

Miss America's Scholarship Foundation & American Heart Association Go Red for Women



Key Messages for participants

Our Goal

Together, the American Heart Association's (AHA) Go Red for Women® movement and the Miss America's Scholarship Foundation can educate, engage and empower women across the country to make their health and well-being a priority and join us in the fight against the No. 1 killer of women – cardiovascular disease. Each Miss America participant has the opportunity to not only make healthy choices for herself, but to be a role model and a champion of women's health in the community and state she represents, bringing women together to improve the health of us all.

Messaging

Women have the power to help each other. To support each other. To teach each other. To empower each other.

For more than 100 years, Miss America has championed confidence and community among women. Today, we are coming together to fight the No. 1 killer of women – cardiovascular disease. For ourselves, for our community and for the women we love.

The reality is, more than 44% of women ages 20 and older are living with some form of cardiovascular diseaseⁱ. And cardiovascular disease in younger women is on the rise, yet many don't know it's their greatest health threat.

The good news: women have the best resource – each other. And together, we can make a difference.

Miss America and the Go Red for Women movement are teaming up to support the health and well-being of all women.

Through national and local programs and initiatives, Go Red for Women supports women's health by raising awareness, sharing education, advocating for policy change, and closing the gender gap in research and care. We believe every woman should have the chance to live a longer, healthier life, and together, we can inspire women to take action and join us in our mission to save more women's lives.

As voices and role models in their communities, Miss America participants can encourage positive health behaviors and share vital information on the importance of living a heart-healthy lifestyles. Through service, advocacy, and fundraising, these women are sharing the message and mission of Go Red for Women on a variety of

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platforms to help raise awareness about the No. 1 killer of women – cardiovascular disease.

As the health thought leader for the Miss America's Scholarship Foundation, Go Red for Women provides information and resources based in science and proven to reduce the risk of heart disease and stroke in women.

Fast Facts

Women and Cardiovascular Disease

- **Cardiovascular disease is the No.1 killer of women**, claiming more lives than all forms of cancer combined.ⁱⁱ
- Women account for **nearly 57%** of total stroke deaths.¹
- Women's awareness that heart disease is their leading cause of death significantly declined in the last decade, from 65% of women being aware in 2009 to 44% being aware in 2019.ⁱⁱⁱ
- Women are less likely to be physically active than men which can increase risk factors for heart disease and stroke such as high blood pressure and cholesterol as well as unhealthy weight.^{iv}
- Women have been historically underrepresented in medical research. As of 2020, **only 38%** of cardiovascular clinical research trial participants are women^v.

Women and CPR

- About 70% or nearly 3 in 4 cardiac arrests that happen outside of the hospital happen in homes^{vi}. If you are called on to perform CPR it will likely be for someone you love.
- A woman is less likely to receive CPR from a bystander than a man, and **men have 23% higher odds of surviving a sudden cardiac arrest than women^{vii}**. Too many women die from cardiac arrest – partly because people are afraid to touch them.

Women and Mental Well-being

- Women juggle many roles in life and face different challenges to their overall health and well-being. Women are **38% more likely to have a cardiovascular event when experiencing high work stress¹**. In fact, work stress is about as risky as secondhand smoke². making it critical that they support their mind, heart, and soul.

¹ [Job Strain, Job Insecurity, and Incident Cardiovascular Disease in the Women's Health Study: Results from a 10-Year Prospective Study | PLOS ONE](#)

² [Workplace Stressors & Health Outcomes: Health Policy for the Workplace by Joel Goh, Jeffrey Pfeffer, Stefanos A. Zenios](#)

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The American Heart Association's Go Red for Women movement is the Miss America's Scholarship Foundation's national health thought leader.

- What's good for your mind and body is good for your heart. How you eat, move and manage stress impacts your well-being, physically and mentally and decreases your risk of cardiovascular disease.

ⁱ 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

ⁱⁱ <https://www.cdc.gov/heartdisease/women.htm>

ⁱⁱⁱ <https://www.ahajournals.org/doi/10.1161/CIR.0000000000000907>

^{iv} <https://www.ahajournals.org/doi/10.1161/CIR.0000000000001123>

^v Jin X, et. al. Women's Participation in Cardiovascular Clinical Trials From 2010 to 2017 <https://doi.org/10.1161/CIRCULATIONAHA.119.043594> *Circulation*. 2020;141:540–548

^{vi} [American Heart Association CPR Facts & Stats](#)

^{vii} [Public Perceptions on Why Women Receive Less Bystander Cardiopulmonary Resuscitation Than Men in Out-of-Hospital Cardiac Arrest \(See Abstract and Results section\)](#)