



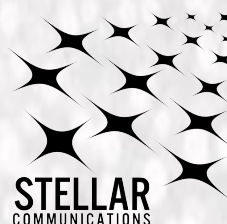
RED DRESS *Sunday*



TOOLKIT



American Heart Association®



Red Dress Sunday Tool Kit

Table of Contents

- ❖ Introductory Letter
- ❖ Red Dress Checklist
- ❖ Red Dress Heart Health Facts
- ❖ Red Dress Social Media
- ❖ Red Dress Profile Frame
- ❖ Red Dress Talking Points
- ❖ Red Dress Ways to Participate



February 13, 2026

Dear Faith Leader, Community Partners, and Advocate for Women's Health,

On behalf of Stellar Communications, LLC, and our valued partners, Roper St. Francis Healthcare, Ladies Enriching the Community (LETC), and the American Heart Association we are honored to present the *Red Dress Sunday Toolkit*.

Red Dress Sunday is more than a symbolic day of wearing red. It is a call to action. Heart disease remains the leading cause of death for women, disproportionately impacting African American women and underserved communities. Yet, with education, awareness, early detection, and lifestyle changes, many heart-related conditions are preventable.

This toolkit was designed to make participation simple, impactful, and meaningful. Inside, you will find resources to help your church or organization:

- Raise awareness about women's heart health
- Share credible heart health facts
- Engage members through worship, fellowship, and conversation
- Promote social media participation and community visibility
- Equip ambassadors with clear talking points

Our goal is to empower congregations and community groups to integrate heart health into ministry, outreach, and everyday life transforming awareness into sustained action.

We believe faith communities are uniquely positioned to influence behavior, encourage preventative care, and create supportive environments for healthier living. When we wear red, we stand together in remembrance, in advocacy, and in commitment to saving lives.

Thank you for partnering with us to strengthen the hearts of our women, families, and communities.

With purpose and partnership,

Garcia

Garcia Williams
Stellar Communications, LLC

In Partnership With:

Roper St. Francis Healthcare
Ladies Enriching the Community (LETC)
American Heart Association

Red Dress Checklist





Heart Health Sunday

Planning & Execution Checklist

1 Event Foundation & Planning

- ♥ Designate a Sunday for Red Dress Sunday (add to church calendar)
- ♥ Confirm leadership sponsor (Pastor / Health Ministry Lead / Planning Chair)
- ♥ Define the 2026 Focus: Your Heart + Faith = Strong Community
- ♥ Identify partner organizations (Roper St. Francis Hospital, American Heart Association, GirlTrek)
- ♥ Determine format: In-person, virtual, or hybrid

2 Worship Service Integration

- ♥ Encourage congregation to wear red
- ♥ Select a speaker to be featured as designated by church leadership (heart health expert, survivor, or faith leader)
- ♥ Confirm heart health survivor(s) willing to share testimony
- ♥ Coordinate with AHA for collaterals and Ambassadors for talking points or remarks
- ♥ Include prayer, scripture, or reflection centered on health equity & community

3 Storytelling & Survivor Engagement

- ♥ Identify heart disease and stroke survivors within the congregation/community
- ♥ Schedule live or recorded interviews or quote submissions
- ♥ Obtain photo/video release permissions
- ♥ Prepare guiding questions (journey, recovery, advocacy, disparities)
- ♥ Capture content for post-event sharing

4 Education & Training

- ♥ Collaborate with Roper and/or American Heart Association training sessions for:
 - Health Ministries
 - Community Partners
 - Ministry Leaders & Volunteers
- ♥ Share heart health prevention resources and talking points
- ♥ Distribute materials on cardiovascular disparities affecting Black women

5 Health & Wellness Activities

- ♥ Host Healthy Cooking Demonstration (live or recorded)
- ♥ Collect and share heart-healthy recipes
- ♥ Facilitate a Health Vision Board Activity
- ♥ Promote nutrition education and dietary discussions
- ♥ Encourage daily movement and lifestyle changes

6 Virtual & Interactive Programming

- ♥ Organize a Virtual Heart Walk (individual or group participation)
- ♥ Host a Mini Virtual Health Fair, including:
 - ♥ Wellness resources
 - ♥ Partner organizations
 - Preventive care information
- ♥ Provide downloadable or shareable resources

7 Social Justice Focus

- ♥ Introduce the theme: Your Heart + Faith = Strong Community
- ♥ Share discussion points on:
 - Health inequities
 - Access to care
 - Community advocacy
- ♥ Highlight GirlTrek's mission and community-based wellness model
- ♥ Share the recommended TED Talk from GirlTrek's founders
- ♥ Encourage congregational participation in walking, advocacy, and sisterhood

