

News Release



Ilene Shapiro – Summit County Executive
FOR IMMEDIATE RELEASE

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County Executive Sponsoring Go Red for Women Events

SUMMIT COUNTY, OHIO—In support of the American Heart Association’s Go Red for Women initiative, Summit County Executive Ilene Shapiro is sponsoring a number of awareness and advocacy events for county employees. The initiative is a national effort to increase women’s heart health awareness and encourage change to improve the lives of women.

According to the American Heart Association (AHA) cardiovascular disease is the leading cause of death for women, causing 1 in 3 deaths each year. Despite the data, heart related deaths are still primarily identified as a risk for men. The Go Red for Women initiative seeks to shift this narrative and educate women about steps they can take to reduce their risk for developing cardiovascular disease.

“The Go Red for Women initiative is an opportunity to learn about how cardiovascular disease can effect women and what step can be taken to reduce risks,” said Executive Shapiro. “We all know a woman who has suffered a heart attack, stroke or other form of cardiovascular disease. By providing information about warning signs and steps to reduce risk, we can help prevent cardiovascular disease from targeting our daughters, mothers, grandmothers and all the women in our lives.”

In 2010, the AHA set a strategic goal of reducing death and disability from cardiovascular disease and strokes by 20 percent while improving the cardiovascular health of all Americans by 20 percent by the year 2020. The initiative targets women because just over 50 percent of women know heart disease is their leading cause of death and less than half are informed about healthy levels for cardiovascular risk factors like blood pressure and cholesterol.

The schedule for Go Red events open to county employees is as follows:

- Friday, February 7: National Wear Red Day
Memorial/Tribute Hearts available for purchase to add to the Go Red for Women Tree from 11:30-1:00 in the Ohio Building and 1st floor lobby of the Pry Building.
Jeans and sneakers stickers available for purchase at same time and locations. \$5 for 3 stickers or \$10 for 7 stickers—7 sticker limit.
Go Red lapel pins also available for purchase.
Heart Healthy information emailed to employees.
- Friday, February 14: Heart Healthy information emailed to employees.
- Friday, February 21: Memorial/Tribute Hearts available for purchase to add to the Go Red for Women Tree from 11:30-1:00 in the Ohio Building and 1st floor lobby of the Pry Building.
Jeans and sneakers stickers available for purchase at same time and locations. \$5 for 3 stickers or \$10 for 7 stickers—7 sticker limit.
Go Red lapel pins also available for purchase.
Heart Healthy information emailed to employees.
- Friday, February 28: American Red Cross Blood Drive in Ohio Building 4th floor atrium from 9:00-2:00. **This event is open to the public.**
Heart Healthy information emailed to employees.

For more information about Go Red Events, please contact Jill P. Adams at (330) 643-2560 or jadams@summitoh.net.

For more information about Go Red for Women and heart disease, please visit <https://www.goredforwomen.org/>.

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