



American Indian
Cancer Foundation.

The American Indian Cancer Foundation (AICAF) created the **#IndigenousPink Social Media Toolkit** to engage community members, health professionals, and leaders working towards cancer equity in raising awareness of breast health in Native communities. AICAF will celebrate breast cancer awareness month throughout October, sharing new resources, webinars, survivor stories, public service announcements, and breast health information. The Toolkit shares AICAF's events and culturally-tailored resources, and includes sample posts for Facebook and Twitter 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!

Post Date	Facebook	Twitter
10.1.21	Happy #IndigenousPink month! Follow along throughout October as we share new resources, webinars and survivor stories to help raise awareness about breast health in our communities. Join us in spreading the word that #CancerScreeningSavesLives http://ow.ly/CsXJ50wc3KQ	Happy #IndigenousPink month! Follow along throughout October as we share new resources, webinars & survivor stories to help raise awareness about breast health in our communities. Join us in spreading the word! #CancerScreeningSavesLives http://ow.ly/CsXJ50wc3KQ
10.4.21	Breast cancer is the second leading cause of cancer death for Native women. Getting screened can help detect it in the early stages when it's most treatable. Current guidelines recommend most Native women ages 45-54 have annual mammograms. Talk to your doctor about when screening is right for you! http://ow.ly/fNDb50FPWbL #IndigenousPink	Breast cancer is the 2nd leading cause of cancer death for Native women. #CancerScreeningSavesLives by detecting it in earlier stages when it's most treatable. Current guidelines recommend most Native women ages 45-54 get screened annually http://ow.ly/fNDb50FPWbL #IndigenousPink
10.5.21	Have questions about an upcoming breast cancer screening? Check out this video on what to expect at a mammogram screening and prepare for your next appointment. ow.ly/W9xj50wmKbE #IndigenousPink #CancerScreeningSavesLives	Have questions about an upcoming breast cancer screening? Check out this video on what to expect at a mammogram screening and prepare for your next appointment. ow.ly/W9xj50wmKbE #IndigenousPink #CancerScreeningSavesLives
10.6.21	#IndigenousPinkDay happens Thursday, October 21! Join AICAF in raising awareness about breast health in Indian Country by wearing pink and encouraging your loved ones to get screened. Don't forget to check out our full day of events! Learn more on our event page: http://ow.ly/7agp50G7fZl	#IndigenousPinkDay happens Thursday, October 21! Join AICAF in raising awareness about breast health in Indian Country by wearing pink and encouraging your loved ones to get screened. Don't forget to check out our full day of events! Learn more on our event page: http://ow.ly/7agp50G7fZl
10.7.21	According to the Centers for Disease Control and Prevention, there was a 98% drop in breast cancer screenings for Native women between January and June 2020. AICAF urges our relatives to continue life-saving preventive care during the pandemic. #ScreeningSavesLives #IndigenousPink	According to the Centers for Disease Control and Prevention, there was a 98% drop in breast cancer screenings for Native women between January and June 2020. AICAF urges our relatives to continue life-saving preventive care during the pandemic. #ScreeningSavesLives #IndigenousPink
10.8.21	Did you know breastfeeding can help lower your risk of breast cancer? Studies show that breastfeeding can provide additional protection to you and also benefit your baby. AICAF is collaborating with Missy Whiteman (Northern Arapaho and Kickapoo) to produce a documentary on Indigenous Milk is Medicine! Be sure to check back with us soon for more information on the documentary's release date. #IndigenousPink	Did you know breastfeeding can help lower your risk of breast cancer? Studies show that breastfeeding can provide additional protection to you and also benefit your baby. AICAF is collaborating with Missy Whiteman (Northern Arapaho and Kickapoo) to produce a documentary on Indigenous Milk is Medicine! Be sure to check back with us soon for more information on the documentary's release date. #IndigenousPink

