



American Indian  
Cancer Foundation®

Celebrate  
Indigenous Life

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Social Media  
Toolkit

*Healing with Culture. Reclaiming Indigenous Health.*

# WELCOME!

## ABOUT AICAF

The American Indian Cancer Foundation (AICAF) is a 501(c)3 nonprofit organization established to address the tremendous cancer burden faced by American Indians and Alaska Natives. Its mission is to eliminate the cancer burdens on American Indian and Alaska Native people through improved access to prevention, early detection, treatment, and survivor support. AICAF strives to be a partner trusted by tribes and organizations working toward effective and sustainable cancer solutions based on cultural teachings and wisdom.

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## Overview

AICAF invites you to join us in recognizing National Cancer Survivor Awareness Month during our annual Celebrate Indigenous Life (CIL) campaign this June! CIL aims to honor, support, and raise awareness of Native cancer survivors. Because this national campaign happens on a digital platform, community members are able to participate from anywhere! Get involved by raising awareness of Indigenous cancer burdens, uplifting our community's voices, and celebrating survivors' strength and resiliency everywhere.

The Toolkit shares AICAF events, and culturally-tailored resources and includes sample posts for social media that can be easily copied and pasted into the social media platform of your choice. We encourage you to personalize these posts with pictures and information that is unique to your community and use the hashtag [#CelebrateIndigenousLife!](#) You can also like and share posts from our social media pages.

## Types of Messages

Our Toolkit highlights key messages about AICAF's mission to eliminate the cancer burdens of Indigenous people through improved access to prevention, early detection, treatment, and survivor support.

Our messages include information about:

- **Survivorship**- Survivorship begins at diagnosis and lasts throughout the lifespan. Since relatives & caregivers are impacted by a diagnosis, they too are survivors. [This section includes culturally-tailored resources!](#)
- **PRIDE Month**- Celebrate Pride Month by learning about our 2SLGBTQ+ relatives!
- **Get Involved!**- AICAF will be hosting a variety of virtual opportunities for survivors and caregivers all month. Help spread the word and honor your loved ones using the hashtag #CelebrateIndigenousLife


## Holidays & Observances


When should you post your content? We have put together a list of holidays and observances that occur during March to help keep your posts consistent, relevant, and to maintain a flow of content. Planning out your content will also help you save time!

- June is National Cancer Survivor Awareness Month, PRIDE Month and Men's Health Month
- June 4: National Cancer Survivors Day
- June 12-18: Men's Health Week
- June 18: Father's Day
- June 19: Juneteenth
- June 22: Celebrate Indigenous Life Day (wear lavender!)


**Don't forget to tag us in your social media posts and use these hashtags!**


#CelebrateIndigenousLife #IndigenousCancerSurvivors #IndigenousLifeways

 @American Indian Cancer Foundation

 @American Indian Cancer Foundation

 @AICAF\_Org

 @American Indian Cancer Foundation

 @AmericanIndianCancer

# Social Media Posts: Survivorship

## Message

June is National Cancer Survivor Awareness Month! Wear lavender on Thursday, June 22 for #CelebrateIndigenousLife Day. Survivorship begins at diagnosis and lasts throughout the lifespan. Since relatives & caregivers are impacted by a diagnosis, they too are survivors.

It's National Cancer Survivors Day! Today we celebrate the strength and resilience of #IndigenousCancerSurvivors and honor our relatives who have passed. Learn how to get involved during our #CelebrateIndigenousLife campaign! <http://ow.ly/vpr8500x5Kp>

Cancer affects every population differently, but Native people bear a greater burden for many cancers. Use AICAF's Cancer Burden Booklet to learn about these health inequities, and help raise awareness of #IndigenousCancerSurvivors everywhere: <http://ow.ly/HFh150z5HOq>

The transition to survivorship begins at diagnosis, and can be overwhelming. Use this Survivorship Care Plan to learn about what you might experience as a recent #IndigenousCancerSurvivor, and ways to make the transition easier on your body and mind. <http://ow.ly/94mY50J6vqn>

## Resource



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# Social Media Posts: Survivorship

