National Wear Red Day

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**Prevent women from dying from heart disease — start by wearing red on February 1**

Dear Editor,

SHARE THAT FRIDAY, FEBRUARY 1 IS NATIONAL WEAR RED DAY, WHICH RAISES HEART HEALTH AWARENESS FOR WOMEN. DISCUSS HOW HEART DISEASE AFFECTS WOMEN, INCLUDING THE FACT THAT HEART DISEASE KILLS ONE WOMAN EVERY MINUTE (**LEARN MORE AT** <https://www.goredforwomen.org/en/about-heart-disease-in-women/facts>). FOLLOW BY SHARING THAT TOBACCO LEADS TO ONE OF EVERY THREE HEART DISEASE DEATHS (**FIND MORE FACTS AT** <https://www.cdc.gov/tobacco/basic_information/health_effects/heart_disease/index.htm>).

WHY ARE YOU WEARING RED ON FRIDAY, FEBRUARY 1? ARE YOU HONORING THE MEMORY OF A FAMILY MEMBER/FRIEND? DO YOU SIMPLY WANT TO SHOW SUPPORT FOR WOMEN? WHATEVER YOUR REASON, DISCUSS WHY THIS IS IMPORTANT TO YOU.

RETURN TO TOBACCO USE BEING A LEADING CAUSE OF HEART DISEASE. BE SPECIFIC— **YOU CAN FIND EXAMPLES AT** <https://www.cdc.gov/tobacco/basic_information/health_effects/heart_disease/index.htm>.

IN ADDITION TO QUITTING TOBACCO, LET READERS KNOW THEY CAN ALSO IMPROVE THEIR HEART HEALTH BY (**PULL FROM** <https://www.dhs.wisconsin.gov/heart-disease/resources-public.htm>).

CLOSE BY REMINDING READERS TO WEAR THEIR RED WITH PRIDE ON THE 1ST. ALSO LET TOBACCO USERS KNOW THEY CAN GET FREE HELP TO QUIT BY CALLING 1-800-QUIT NOW (784-8669), OR IF THEY’RE ON MEDICAID, TALKING TO THEIR DOCTOR ABOUT THE WISCONSIN MEDICAID CESSATION BENEFIT.