

American Indian Cancer Foundation's
INDIGENOUS  **PNK**



AWARENESS CAMPAIGN SUMMARY
2023

Table of Contents

Campaign Highlights.....1

Clinic Champion Highlights.....2

Clinic Champion Summaries

- Bad River Tribal Health & Wellness Center.....3
- California Health Collaborative - Every Woman Counts.....3
- Clinton Indian Health Services.....4
- Lac Courte Oreilles Band of Lake Superior Chippewa Indians.....4
- Lakota Wellness Society.....5
- NARA NW.....5
- Nimkee Memorial Wellness Center.....6
- Nottawaseppi Huron Band of the Potawatomi.....6
- Prairie Band Potawatomi Health Center.....7
- Red Lake Hospital.....7
- Stockbridge Munsee Health and Wellness Center.....8
- Texas Native Health.....8
- Utah Navajo Health System Inc.....9
- Wewoka Indian Health Clinic.....9
- Yakama Indian Health Service.....10





INDIGENOUS PINK

October 19, 2023

#AllBodiesHaveBreasts



2023 Campaign Highlights

The American Indian Cancer Foundation (AICAF) honored Indigenous breast cancer survivors and caregivers during National Breast Cancer Awareness Month in October. AICAF's 9th annual Indigenous Pink campaign aims to educate Native communities about the importance of early detection and remind women, men, non-binary, and genderfluid relatives to talk to their doctors about breast cancer screening.

Recent studies have revealed that breast cancer is the most common cancer among Native women and is the second leading cause of cancer death. However, Indigenous Pink emphasizes that all bodies have breast tissues, regardless of gender or those who are at risk of developing breast cancer.

This year's accomplishments include:



CLINIC CHAMPIONS

Fifteen (15) Tribal and Urban Indian Clinics received funding for innovative, community-based breast cancer solutions.



CAMPAIGN ADVOCATES

An Indigenous cancer survivor and caregiver promoted the campaign and shared breast health resources.



COMMUNITY CONVERSATIONS

Two Indigenous Pink Campaign Advocates hosted two sessions bringing in a total of 43 attendees.



RESOURCES

Two new resources were developed this year which include the Indigenous Pink Cookbook and the Social Media Toolkit.



SOCIAL MEDIA

Indigenous Pink had over 187,358 reaches & impressions!



PLEDGES

166 people took the Indigenous Pink Screening Pledge.

Miigwech to our relatives who participated in #IndigenousPinkDay and shared their photos and stories to raise awareness of breast cancer in Indian Country. Learn more about Indigenous Pink at AmericanIndianCancer.org or contact health@aicaf.org



INDIGENOUS PINK CLINIC CHAMPIONS



Overview

The American Indian Cancer Foundation's (AICAF) Clinic Champions initiative highlights AICAF's commitment to eliminating the cancer burdens of Indigenous people through improved access to prevention, early detection, treatment, and survivor support.

In 2023, fifteen (15) Tribal and Urban Indian Clinics were selected as AICAF's Clinic Champions for the 9th annual Indigenous Pink campaign. Clinic Champions were selected through an application process and chosen because of their innovative, community-based interventions that engage community members in working towards effective and sustainable breast cancer solutions. Each Clinic Champion received a \$500 micro grant, four \$50 gift cards, six Indigenous Pink t-shirts, a community activity kit, and numerous culturally tailored resources.

AICAF is honored to have partnered with each Clinic Champion this year and is excited to share some campaign highlights from the Indigenous Pink Clinic Champions:



REACH

4,615 people were reached through innovative, community-based breast cancer solutions.



SCHEDULED SCREENS

697 breast cancer screening were scheduled through Tribal and Urban Indian Clinics.



COMPLETED SCREENS

400 breast cancer screenings were completed through Tribal and Urban Indian Clinics.



RESOURCES CREATED

97 resources were created to raise awareness about breast cancer in Indigenous populations.



RESOURCES DISSEMINATED

2,864 resources were disseminated throughout Tribal and Urban Indian Clinics.

Learn more about Indigenous Pink at AmericanIndianCancer.org or contact health@aicaf.org

Read more about each Clinic Champion 



Bad River Tribal Health & Wellness Center

The Wellness Center focused the month on outreach and partnerships, leveraging the resources from AICAF, including the social media toolkit and resources. They held lunch and learns, encouraged and posted photos of staff and community members wearing pink. Finally, they are partnering to host a Well Woman Event, a mobile mammography bus, and a Dream the Cure event!



