

Red Dress Sunday



Talking Points:

- Heart Disease is the #1 killer among African-American and Latina women. Because February is American Heart Month, (insert church name), along with Saint Agnes Hospital's Cardiovascular Institute, and many other participating Baltimore area churches will be raising awareness about this disease in African American and Latina women on Sunday, February 12, 2012.
- On Red Dress Sunday, we want our congregation to wear red as a powerful visual reminder to take care of their hearts.
- The main purpose of Red Dress Sunday is to remind everyone, women in particular, that our hearts are not only important spiritually, but also, physically. Because having a healthy heart is critical, it is important to know the risk factors for heart disease—that is, the behaviors and/or conditions that increase your chance of getting heart disease. Examples of these are: high blood pressure, high cholesterol, diabetes, smoking, obesity and overweight, physical activity, family history of early heart disease, and women ages 40-60.
- Having just one risk factor increases your chance of developing heart disease.

Facts:

- Each year more African-American and Latina women die from heart disease than breast cancer, strokes, and lung cancer combined, which makes heart disease the number one killer of African-American and Latina women in this country.
- While heart disease strikes women regardless of race or ethnicity, it has been found to be more prevalent among the African-American and Latina communities.
- African-Americans and Latinas are at greater risk of death and disability from cardiovascular disease than any other population group in the United States. We also know that health disparities exist in the delivery of cardiac services to this population.

Statistics:

- One in four women die of heart disease
- About 37 percent of African-American women have high blood pressure
- Nearly half of African-American women have total cholesterol that is too high
- Nearly 80 percent of African-American women and 66% of Latinas are overweight or obese
- About 55 percent of African-American women and 60% of Latinas are physically inactive

Red Dress Sunday Promotional Tips:

- Red Dress Sunday is a collaborative effort between African-American and Latina churches in Baltimore (and beyond!) and Saint Agnes Hospital with the key message that our hearts are not only important spiritually, but also physically.
- The goal is to educate women about the risk factors for heart disease—that is, the behaviors or conditions that increase their chance of getting heart disease.
- Date: February 12, 2012
- Time of Services
- Encourage women to wear red for the event
- Saint Agnes Hospital hosts this event annually
- Heart disease is the No.1 killer of African-American and Latina women
- Together we can make a difference