8 Communications & Promotion

- ♥ Promote via church announcements and worship slides
- ♥ Publish content on church social media platforms
- ♥ Encourage members to post on personal social media pages
- ♥ Share survivor stories, facts, and event reminders throughout the week
- ♥ Use consistent hashtags and branded graphics

9 Post-Event Follow-Up

- ♥ Share recap photos, videos, and testimonials
- ♥ Post recipes, resources, and recorded sessions
- ♥ Thank speakers, partners, and volunteers
- ♥ Encourage ongoing heart-health activities beyond Red Dress Sunday
- ♥ Capture feedback and lessons learned for next year
- ♥ Create survey (QR Code) for follow-up and event feedback



American Heart Association®



Red Dress

Heart Health Facts





HEART HEALTH FACT



**Heart disease is the
#1 killer of women,
including Black women.**

Sources:

CDC - Heart Disease and Women:

American Heart Association (AHA) - Heart Disease in Women



HEART HEALTH FACT



**Heart disease is the
leading **cause of death**
for women in the U.S.**

Sources:

CDC - Heart Disease and Women:

American Heart Association (AHA) - Heart Disease in Women



HEART HEALTH FACT



Black women have **higher rates of major risk factors like high blood pressure, obesity, diabetes, and stroke compared with many other groups.**

Sources:

CDC - Heart Disease and Women:

American Heart Association (AHA) - Heart Disease in Women



HEART HEALTH FACT



**Black women also experience
more severe outcomes and
higher mortality in many
cardiovascular categories.**

Sources:

CDC - African American Health/Heart Disease and Stroke Disparities:

AHA - Health Disparities and Heart Disease:



HEART HEALTH FACT



High blood pressure is one of the **strongest predictors of heart attack, heart failure, kidney disease, and stroke.**

Sources:

***CDC - High Blood Pressure Facts & Disparities
AHA - High Blood Pressure & Heart Disease Risk***



HEART HEALTH FACT



Black women are **more
likely to have a stroke
than white women.**

Sources:

CDC - Stroke Disparities:

National Institute of Neurological Disorders and Stroke (NIH/NINDS)



HEART HEALTH FACT



High blood pressure is the **biggest driver**,
and unfortunately it often goes **untreated**
or undertreated due to access issues, stress
load, and systemic barriers.

*Sources:
CDC - Stroke Disparities:
National Institute of Neurological Disorders and Stroke (NIH/NINDS)*



HEART HEALTH FACT



Black women experience much higher rates of pregnancy-related death, and cardiovascular conditions are a leading cause of maternal mortality in the U.S.

Sources:

**CDC - Pregnancy - Related Deaths & Racial Disparities:
ACOG (American College of Obstetricians and Gynecologists) -
Cardiovascular Conditions and Pregnancy Risk**



HEART HEALTH FACT



Conditions like **pre-eclampsia and
postpartum hypertension raise
long-term heart disease risk.**

Sources:

**CDC - Pregnancy - Related Deaths & Racial Disparities:
ACOG (American College of Obstetricians and Gynecologists) -
Cardiovascular Conditions and Pregnancy Risk**

Red Dress Social Media Profile Frame





 **RED DRESS**
Sunday

Red Dress

Ways to Participate





5 Ways to Participate



Wear RED and Invite a Friend



Volunteer During The Event



Share The Message Online Using The Hashtags
#RedDressSunday #RedDressSundaySC



Host a Heart Health Moment At Your Church



Sponsor Screenings



Red Dress

Talking Points





Talking Points

✓ Purpose of Red Dress Sunday

Red Dress Sunday is a call to action for congregations and communities to raise awareness about heart disease, the leading cause of death for women. During American Heart Month in February, churches and community organizations use this day to highlight the importance of heart health, particularly for Black women, who experience some of the highest rates of cardiovascular disease and related complications in the United States.

✓ Why We Wear Red

On Red Dress Sunday, congregations are encouraged to wear red as a powerful and visible reminder to take heart health seriously. Wearing red sparks conversation, increases awareness, and reinforces the message that heart health deserves attention both inside and outside the church.

✓ Faith and Heart Health

Red Dress Sunday reminds us that caring for our hearts is both a spiritual and physical responsibility. A healthy heart allows us to continue serving our families, our communities, and our purpose. Understanding heart disease risk factors is a critical step toward prevention.

