



National Wear Red Day 2017 – Women’s Heart Health Education and Awareness
Sponsored by Skyline Hospital and Soroptimist International Mount Adams

Introduction

Skyline Hospital is sponsoring a community-wide women’s heart health educational campaign the week of January 30 – February 3, culminating with the observance of National Wear Red Day on Friday, Feb 3. The information shared throughout this event is considered crucial to raising awareness around women’s heart health in an effort to help reduce the risk of heart disease.

Purpose

The purpose of Skyline Hospital’s Wear Red Day event is to help women become informed about the risks of heart disease, understand the red flags, encourage them to know their own heart health story and inspire healthy lifestyle changes.

Background

Heart disease and stroke cause 1 in 3 deaths among women each year – more than all cancers combined. However, 80 percent of cardiac events can be prevented with education and lifestyle changes. National Wear Red Day® — the first Friday each February — is a special day to bring attention to women’s heart health. Sponsored in part by the American Heart Association, Wear Red Day encourages everyone to wear red, raise their voices, know their cardiovascular risk and take action to live longer, healthier lives.

Project Description

This Wear Red Day event is designed to be highly informative, as well as easy and fun. Participating businesses and groups will receive three electronic newsletters throughout the week containing crucial women’s heart health information. Participants may pass this information along to loved ones, friends and share on social media. The week culminates with the observance of Wear Red Day on February 3. Participating groups are encouraged to take photos on Wear Red Day and share them via social media and with Skyline Hospital for a chance to win raffle prizes. Participating groups are also invited to attend a lunchtime reception at Skyline Hospital on Friday, February 3.

Contact

For more information or to sign up to participate, contact:

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