



TM Red Dress Design, Trademark  
of the American Heart Association.

## **SINGAPORE HEART FOUNDATION'S GO RED FOR WOMEN – 2017/18 CAMPAIGN REPORT**

### **Background**

Singapore Heart Foundation's Go Red For Women (GRFW) campaign is part of an international movement led by the American Heart Association & the World Heart Federation, which aims to empower women with knowledge and tools so they can take positive action to reduce their risks of heart disease and stroke and protect their health.

Heart disease and stroke combined, is the world's top and one of Singapore's leading causes of death for women, yet the 2016 heart health survey conducted by SHF, revealed that only 10% of Singaporean women were aware of this fact. The 2017 Go Red For Women campaign organised by SHF aimed to educate the public on the importance of recognising this 'silent killer' in women.

### **Edwards Lifesciences Go Red For Women Celebrations**

For the fifth year running, Edward Lifesciences (Singapore) Pte Ltd celebrated the Go Red For Women campaign through fundraising sales of SHF merchandise in their office compound. Other than raising funds to support SHF's effort in the campaign, the celebration also aimed to promote awareness of cardiovascular disease and stroke in women among the employees.

**Date:** February 2017

**Venue:** Edwards Lifesciences Office

**Amount raised:** S\$ 3,759



## **Wear Red @ Asia Square Roadshow – Wear Red, Pledge Red, Go Red**

To commemorate International Women's Day, a *Go Red For Women Roadshow* titled the 'Wear Red @ Asia Square' was held on Wednesday 8<sup>th</sup> March 2017 at The Cube @ Asia square from 8am to 6pm to raise awareness for cardiovascular disease among women in Singapore.

More than 300 PMEBS, mainly women, working in the CBD district came to support the campaign/event by dressing up in red or with a touch of red. Ladies (and gentlemen) who were dressed in red, were eligible to redeem the exclusive GRFW towel and a heart health goodie bag which consists of a women heart health booklet, red dress GRFW pin and other health related products from our sponsors. The other visitors, who were not dressed in red, were also able to redeem another set of heart health goodie bags. In total, almost 700 visitors turned up at the event.

To advocate healthy breakfast eating, SHF collaborated with Gardenia Foods and Ayam Brand to promote the importance of eating a healthy breakfast to maintain a healthy heart through consuming whole grain food, i.e. wholemeal bread. The hearty breakfast sandwiches giveaway (limited to first 250 guests) were fully redeemed almost instantly.

**Save-A-Life initiatives** also took part in the roadshow by setting up a booth and conducting CPR skit and challenge to promote the Out-of-Hospital Cardiac Arrest (OHCA) survival rates. The team also urged visitors to download the myResponder app so that they can locate the nearest AEDs around their office locations during emergency. Others activities at the roadshow include complimentary finger prick cholesterol test, sponsored by Marigold as well as heart health quizzes that allows visitors to bring home attractive prizes.

**Date:** 8th March 2017 (International Women's Day)

**Venue:** The Cube @ Asia Square

**No. of turnout:** Wear Red Sign up – 348 participants

Non Red Sign up – 450 participants



## **Healthy Mummy, Health Family Symposium 2017**

To celebrate Mother's Day, Singapore Heart Foundation (SHF) held the Healthy Mummy, Healthy Family Symposium 2017 on Saturday, 6th May at the Marina Mandarin Singapore, Taurus Ballroom as part of its Go Red For Women (GRFW) campaign. GRFW aims to empower women with the knowledge and tools to reduce their risk of cardiovascular disease. Madam Halimah Yacob, Speaker of Parliament and MP for Marsiling-Yew Tee GRC, showed her support by gracing the symposium.

At the symposium, more than 200 guests attended the two informative talks by our guest speakers. Cardiologist and SHF board member, Dr Goh Ping Ping (who is also the GRFW Chairperson/Spokesperson) presented the talk 'Women And Heart Disease: Are You At Risks?' and Ms Valerie Teong, who is a dietician from NUHCS gave an education talk titled 'Nutrition for the Heart and Benefits for the Family'.

A special highlight for the event was the Hearty Bento Workshop conducted by Singapore's top bento artist, Ms Shirley Wong aka Little Miss Bento. The workshop has provided participants with a step by step basic introduction to create own creative lunch box that are healthy and delicious. The 60 participants have enjoyed a bonding session with their friends and love ones.

There were exhibitor booths featuring health-related products and all guests at the event walked away with a heart health goodie bag worth more than \$50!

**Date:** 6<sup>th</sup> May 2017

**Venue:** Marina Mandarin Singapore

**No. of turnout:** More than 200 guests

Hearty Bento Workshop – 60 participants

