

AMERICAN INDIAN CANCER FOUNDATION'S

#SACREDBREATH

**A SOCIAL MEDIA TOOLKIT FOR CLINICS,
COMMUNITIES & PUBLIC HEALTH PROFESSIONALS**



American Indian
Cancer Foundation®



The American Indian Cancer Foundation (AICAF) created the Sacred Breath Social Media Toolkit to engage community members, public health professionals, and leaders working towards cancer equity in raising awareness of lung cancer in Native communities. In honor of November's National Lung Cancer Awareness Month, AICAF is sharing culturally-tailored infographics, webinars, and lung health information with clinics, communities, and across social media throughout the month. It will also host the Say No to Commercial Tobacco Meme Contest for youth ages 13-17. This Toolkit shares AICAF-specific events and resources, and includes sample posts for Facebook and Twitter that can easily be 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! Remember to follow AICAF on social media, and visit aicaf.org to learn more about Sacred Breath.

Hashtags: #SacredBreath #SacredBreathDay #KeepItSacred #KeepTobaccoSacred

Date	Facebook	Twitter
11.2.20	November is Lung Cancer Awareness Month and we're reminding relatives that breath is sacred! Help us raise awareness about lung cancer in Native communities by sharing our resources, attending educational webinars, and engaging in activities that improve lung health. Learn more on AICAF's lung health page: ow.ly/8JRU50BRzQG	November is #LungCancerAwarenessMonth! Help us raise awareness about lung cancer in Indian Country by sharing our resources, attending webinars, and engaging in activities that improve lung health. Learn more on AICAF's lung health page: ow.ly/8JRU50BRzQG #SacredBreath
11.3.20	Design a meme for AICAF's Say No to Commercial Tobacco Meme Competition! Youth ages 13-17 can win a prize when they submit an original meme by 11/23 that highlights keeping tobacco sacred or avoiding use of commercial tobacco and e-cigarettes. Learn more: ow.ly/OBLV50BRAe9	Design a meme for AICAF's Say No to Commercial Tobacco Meme Competition! Youth ages 13-17 can win a prize when they submit an original meme by 11/23 highlighting: keeping tobacco sacred, or avoiding use of commercial tobacco and e-cigarettes. Learn more: ow.ly/OBLV50BRAe9
11.4.20	Lung cancer is the leading cause of cancer death for Native people; smoking rates are also higher in our communities. If you have a history of commercial tobacco use, talk to your doctor about whether screening is right for you: ow.ly/Yy8t50wYwg4	#LungCancer is the leading cause of cancer death for Native people; smoking rates are also higher in our communities. If you have a history of commercial tobacco use, talk to your doctor about whether screening is right for you: ow.ly/Yy8t50wYwg4 #SacredBreath

11.5.20	Happy #SacredBreathDay! Help raise awareness about lung cancer in our communities by encouraging relatives to get screened, quit smoking, and engage in healthy lung practices. Post a picture of yourself wearing white in AICAF's Facebook event to show your support: ow.ly/HumU50C6dZb	Happy #SacredBreathDay! Help raise awareness about #lungcancer in our communities by encouraging relatives to get screened, quit smoking, and engage in healthy lung practices. Post a picture of yourself wearing white in AICAF's Facebook event to show your support: ow.ly/HumU50C6dZb
11.5.20	Healthy lungs are important. Breathing is sacred. Celebrate #SacredBreathDay by joining AICAF and Mother of Sage Yoga creator Analisa Rockbridge (Dine) for a breathwork exercise. Register now: bit.ly/sacredbreath	Healthy lungs are important. Breathing is sacred. Celebrate #SacredBreathDay by joining AICAF and Mother of Sage Yoga creator Analisa Rockbridge (Dine) for a breathwork exercise. Register now: bit.ly/sacredbreath
11.9.20	Knowing the early signs of lung disease can help us take action sooner, and seek treatment before the disease becomes serious. Talk to your doctor right away if you experience any of these lung cancer signs or symptoms: ow.ly/BE0C50wWpUq	Knowing the early signs of #lungdisease can help us take action sooner, and seek treatment before the disease becomes serious. Talk to your doctor right away if you experience any of these lung disease signs or symptoms: ow.ly/BE0C50wWpUq #SacredBreath #LCAM
11.10.20	Screening is essential for detecting lung cancer early and provides the best chance for effective treatment. Check out the new USPSTF screening guidelines to see if you are due for a screening: ow.ly/JcMi50C1Kcl	Screening is essential for detecting #lungcancer early and provides the best chance for effective treatment. Check out the new USPSTF screening guidelines to see if you are due for a screening: ow.ly/JcMi50C1Kcl #SacredBreath
11.11.20	Stay informed about lung cancer burdens in our communities! Watch "Lung Cancer Screening in Indian Country" to learn about evidence based resources and the effective strategies that can improve lung health for our families: ow.ly/8z0v50wWDDs	Stay informed about #lungcancer burdens in our communities! Watch "Lung Cancer Screening in Indian Country" to learn about evidence based resources and the effective strategies that can improve lung health for our families: ow.ly/8z0v50wWDDs
11.12.20	One electronic cigarette like a JUUL pod holds the same amount of nicotine as 20 conventional cigarettes. For younger users with developing brains, nicotine can have harmful impacts on the parts of the brain that control attention, learning, mood, and impulse control. Learn more about the dangers of e-cigs and join us in our mission to #KeepTobaccoSacred ow.ly/IlaE50wWreG	E-cigs like JUUL pods hold the same amount of nicotine as 20 conventional cigarettes. Nicotine can have harmful impacts on developing brains, especially parts that control attention, learning, mood & impulse control. Learn the dangers: ow.ly/IlaE50wWreG #KeepTobaccoSacred