## Message

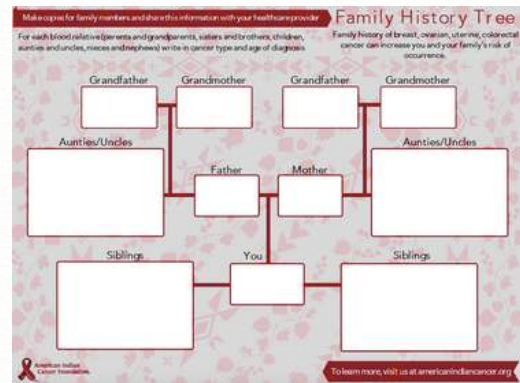
Do you know your family health history? Learn your risks for developing chronic diseases and cancers, and allows you to take action to prevent them. Complete this Family History Tree to stay informed about your health risks: <http://ow.ly/7KB650J6wch> #CelebrateIndigenousLife

Using traditional healing practices with Western treatments can help an #IndigenousCancerSurvivor reduce cancer symptoms and side effects, and manage the emotional impacts of a cancer diagnosis. Learn how you can heal by incorporating both into your cancer care plan: <https://bit.ly/indghealing>

Providers: You play a key role in an #IndigenousCancerSurvivor's medical care. Stay up to date on current, evidence-based care practices by taking the Cancer Survivorship ELearning Series for Primary Care Providers. It's a self-paced, online training and offers free continuing education credits: [www.gwccacademy.org](http://www.gwccacademy.org)

Cancer found after treatment, and after a period of time when cancer could not be detected is called "recurrence." Follow up with your cancer care team to understand your risk for recurrence. Learn more: <http://ow.ly/Q4D250umTno>

## Resource



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# Social Media Posts: Survivorship

## Message

"I still recognize the old medicine. I wear protection I got from a Yuchi doctor. I sometimes talk about traditional medicine and make referrals with my patients. I use traditional doctors for my family. And I love living among my people; they know me as Choctaw, and I feel comfortable and safe among them." Learn more about Bob Burlison's (Choctaw) (Colon cancer survivor) inspiring journey: <http://ow.ly/Tg5p500tCPx> #CelebrateIndigenousLife

Eating healthy Indigenous food helps provide our bodies with the strength it needs to heal from cancer. This #IndigenousCancerSurvivor resource provides nutritional information and guidance to help support your cancer journey. <http://ow.ly/8bfQ50J6xe7> #CelebrateIndigenousLife

Getting regular exercise keeps our bodies healthy and can help prevent cancer. Use the "Active Lifestyles for Strong Native Communities" resource to learn how to incorporate more traditional movement into your lifestyle! #IndigenousLifeways <http://ow.ly/zJm850J6wJG>

As a caregiver, you too are experiencing the challenges, responsibilities, and life-changing effects of cancer and its treatment. Use these resources and learning tools to help support you on your caregiving journey: <http://ow.ly/eO6250EXYtX>

## Resource



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# Social Media Posts: Survivorship

## Message

Depending on your cancer stage, treatment plan, and type of employment, you may be able to continue working through treatment. Learn more about cancer in the workplace and your rights: <http://ow.ly/gBmV5oumTkE>

Our stories are sacred and healing to share. Learn from survivors about their journeys: <http://ow.ly/J93R50ERKec>  
#CelebrateIndigenousLife

Our ancestors recognized that how we care for our bodies is important, yet Native people still experience some of the highest cancer rates in the country. Revisiting #IndigenousLifeways can help reclaim our health & end cancer burdens for future generations! <http://ow.ly/MRBT50z2h2Y>

## Resource



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# Social Media Posts: Pride Month

## Message

AICAF celebrates Pride Month! We honor and uplift our sacred 2SLGBTQ+ relatives across Indian Country. #CelebrateIndigenousLife #Pride #BornSacred

Celebrate Pride Month by learning about our 2SLGBTQ+relatives! Hear from some Two Spirit relatives with this video from Injunuity - <https://youtu.be/iDyaknNmg28> #CelebrateIndigenousLife #Pride #BornSacred

Medical providers are often not prepared to meet the needs of 2SLGBTQ+persons. Here's a resource from the Northwest Portland Area Indian Health Board (NPAIHB) on how to support our 2SLGBTQ+ patients in healthcare. [https://www.npaihb.org/download/Trans-and-Gender-Affirming-Care-2020-Strategic-Vision-and-Action-Plan\\_vClickable-v2.pdf](https://www.npaihb.org/download/Trans-and-Gender-Affirming-Care-2020-Strategic-Vision-and-Action-Plan_vClickable-v2.pdf) #CelebrateIndigenousLife #Pride #BornSacred

