

American Indian Cancer Foundation
TURQUOISE



AWARENESS CAMPAIGN SUMMARY

2024

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American Indian Cancer Foundation's

TURQUOISE THURSDAY 2024 Campaign Highlights

In the United States, early detection and screening have greatly reduced the impact of cervical cancer among all women. However, cervical cancer continues to disproportionately affect Native communities and Native women are over 1.5 times as likely to develop cervical cancer compared to White women. This year, relatives from across Indian Country answered the call to support AICAF's Turquoise Thursday campaign in January during National Cervical Health Awareness Month.

Our community took action by encouraging their relatives with a cervix to get the human papillomavirus (HPV) vaccine and take the Turquoise Thursday Pledge by scheduling a Pap smear – two crucial steps in combating cervical cancer. HPV is an infection that can cause cervical, throat, penile, anal, and vulvar cancers. Immunization is recommended for both children and adults to help prevent 90% of HPV-causing cancers. The HPV vaccine helps protect against cervical cancer, one of the most preventable and treatable forms of cancer, when detected early.

AICAF is dedicated to fostering community-driven solutions. We're honored to continue to partner with cancer survivors and Clinic Champions across Indian Country. Explore more ways AICAF spread the word about Indigenous cervical cancer burdens. This year's accomplishments include:



CLINIC CHAMPIONS

Ten (10) Tribal and Urban Indian Clinics received funding for innovative, community-based cervical cancer solutions.



CAMPAIGN ADVOCATES

An Indigenous cervical cancer survivor promoted the campaign and shared resources.



PLEDGES

32 people took the Turquoise Thursday Screening Pledge online.



SOCIAL MEDIA

Turquoise Thursday had over 243,000 reaches & impressions!



WEBINAR SERIES

The series aimed to increase awareness about Indigenous cervical cancer burdens and solutions, bringing in a total of 120 attendees.



TOOLKITS

Two new toolkits were created for Clinic Champions and our relatives to share culturally tailored messaging and resources.

✦✦✦ Ketabi to our relatives who participated in #TurquoiseThursday to raise awareness of cervical cancer in Indian Country. Learn more about Turquoise Thursday at [AICAF.org](https://aicaf.org) or contact health@aicaf.org. ✦✦✦

About the Campaign

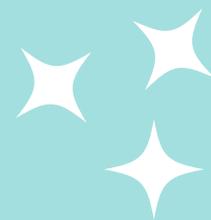


Photo Contest

To further engage with our online community, AICAF hosted a Turquoise Thursday photo contest to encourage our relatives to post photos of themselves wearing their favorite turquoise clothing or jewelry to raise awareness of Indigenous cervical cancer burdens. Three winners were announced to receive a \$25 gift card.



Campaign Advocate- Mary Ann Cook

AICAF is honored to have Mary Ann Cook (Red Lake Ojibwe) as the 2024 Turquoise Thursday Campaign Advocate. Mary shared her experiences reclaiming Indigenous health through prevention and risk reduction activities, screenings, cancer treatment, and more.

[Click here to read about Mary's cervical cancer survivor story.](#)

Turquoise Thursday Webinar Series

This year, AICAF created a Turquoise Thursday webinar series featuring guest speakers from national organizations to increase awareness about Indigenous cervical cancer burdens and solutions, bringing in 120 attendees.

The first webinar featured guest speakers from the American Cancer Society Cancer Action Network, which empowered tribal leaders, cancer care providers, business leaders, and others to share their stories and advocate for public policy solutions that can support patients, prevent cancer, advance research, and more.

AICAF closed out the month with a webinar featuring epidemiologists with the Centers for Disease Control and Prevention (CDC), for an overview of cervical cancer data in American Indian/Alaska Native communities and to learn how to explore this data through CDC tools and resources.



American Indian Cancer Foundation's

TURQUOISE THURSDAY 2024 Clinic Champions

Clinic Champions are Tribal and Urban Indian Clinics that AICAF selected through an application process to spearhead AICAF's mission to eliminate the cancer burdens of Indigenous people through improved access to prevention, early detection, treatment, and survivor support.

This year, ten (10) Tribal and Urban Indian Clinics were chosen because of their innovative, community-based interventions that engage community members in working toward effective and sustainable cervical cancer solutions. Each Clinic Champion received a \$500 micro grant, exclusive Turquoise Thursday t-shirts, a community activity kit, and numerous culturally tailored cervical cancer resources.

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



REACH

More than 1,136 people were reached through innovative, community-based cervical cancer solutions.



SCHEDULED SCREENS

239 cervical cancer screenings were scheduled through Tribal and Urban Indian Clinics.



COMPLETED SCREENS

182 cervical cancer screenings were completed through Tribal and Urban Indian Clinics.



