



American Heart Month & National Wear Red Day

American Heart Month focuses on raising awareness about cardiovascular health and preventing heart disease. The **American Heart Association** utilizes this month to educate communities about heart-healthy lifestyles, emphasizing nutrition, exercise, and regular check-ups, while advocating for research and policy changes to reduce the impact of heart disease nationwide. **National Wear Red Day** is on the first Friday of February, encouraging individuals to wear red attire to bring awareness about women's heart health.

FOLLOW US ON
SOCIAL MEDIA



Tag us: @AHAKansas

Hashtags: #KCGoesRed
#HeartMonth

WOMEN'S HEART HEALTH

- Cardiovascular disease is the No. 1 killer of women.
- Among females 20 years of age and older, nearly half (45%) have some form of cardiovascular disease.
- Less than half (only 44%) of women are aware that cardiovascular disease is their leading cause of death.
- Women experience unique life stages, like pregnancy and menopause, that can increase their risk of developing cardiovascular diseases over the course of their lifetime.

CPR SAVES LIVES

- Cardiac arrest is a leading cause of death in the world. Each year, more than 350,000 cardiac arrests occur outside of the hospital in the United States – and 90% of these are fatal.
- 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. Too many women die from cardiac arrest – partly because people are afraid to touch them.
- About 70% of cardiac arrests that happen outside of a hospital happen at home.
- CPR, especially if performed immediately, could double or triple a person's chance of survival.

[Heart.org/Kansas](https://www.heart.org/Kansas)

[Heart.org/Missouri](https://www.heart.org/Missouri)



American Heart Month & National Wear Red Day

NATIONAL WEAR RED DAY IS FRIDAY, FEB. 6TH!

Help us raise awareness! Cardiovascular disease is the No. 1 killer of women, but in many instances can be prevented through lifestyle & education!

Join us as we wear **RED** to make sure every woman is seen and heard when it comes to her health.

WEAR RED

On **National Wear Red Day**[®], be sure to wear something red to show your support for women with heart disease and stroke!

TURN YOUR BUILDING RED

Light your building, office or landmark up in red colors as we take on women's greatest health threat - cardiovascular disease.

SHARE YOUR PHOTOS

Take a selfie, organize an office picture or dress up your family. However you Go Red, take photos and email them to us! You can also share them on social media using the hashtag **#KCGoesRed** and tag **@AHAKansas!**





American
Heart
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American Heart Month & National Wear Red Day

CELEBRATE AMERICAN HEART MONTH AND NATIONAL WEAR RED DAY!

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NATIONAL WEAR RED DAY® February 6, 2026

Snap a photo in your favorite red apparel and join in on the fun by sharing your photos on social media. Don't forget to encourage your coworkers, friends and family members to GO RED, too!



Use Hashtags and Tag Us!

When posting about American Heart Month and National Wear Red Day, tag us in your post and use our hashtags!

Tag us: @AHAKansas

Hashtags: #KCGoesRed #HeartMonth

DON'T FORGET TO
FOLLOW US ON >>



MESSAGING TO SHARE

- February is American Heart Month—the perfect time to put your heart health first! Let's inspire our families, friends, and communities to make heart-smart choices. Together, we can create a healthier future. [@AHAKansas](#) [#KCGoesRed](#)
- Today marks the beginning of [@AHAKansas](#) Heart Month. Heart disease is our nation's number one killer. What will you do this month to help lower your risk for heart disease? [#KCGoesRed](#)
- Today I'm wearing my red in support of [@AHAKansas](#) to help raise awareness for our nation's #1 killer, cardiovascular disease! I hope you are too. [#KCGoesRed](#)
- Today is National [#WearRedDay](#)! Please join me in wearing red, to help spread awareness about heart disease! You can learn your risk factors for heart disease & find tips to begin making healthier choices. [@AHAKansas](#) [#KCGoesRed](#)
- Did you know women are less likely to receive CPR from a bystander? Learn Hands-Only CPR today and be ready to save a life! [Heart.org/Nation](#) [#KCGoesRed](#)



American
Heart
Association.



[Heart.org/Kansas](#)
[Heart.org/Missouri](#)



American Heart Association.