<p>10.11.21</p>	<p>A 2019 study by the National Center for Biotechnology Information found educational workshops that explain the screening process and risk factors for different cancers can increase cancer screenings in Native communities. Cancer screenings decreased during the COVID-19 pandemic, and increasing these screenings is important to our communities' long-term health. Check out this study from Indigenous researchers to find out more on the importance of educational workshops and how they support our relatives getting screened for breast cancer. http://ow.ly/PNXQ50G5ITC</p>	<p>A 2019 study by the National Center for Biotechnology Information found educational workshops that explain the screening process and risk factors for different cancers can increase cancer screenings in Native communities. Cancer screenings decreased during the COVID-19 pandemic, and increasing these screenings is important to our communities' long-term health. Check out this study from Indigenous researchers to find out more on the importance of educational workshops and how they support our relatives getting screened for breast cancer. http://ow.ly/PNXQ50G5ITC</p>
<p>10.13.21</p>	<p>Using commercial tobacco can increase our risk for developing breast cancer and can cause complications during breast cancer treatments. Quitting helps reduce the risk for developing many diseases, for you and your loved ones http://ow.ly/rXdN50FPWhW #KeepItSacred #IndigenousPink</p>	<p>Using commercial tobacco can increase our risk for developing breast cancer and can cause complications during breast cancer treatments. Quitting helps reduce the risk for developing many diseases, for you and your loved ones http://ow.ly/rXdN50FPWhW #KeepItSacred #IndigenousPink</p>
<p>10.15.21</p>	<p>We can do more to protect our long-term health. Cancer screening rates have dropped due to the pandemic and we encourage everyone to continue life-saving preventive care. This includes getting the COVID-19 vaccine. For more information, check out AICAF's resource on Cancer & COVID-19 Screening Options: http://ow.ly/NIM350G78pO #CancerScreeningSavesLives</p>	<p>We can do more to protect our long-term health. Cancer screening rates have dropped due to the pandemic and we encourage everyone to continue life-saving preventive care. This includes getting the COVID-19 vaccine. For more information, check out AICAF's resource on Cancer & COVID-19 Screening Options: http://ow.ly/NIM350G78pO #CancerScreeningSavesLives</p>
<p>10.18.21</p>	<p>Know the signs and symptoms of breast cancer! Use this resource to learn how to check your doodooshiman. Tell us how to say "breast" in your language by filling in the blank sheet and sharing with AICAF on social media! Remember to use #IndigenousPink http://ow.ly/FIRE50FPW7a</p>	<p>Know the signs and symptoms of breast cancer! Use this resource to learn how to check your doodooshiman. Tell us how to say "breast" in your language by filling in the blank sheet and sharing with AICAF on social media! Remember to use #IndigenousPink http://ow.ly/FIRE50FPW7a</p>
<p>10.21.21</p>	<p>Happy #IndigenousPinkDay! Help raise awareness about breast cancer in our communities by wearing pink, and encouraging your loved ones to get a mammogram! Post a picture of yourself using #IndigenousPink in AICAF's Facebook event and attend one of today's special webinars! Join in here: http://ow.ly/7agp50G7fZl</p>	<p>Happy #IndigenousPinkDay! Help raise awareness about breast cancer in our communities by wearing pink, and encouraging your loved ones to get a mammogram! Post a picture of yourself using #IndigenousPink in AICAF's Facebook event and attend one of today's special webinars! Join in here: http://ow.ly/7agp50G7fZl</p>
<p>10.22.21</p>	<p>Breast cancer survivor Emily Wheeler (Absentee Shawnee Tribe) never thought she'd get breast cancer at 29. She encourages Native people to start making their health a priority, and wants them to know they're "worth that extra trip to the doctor." http://ow.ly/ifbA50wlrzR</p>	<p>Breast cancer survivor Emily Wheeler (Absentee Shawnee Tribe) never thought she'd get breast cancer at 29. She encourages Native people to start making their health a priority, and wants them to know they're "worth that extra trip to the doctor." http://ow.ly/ifbA50wlrzR</p>
<p>10.25.21</p>	<p>Nutrition plays a role in every aspect of our health, and is especially important for cancer survivors on their healing journey. Honor the breast cancer warriors in your life by making a pink food inspired recipe from AICAF's #IndigenousPink Cookbook! http://ow.ly/STiC50FPWyG</p>	<p>Nutrition plays a role in every aspect of our health, and is especially important for cancer survivors on their healing journey. Honor the breast cancer warriors in your life by making a pink food inspired recipe from AICAF's #IndigenousPink Cookbook! http://ow.ly/STiC50FPWyG</p>
<p>10.27.21</p>	<p>Although diagnosis is rare, men can still develop breast cancer. In fact, they carry a higher mortality than women because awareness among men is often much lower. All bodies have breast tissue. Be proactive and get screened if you feel something is wrong! http://ow.ly/yaGE50wlsbF #IndigenousPink</p>	<p>Although diagnosis is rare, men can still develop breast cancer. In fact, they carry a higher mortality than women because awareness among men is often much lower. All bodies have breast tissue. Be proactive and get screened if you feel something is wrong! http://ow.ly/yaGE50wlsbF #IndigenousPink</p>

<p>10.29.21</p>	<p>Native women are diagnosed with breast cancer in its later stages and have a higher mortality rate compared to other racial groups. Keep the conversation going and help us remove the barriers surrounding breast cancer screening in Indian Country! #IndigenousPink http://ow.ly/COFX50wtLs</p>	<p>Native women are diagnosed with breast cancer in its later stages and have a higher mortality rate compared to other racial groups. Keep the conversation going and help us remove the barriers surrounding breast cancer screening in Indian Country! #IndigenousPink http://ow.ly/COFX50wtLs</p>
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