11.13.20	Today is the day to quit commercial tobacco for good! With the help of the American Indian Commercial Tobacco Program, you can start your journey to a healthier life and join in our mission to #KeepTobaccoSacred: ow.ly/Ccez50C3ebZ	Today is the day to quit commercial tobacco for good! With the help of the American Indian Commercial Tobacco Program, you can start your journey to a healthier life and join in our mission to #KeepTobaccoSacred: ow.ly/Ccez50C3ebZ
11.15.20	E-cigarette use among youth has risen from 3.6 million in 2018 to an astounding 5.4 million in 2019, according to the CDC's 2019 National Youth Tobacco Survey. E-cigs contain harsh added chemicals and can cause serious health issues like lung irritation, heart issues, and a drive to cigarette smoking. Join in our mission to keep tobacco sacred. Learn how the e-cig epidemic is impacting our communities: ow.ly/F4QY50C3f13	E-cigarette use among youth has risen greatly in recent years. #Ecigs contain harsh added chemicals and can cause serious health issues for our lungs, hearts, and bodies. Learn more about the e-cig epidemic and help us #KeepTobaccoSacred: ow.ly/F4QY50C3f13
11.16.20	Lungs are important. Breathing is sacred. Use AICAF's Lung Cancer Signs & Symptoms resource to learn about the warning signs of lung disease. Talk to your doctor right away if you experience any of these symptoms: ow.ly/skAC50x1Pji	Lungs are important. Breathing is sacred. Use AICAF's Lung Cancer Signs & Symptoms resource to learn about the warning signs of lung disease. Talk to your doctor right away if you experience any of these symptoms: ow.ly/skAC50x1Pji #SacredBreath
11.18.20	Nationwide, young people share a misconception that e-cigs are less harmful than conventional cigarettes, and vaping is an effective form of commercial tobacco cessation. Share AICAF's e-cig resource to teach relatives about the dangers of vaping: ow.ly/mMSZ50x1PoX	Nationwide, young people share a misconception that e-cigs are less harmful than conventional cigarettes, and that vaping is an effective way to quit smoking. Use AICAF's e-cig resource to teach relatives about the dangers of vaping: ow.ly/mMSZ50x1PoX #KeepTobaccoSacred
11.19.20	Join AICAF for the Great American Smokeout®! Quitting commercial tobacco isn't easy, but you don't have to quit in one day. Start making strides toward a smoke-free life today to reduce your cancer risks and improve lung health: http://ow.ly/J9qy50wWJ5K #KeepTobaccoSacred	Join AICAF for the Great American Smokeout®! Quitting commercial tobacco isn't easy, but you don't have to quit in one day. Start making strides toward a smoke-free life today to reduce your cancer risks and improve lung health: http://ow.ly/J9qy50wWJ5K #KeepTobaccoSacred
11.21.20	Because of the COVID-19 pandemic, many Tribal Nations have been prioritizing the health of employees, patrons, and community members by reopening Tribal casinos as smoke-free facilities. AICAF's new resource provides leaders with talking points and policy considerations to help make it happen: ow.ly/pD4650BrB4g	Because of #COVID-19, many Tribal Nations have been prioritizing the health of employees, patrons, and community members by reopening casinos as #smoke-free facilities. AICAF's talking points & policy considerations resource can help make it happen: ow.ly/pD4650BrB4g