RESOURCES CREATED

16 resources were created to raise awareness about cervical cancer in Indigenous populations.



RESOURCES DISSEMINATED

More than 522 resources were disseminated throughout Tribal and Urban Indian Clinics.

Learn more about Turquoise Thursday at AmericanIndianCancer.org or contact health@aicaf.org



American Indian Health Services of Chicago, Inc.

American Indian Health Services of Chicago hosted a community event and turquoise item exchange which was attended by 15 individuals. At the event, Dr. Bowman presented on women's health and the importance of screening for cervical cancer. They distributed the resources provided by AICAF throughout the clinic and at the community event. The clinic was also able to help patients schedule screenings during events!



Bad River Tribal Health & Wellness Center

Bad River Tribal Health and Wellness Center raised awareness about cervical cancer and the importance of routine screening by encouraging community members to wear turquoise. They also hosted a cervical cancer shawl making event which was attended by 15 individuals.





Blackfeet CHR program

Blackfeet CHR Program hosted a table at the Casino in which they provided educational materials on cervical cancer screening and prevention. They also offered health screenings which consisted of blood sugar screenings, blood pressure checks, weight and O2 stats for 51 people. Blackfeet CHR Program hosted a table at the Casino in which they provided educational materials on cervical cancer screening and prevention. They also offered health screenings which consisted of blood sugar screenings, blood pressure checks, weight and O2 stats for 51 people.



Native Healthcare Center

Native Healthcare Center hosted a successful awareness and educational campaign to promote their cervical cancer screening program and encourage women to participate in the programs. Throughout the month they were able to complete 17 cervical cancer screenings and schedule 6 additional screenings.





Nebraska Urban Indian Medical Center

This year, NUIHC reached 87 community members by hosting a Cervical Cancer Screening educational class. The class was well received by the community. They also scheduled 87 cervical cancer screenings and completed 22 screenings. Turquoise Tuesday gave NUIHC an opportunity to focus on cervical cancer awareness and education while improving the lives of their patients.



Oklahoma City Indian Clinic

OKCIC increased awareness about cervical cancer screenings and prevention throughout the clinic and on social media, hosted a lunch and learn to share education and best practices which was attended by 12 clinic providers, and held their first ever walk-in HPV vaccination clinic in which they vaccinated 8 patients. They were able to complete 70 cervical cancer screenings, an increase of 60% compared to prior month's averages.





Prairie Band Potawatomi Health Center

Prairie Band Potawatomi Health Center reached 240 community members, developed 6 resources to provide education and promote cervical cancer screenings and prevention. The resources were well received with many patients taking the resources home. They also hosted a lunch and learn to provide education to community members. Despite multiple snow days, the health center was able to schedule 40 screenings and complete 18 cervical cancer screenings throughout the month.



Saint Regis Mohawk Health Services

Saint Regis Mohawk Health Services utilized the AICAF-developed resources in a variety of ways including mailing packets, materials in clinic exam rooms, lobby informational tables, and on social media reaching more than 500 individuals. They had staff conduct outreach phone calls reminding patients who were due for a cervical cancer screening to schedule an appointment. Throughout the month, they scheduled 50 screenings and completed 40 cervical cancer screenings.





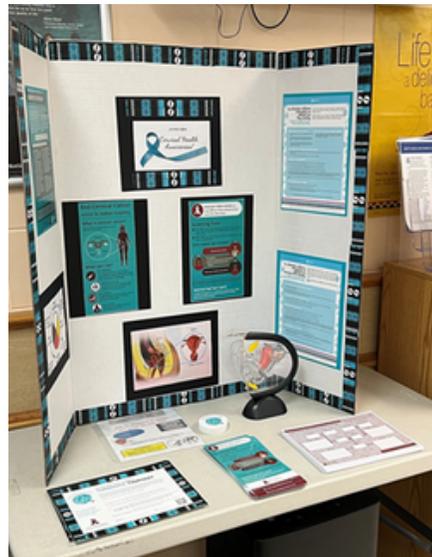
Texas Native Health

Texas Native Health hosted a community event to raise awareness about cervical cancer screenings and prevention. On January 18th they opened the clinic schedule for cervical cancer screenings in which they completed 10 mammograms and 12 cervical cancer screenings. Throughout the month they were able to reach 70 community members, and schedule an additional 63 cervical cancer screenings beyond those completed during the month.



Wewoka Indian Health Clinic

Wewoka Indian Health Clinic was able to reach 75 community members through sharing valuable information, demonstrations and education including disseminating 3 resources with providers and patients. Throughout the month the clinic scheduled 20 cervical cancer screenings and completed 15 screenings.





**American Indian
Cancer Foundation®**

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