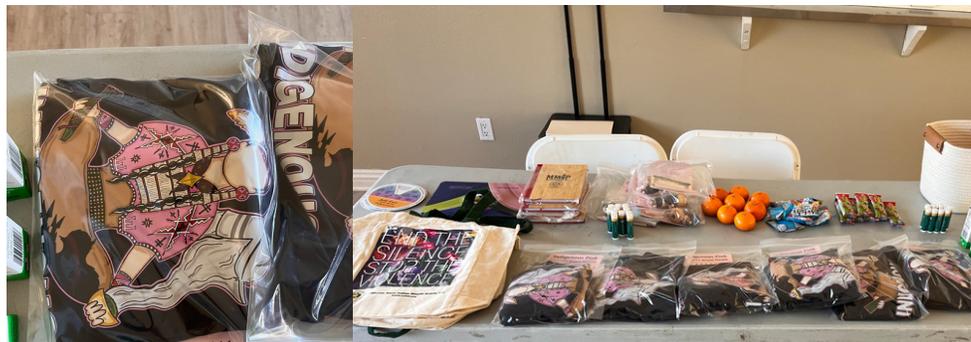
CALIFORNIA HEALTH
COLLABORATIVE



Every
Woman
Counts

California Health Collaborative - Every Woman Counts

The Collaborative organized several community events and re-established partnerships to bring awareness to the importance of Breast Cancer. They were able to reach over 100 individuals and completed 15 screenings. With the success of Indigenous Pink, the partnerships are looking forward to continued work together to bring screening to Tribal communities.





Clinton Indian Health Services

In partnership and with support from AICAF, the clinic supported women in pursuing screening through small gifts and a drawing at the end of the month. Over 75 women were screened with more than 250 receiving education and an increased understanding of the importance of screening.



Lac Courte Oreilles Band of Lake Superior Chippewa Indians

Overcoming several setbacks, the clinic hosted a community event in early November, with nearly 100 patients receiving 1:1 education from staff nurses and 26 scheduling a mammography! The great event was an opportunity to stress the importance of screening and preventative care.





Lakota Wellness Society

The Lakota Wellness Society helped raise awareness and encourage women to complete screening. They provided educational and promotional items, discussing the importance of Breast Cancer screening with 25 women and reaching 40 more.



NARA NW

In honor of Breast Cancer Awareness Month, NARA partnered with an imaging center and held an evening mammogram event. The event had a capacity for 22 mammograms and completed 19, with all attendees receiving dinner, self-care bags, completing risk assessments, and being connected with appropriate support services!





Nimkee Memorial Wellness Center

Led by a patient navigator, the Wellness Center held a community event to elevate the awareness of breast cancer and the importance of screening. They also spent extra time contacting existing clinic patients through phone calls and letters and encouraging providers to prioritize screening during their visits. The month resulted in reaching over 150 women and scheduling over 30 Mammograms!



Nottawaseppi Huron Band of the Potawatomi

The primary event for Indigenous Pink Day was hosting their Mobile Mammography Unit on IP Day (10/19/23). The Unit was there for 7 hours and 28 women completed a mammogram, received a small gift, and were entered for raffle. The clinic also posted on its social media and created and provided educational resources to nearly 500 community members!





Prairie Band Potawatomi Health Center

The Prairie Band Potawatomi Health Center staff attended three health fairs and led an internal clinic staff training during October. They created tailored handouts and brochures to educate clinic patients on the importance of screening and reach over 200 people.



Red Lake Hospital

The Red Lake Hospital focused on creating an exciting environment for staff and patients alike, all centered on Breast Cancer Awareness. They wore pink, held drawings, shared promotional materials, and, ultimately, doubled the amount of typical Mammograms conducted each month (completed 188 Mammograms!).

Staff shared, *“This positive energy not only promotes breast cancer awareness for patients but energizes the staff and reminds us why we do what we do.”*





Stockbridge Munsee Health and Wellness Center

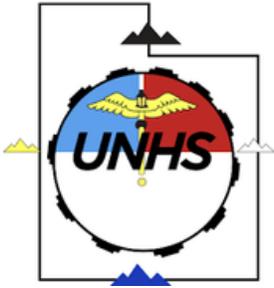
The Center approached raising awareness of the importance of screening through various approaches, having a physical display, posting on social media, running articles in the Tribal newspaper, and posting on the Tribal website. The push resulted in a large amount of interest, reaching more than 750 individuals, and encouraging each to connect with the clinic.



Texas Native Health

The clinic posted a display that attracted many of the patients to review the materials, including the story of a community member and their experience with Breast Cancer. The clinic staff shared that this led to positive conversations with patients, including some completing their Mammograms.





Utah Navajo Health System Inc.

The Health System held various events, both at clinics and using a Mobile Mammography unit, traveling to community sites. The clinic increased awareness and helped many (600+) understand Breast Cancer better. During the month, 87 women were screened!



Wewoka Indian Health Clinic

Originally planning for three days of women's health focus at the clinic, the cross-departmental planning team provided 4 days of wellness exams, mammograms, and focused education for their patients. Bringing together multiple departments positively impacted patients and assisted 78 women in completing a mammogram in October.





Yakama Indian Health Service

The Indigenous Pink campaign helped the clinic create and share culturally appropriate materials to emphasize early screening and detection importance for Breast Cancer. The events and media campaign increased their screening mammogram rates (28 in October!) and enhanced community promotion and education.





**American Indian
Cancer Foundation®**

2355 Fairview Ave N #317
Saint Paul, MN 55113

612.314.4848
health@aicaf.org

www.AmericanIndianCancer.org