Providers: Using your patients' correct pronouns and chosen name is essential. Learn more about how to ask about pronouns with this resource from the Northwest Portland Area Indian Health Board (NPAIHB): <https://www.pathsremembered.org/gender-pronouns/> #CelebrateIndigenousLife #Pride #BornSacred

## Resource



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# Social Media Posts: Pride Month

## Message

If you are 2SLGBTQ+, it is important to know your health care rights, to have appropriate resources, and to find 2SLGBTQ+ friendly providers. Check out this resource collection from the Northwest Portland Area Indian Health Board (NPAIHB):  
<https://www.npaihb.org/2slgbtq/>  
#CelebrateIndigenousLife #Pride #BornSacred

Providers: Unsure how to ask your patients about their gender or sexual identity? Do Ask, Do Tell has a toolkit to help you collect information in a good way and improve your 2SLGBTQ+ patients' clinical experience.  
<https://doaskdotell.org/>  
#CelebrateIndigenousLife #Pride #BornSacred

Our 2SLGBTQ+ relatives always deserve to be respected, honored, and celebrated. Revisit Asa Wright (Klamath), a Two-Spirit/Trans cancer survivor, as he shares his cancer journey. <http://ow.ly/R7Mm50Jokem>  
#CelebrateIndigenousLife #Pride #BornSacred

## Resource



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# Social Media Posts: Pride Month

## Message

Colonization continues to affect the Native 2SLGBTQ+ community. Our sacred relatives are more likely to be targeted by Big Tobacco and face ongoing racism and discrimination. Check out AICAF's resource on commercial tobacco use and 2SLGBTQ+ people to learn more. #CelebrateIndigenousLife #Pride #BornSacred

Our futures are sacred. We recommend that all relatives get screened on time. AICAF recognizes that Check out aicaf.org for more information. #CelebrateIndigenousLife #Pride #BornSacred

Although Pride Month is coming to a close, in the Native way, we recognize that time is nonlinear and our 2SLGBTQ+ relatives are always deserving of being respected, honored, and celebrated. We continue to celebrate you and work to reduce barriers to cancer prevention and treatment for you. #CelebrateIndigenousLife #Pride #BornSacred

## Resource

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# Social Media Posts: Get Involved!

## Message

AICAF is thrilled to offer **#CelebrateIndigenousLife Virtual Cancer Survivor Support Circles and Community Conversation sessions all month!**  
**Support Circle:** <https://bit.ly/CILSupport>  
**Community Convo:** <https://bit.ly/CILComConvo>

Join AICAF TODAY at 6 PM CST during our **#CelebrateIndigenousLife Virtual Cancer Survivor Support Circle!** Support Circles are hosted by **#IndigenousCancerSurvivor Patty Bird** and open to cancer survivors, caregivers, and other relatives impacted by cancer. Register here: <https://bit.ly/CILSupport>

Wear lavender and tag AICAF in your photos on Thursday, June 22 for **#CelebrateIndigenousLife Day!** Let's lift up **#IndigenousCancerSurvivors** and those affected by a cancer diagnosis.

Today is **#CelebrateIndigenousLife Day!** Let's lift up **#IndigenousCancerSurvivors** and those affected by a cancer diagnosis. Don't forget to join our special Virtual Cancer Support Circle tonight at 6 PM CT. Register here: <https://bit.ly/CILSupport>

## Resource



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# Social Media Posts: Get Involved!

## Message

AICAF invites providers, navigators, and advocates to join our **#CelebrateIndigenousLife** Community Conversations sessions happening all month! For each session, we will be hosting an **#IndigenousCancerSurvivor** who will share their story. There will also be a short presentation of a new resource created for the month with community input. Register here: <https://bit.ly/CILComConvo>

Join AICAF TODAY at 12 PM CST during our **#CelebrateIndigenousLife** Community Conversations session! We invite providers, navigators, and advocates to join us. For each session, we will be hosting a Native survivor who will share their story. There will also be a short presentation of a new resource created for the month with community input. Register here: <https://bit.ly/CILComConvo>

## Resource

