

Talking Points

Heart Disease is the #1 killer among African American women. Because February is American Heart Month, (*insert church name*), along with Saint Agnes Hospital, and many other participating Baltimore area churches will be raising awareness about this disease in African American women on Sunday, February 14th, 2010.

On Red Dress Sunday, we want our congregation to wear red as a powerful visual and reminder to take care of their hearts.

The main purpose of Red Dress Sunday is to remind everyone and 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 women die from heart disease than breast cancer, strokes, and lung cancer combined, which makes heart disease the number one killer of African-American 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 community.

African Americans 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 black women have high blood pressure

Nearly half of black women have total cholesterol that is too high

Nearly 80 percent of black women are overweight or obese

About 55 percent of black women are physically inactive

Red Dress Sunday Promotional Tips

Red Dress Sunday is a collaborative effort between local African-American churches in Baltimore 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: Feb.14th (Snow Date will be following week February 21st)

Time of Services

Encourage women to wear red for the event

St. Agnes Hospital is principle sponsor for the event

Heart disease is the No.1 killer of African-American women

Together we can make a difference

Saint Agnes is only able to provide such an important outreach event with (church name) support as well as financial support of CareFirst Blue Cross Blue Shield, Sanofi-aventis, The Afro Magazine, and Midatlantic Cardiovascular Associates.