✓ Key Risk Factors for Heart Disease

Risk factors for heart disease include high blood pressure, high cholesterol, diabetes, smoking, obesity, physical inactivity, chronic stress, and a family history of early heart disease. Having even one of these risk factors can significantly increase the likelihood of developing heart disease.

✓ Black Women – Key Heart Health Facts

- Heart disease is the leading cause of death for Black women in the United States.
- Nearly 50% of Black women age 20 and older have heart disease.
- Black women are nearly 60% more likely to have high blood pressure compared to white women, and they tend to develop it earlier in life.
- More than 1 in 2 Black women over age 20 has hypertension.
- Black women are more likely to experience strokes and heart failure than other groups.

- Black women are less likely to be referred for advanced cardiac care and lifesaving procedures, contributing to worse outcomes.
- Social factors such as stress, caregiving demands, systemic inequities, and limited access to preventive care increase cardiovascular risk for Black women.

Health Disparities

Despite advances in treatment, Black women continue to face significant disparities in the prevention, diagnosis, and treatment of heart disease. Bias in healthcare, delayed diagnoses, and unequal access to care all contribute to higher mortality rates. Education, advocacy, and early intervention are essential to closing these gaps.

Promotional Tips for Churches and Organizations

- Encourage congregants to wear red during services or events.
- Share Black women-specific heart health facts during announcements or sermons.
- Invite healthcare professionals to speak about prevention and early warning signs.
- Offer blood pressure checks or heart health screenings when possible.
- Use church newsletters and social media to reinforce heart-healthy messages.
- Emphasize that small, consistent lifestyle changes can reduce risk.

Closing Message

By coming together in faith and action, we can raise awareness, save lives, and support heart-healthy futures for Black women, their families, and their communities.

Statistics are drawn from the CDC, American Heart Association, and NIH and should be cited accordingly in final materials.





BIBLE VERSE CARDS

Our Red Dress Sunday Bible verse cards are a great way to share the message and raise awareness about Red Dress Sunday. Simply print out the following pages double sided and cut along the white lines. Pass them out to your church members or anyone you meet.



American Heart Association®



PROVERBS 4:23



ABOVE ALL ELSE, GUARD
YOUR **HEART**, FOR IT IS
THE WELLSPRING OF LIFE.



Approximately one woman dies
every minute from heart disease.

GUARD YOUR HEARTS.
FIGHT HEART DISEASE.

Visit for more
information.



PROVERBS 15:13



A HAPPY **HEART** MAKES
THE FACE CHEERFUL, BUT
HEARTACHE CRUSHES
THE SPIRIT.



Nearly 90 percent of women have at
least one risk factor for developing
heart disease.

PREVENT HEARTACHE
FIGHT HEART DISEASE.

Visit for more
information.



PROVERBS 14:30



A **HEART** AT PEACE GIVES
LIFE TO THE BODY, BUT
ENVY ROTS THE BONES.



Each year more women die from heart
disease than breast cancer, stroke, and
lung cancer combined.

GIVE LIFE TO YOUR BODY.
FIGHT HEART DISEASE.

Visit for more
information.



PSALM 51:10



CREATE IN ME A PURE
HEART, O GOD, AND
RENEW A STEADFAST
SPIRIT WITHIN ME.



One in three women die from
heart disease.

RENEW YOUR SPIRIT.
FIGHT HEART DISEASE.

Visit for more
information.



Approximately one woman dies every minute from heart disease.

GUARD YOUR HEARTS.
FIGHT HEART DISEASE.

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Nearly 90 percent of women have at least one risk factor for developing heart disease.

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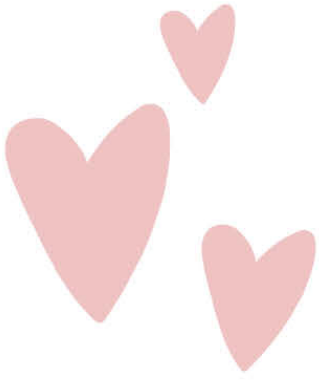


PSALM 51:10



CREATE IN ME A PURE
HEART, O GOD, AND
RENEW A STEADFAST
SPIRIT WITHIN ME.





Link to Download Red Dress Sunday Graphics



<https://tinyurl.com/RedDressSundaySC26>



RED DRESS

Sunday

TOOLKIT

Thank you for joining us during the month of February. The path to wellness continues,
please sign up to receive updates and to join us on this journey.



Stellar Communication, LLC