS; on behalf of the American Heart Association Council on Epidemiology and Prevention Statistics Committee and Stroke Statistics Subcommittee. Heart disease and stroke statistics—2022 update: a report from the American Heart Association [published online ahead of print Wednesday, January 26, 2022]. *Circulation*. doi: 10.1161/CIR.0000000000001052

³WHO, 2021 Fact Sheet on Cardiovascular Disease.

⁴Woodward M. Cardiovascular Disease and the Female Disadvantage. *Int J Environ Res Public Health*. 2019 Apr 1;16(7):1165. doi: 10.3390/ijerph16071165. PMID: 30939754; PMCID: PMC6479531.

⁵World Health Organization. (2019). Trends in maternal mortality 2000 to 2017: estimates by WHO, UNICEF, UNFPA, World Bank Group and the United Nations Population Division. World Health Organization. <https://apps.who.int/iris/handle/10665/327595>. License: CC BY-NC-SA 3.0 IGO

⁶Benschop L, Duvekot JJ, Roeters van Lennep JE. Future risk of cardiovascular disease risk factors and events in women after a hypertensive disorder of pregnancy. *Heart*. 2019 Aug;105(16):1273-1278. doi: 10.1136/heartjnl-2018-313453. Epub 2019 Jun 7. PMID: 31175138; PMCID: PMC6678044.

⁷Staff AC, Redman CW, Williams D, Leeson P, Moe K, Thilaganathan B, Magnus P, Steegers EA, Tsigas EZ, Ness RB, Myatt L, Poston L, Roberts JM; Global Pregnancy Collaboration (CoLab). Pregnancy and Long-Term Maternal Cardiovascular Health: Progress Through Harmonization of Research Cohorts and Biobanks. *Hypertension*. 2016 Feb;67(2):251-60. doi: 10.1161/HYPERTENSIONAHA.115.06357. Epub 2015 Dec 14. PMID: 26667417.