American Heart Month National Wear Red Day

Show your support on National Wear Red Day™

- On Friday, February 6, wear RED for National Wear Red Day™.
- Arrange to have your building turn red to support women and heart health.
- Encourage your employees to show off their red outfits and post to social media.
- Post photos of your team member's "coworkers" (babies, kids, pets) wearing red.
- Tag us @AHAKansas Facebook, Instagram and X. Use the hashtag #KCGoesRed!

Make a Go Red for Women™ statement by turning your office space red

- Light your building red by using light bulbs or filters.
- Dress in red or turn your workspace red.
- Use a gobo to project the Go Red for Women™ logo on your building or other local landmarks.
- Create opportunities for your employees and friends to share on social media.



EXAMPLES AND VENDOR PRICING FOR YOUR GO RED ACTIVATIONS. GET CREATIVE!

- | | | | |
|---|---|---|--|
| 1 | <p>Turn your office red
Items that can bring red to your office space</p> | → | <p>Red gel filters - Amazon.com
Red bulbs - 1000bulbs.com
Cost estimate: \$6 - \$50</p> |
| 2 | <p>Dress your building red
Project the Go Red for Women™ logo on your building</p> | → | <p>PegasusEntertainment.com
Gobo projector: \$179 - \$500</p> |



American Heart Association.



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Go Red for women.

[Heart.org/Kansas](https://www.Heart.org/Kansas)
[Heart.org/Missouri](https://www.Heart.org/Missouri)



American Heart Month & National Wear Red Day

2026



JOIN US IN CREATING A NATION OF LIFESAVERS!

The American Heart Association has set a goal of doubling the survival of cardiac arrest by 2030. We know that in order to save more lives from the 350,000 cardiac arrests that occur outside of the hospital every year, we must increase the number of people who respond to cardiac arrest by calling 911, delivering high-quality CPR and getting and using an AED as soon as it is available.

In every cardiac emergency, the real first responder is not always a uniformed professional but often an everyday bystander. Cardiac arrest can strike anywhere—at the gym, in the grocery store, or during a child’s soccer game. However, bystanders only intervene about 40% of the time, often due to uncertainty or lack of training.

You do not need medical credentials to save a life. What’s required is knowledge, courage, and the readiness to act. This reimagining of heroism challenges the community to see themselves as empowered agents of change—ordinary people with the extraordinary power to make every future moment possible for someone in crisis.

Learn CPR today so you are ready and become a part of the Nation of Lifesavers.

How to join the Nation of Lifesavers

Joining the Nation of Lifesavers is easier than ever with many learning options:



Take an [online CPR course](#)



Learn and practice with an [CPR Anytime Training Kit](#)



Watch a 60-second video to [learn Hands-Only CPR](#)



Find a [Heartsaver certification course](#) nearby

2026 Events

- Feb 6: National Wear Red Day
- Feb 13: Breakfast in Red
- Feb 21: Kansas City Heart Ball
- May 1: Kansas City Go Red for Women Luncheon
- Sept 26: Kansas City Heart Walk

[Heart.org/Kansas](#)
[Heart.org/Missouri](#)



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American Heart Month National Wear Red Day

JOIN THE NATION OF LIFESAVERS

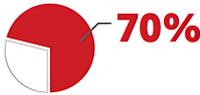
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Help us become a **Nation of Lifesavers** and learn Hands-Only CPR today at Heart.org/Nation.



BE THE DIFFERENCE FOR SOMEONE YOU LOVE

IF YOU ARE CALLED ON TO GIVE CPR IN AN EMERGENCY, YOU WILL MOST LIKELY BE TRYING TO SAVE THE LIFE OF SOMEONE YOU LOVE: A CHILD, A SPOUSE, A PARENT OR A FRIEND.



Nearly 3 out of 4 of out-of-hospital cardiac arrests happen in homes.



Only about 40% of people who experience an out-of-hospital cardiac arrest receive the immediate help they need before professional help arrives.

JUST 2 STEPS TO SAVE A LIFE

1 CALL 911



2 PUSH HARD & FAST IN THE CENTER OF THE CHEST



Heart.org/Kansas
Heart.org/Missouri



American Heart Association.

American Heart Month National Wear Red Day

2025

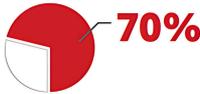
JOIN THE NATION OF LIFESAVERS



The **Nation of Lifesavers Campaign** aims to raise awareness about the importance of knowing Hands-Only CPR and increase the number of lifesavers in Kansas City.

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American Heart Association.



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