

Matters of the Heart

Website helps women fight their No. 1 killer

February may be the coldest month of the year, but it has a warm heart. Not only does Valentine's Day (the "heart holiday") fall during the month, but it's also Heart Health month.



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InSites

GoRedForWomen.org is a website the American Heart Association created and dedicated to educating women and raising their awareness of heart-related health issues. The site is a resource for information on heart disease and strokes as well as an online community

for people those issues affect.

The home page features links to profiles of real women who survived serious encounters with heart disease or stroke. They talk about their experiences and how they now work to educate others about risk factors, symptoms and prevention strategies.

There's also a featured link for support networks. Survivors or caregivers can sign up to join various online communities to share heart- or stroke-related experiences.

Know Your Numbers is a featured link that explains how blood pressure, cholesterol, blood sugar and body-mass index relate to your health risks. It also explores risk factors you can control and those you can't.

Navigation links at the top of the page lead to four interior sections covering different aspects of the conditions. The About Heart Disease link covers facts about heart disease in women, symptoms of a heart attack or stroke (which can be very different in women than in men), living with heart disease and research on heart disease.

The Know Your Risk link has numerous articles about determining and managing the various risk factors. The Get Involved link has details about donating money or time to support the cause. And the

Live Healthy link features articles aimed at preventing heart disease by managing stress, eating healthy and exercising.

Site well done

The Go Red for Women site is nicely designed. The home page is saturated with red — red type, red backgrounds and numerous pictures of women dressed in red. The information is organized, the typography is unified, and the navigation is logical. The photos and videos are of good quality.

The writing is good, but the editors need to step up their game, as I noticed occasional typos. There's also a bit of redundancy as a lot of the information repeats in different sections.

Heart disease is the No. 1 killer of women. If you want to give your heart to someone this Valentine's Day, and for years to come, you should learn how to have a healthy one.

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