11.22.20	Radon is an invisible, odorless, tasteless gas that comes from uranium breakdown inside the earth. It is also the number one cause of lung cancer among nonsmokers. Test kits can reveal levels of radon in your home and help prevent its dangerous exposure: ow.ly/LhmU50wWAl0	#Radon is an invisible, odorless, tasteless gas that comes from uranium breakdown inside the earth. It is also the number one cause of #lungcancer among nonsmokers. Test kits can reveal levels of radon in your home and help prevent its dangerous exposure: ow.ly/LhmU50wWAl0
11.23.20	It's the last day to submit a meme for AICAF's Say No to Commercial Tobacco Meme Competition! Youth ages 13-17 can win a prize when they submit a meme that highlights keeping tobacco sacred or avoiding use of commercial tobacco and e-cigs. Learn more: ow.ly/OBLV50BRAe9	It's the last day to submit a meme for AICAF's Say No to Commercial Tobacco Meme Competition! Youth ages 13-17 can win a prize when they submit a meme that highlights keeping tobacco sacred or avoiding use of commercial tobacco and e-cigs. Learn more: ow.ly/OBLV50BRAe9
11.25.20	Secondhand smoke is harmful to both children and adults. Since 1964, approximately 2.5 million nonsmokers have died from health problems caused by its exposure. Learn the steps you can take to protect our families from secondhand smoke: ow.ly/R2LV50wWl03	Secondhand smoke is harmful to both children and adults. Since 1964, approximately 2.5 million nonsmokers have died from health problems caused by its exposure. Learn the steps you can take to protect our families from secondhand smoke ow.ly/R2LV50wWl03 #SacredBreath
11.26.20	Using commercial tobacco increases your risk for all cancers, especially lung cancer. Learn how harmful tobacco use impacts health across Indian Country. Read AICAF's Cancer Burden Booklet: ow.ly/IU6T50C2X5P	Using commercial tobacco increases your risk for all cancers, especially #lungcancer. Learn how harmful tobacco use impacts health across Indian Country. Read AICAF's Cancer Burden Booklet: ow.ly/IU6T50C2X5P #KeepItSacred #SacredBreath
11.27.20	Quitting smoking isn't easy. Native people have the highest smoking rates in the nation, but more than half want to quit. Use AICAF's Quit Connections resource for guidance and support on your quitting journey: ow.ly/vKa450wYwD8	Quitting smoking isn't easy. Native people have the highest smoking rates in the nation, but more than half want to quit. Use AICAF's Quit Connections resource for guidance and support on your quitting journey: ow.ly/vKa450wYwD8 #KeepItSacred
11.28.20	Listen to this podcast from Native America Calling to learn tips from health experts on ways to protect our lungs and keep them healthy. Tune into the "Keep breathing: Maintaining healthy lungs" podcast here: ow.ly/Keky50wWLoT	Listen to this podcast from Native America Calling to learn tips from health experts on ways to protect our lungs and keep them healthy. Tune into the "Keep breathing: Maintaining healthy lungs" podcast here: ow.ly/Keky50wWLoT #SacredBreath

11.29.20	<p>You are the voice that sings the songs of Mother Earth, for ancestors before us, and for future generations. You are the breath of a million voices singing songs of healing, evermore.</p> <p>E-cigarettes are NOT our tradition. Keep tobacco sacred for future generations.</p> <p>ow.ly/k9mw50C3g3A</p>	<p>You are the voice that sings the songs of Mother Earth, for ancestors before us, and for future generations. You are the breath of a million voices singing songs of healing, evermore.</p> <p>Breath is sacred. E-cigarettes are NOT our tradition. #KeepItSacred</p> <p>ow.ly/k9mw50C3g3A</p>
11.30.20	<p>AICAF's iQuit! Toolkit can help anyone looking to quit commercial tobacco. It includes the 5A's and quit aids such as medication, nicotine replacement therapy, and/or referrals to additional services in tribal and Urban Indian health care systems:</p> <p>ow.ly/7owH50C3giy</p>	<p>AICAF's iQuit! Toolkit can help anyone looking to quit commercial tobacco. It includes the 5A's and quit aids such as medication, nicotine replacement therapy, and/or referrals to additional services in tribal and Urban Indian health care systems:</p> <p>ow.ly/7owH50C3giy</p>