



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!



Visit <https://americanindiancancer.org/aicaf-project/indigenous-pink-day/> for more information

Post Date	Facebook	Twitter
10.3.22	Happy Indigenous Pink month! Join AICAF in celebrating Indigenous Pink throughout the month of October! Take the Indigenous Pink Screening pledge to end breast cancer in Indian country here! <a href="https://forms.gle/81a8jt93m2FpbySb8">https://forms.gle/81a8jt93m2FpbySb8</a> Your commitment to getting screened for breast cancer is one way to honor your health. #IndigenousPink #GetScreened	Happy Indigenous Pink month! Join AICAF in celebrating Indigenous Pink throughout the month of October! Take the Indigenous Pink Screening pledge to end breast cancer in Indian country here! <a href="https://forms.gle/81a8jt93m2FpbySb8">https://forms.gle/81a8jt93m2FpbySb8</a> Your commitment to getting screened for breast cancer is one way to honor your health. #IndigenousPink #GetScreened
10.5.22	Breast cancer is the second leading cause of cancer death for Native women. Getting screened can help detect breast cancer early when it's most treatable. A woman may begin screening at 40 years of age. The United States Preventative Services Task Force recommends that women 50-74 begin biennial screening. Talking with your health care provider about which option is right for you is important. <a href="http://ow.ly/fNDb50FPWbL">http://ow.ly/fNDb50FPWbL</a> #IndigenousPink	Breast cancer is the second leading cause of cancer death for Native women. Getting screened can help detect breast cancer early when it's most treatable. A woman may begin screening at 40 years of age. The United States Preventative Services Task Force recommends that women 50-74 begin biennial screening. Talking with your health care provider about which option is right for you is important. <a href="http://ow.ly/fNDb50FPWbL">http://ow.ly/fNDb50FPWbL</a> #IndigenousPink
10.6.22	Ribbon skirts and shirts are a symbol of resilience, sacredness and survival. Share a picture of yourself wearing pink on social media using #IndigenousPink as we all play a role in raising the awareness of breast health for our Indigenous relatives.	Ribbon skirts and shirts are a symbol of resilience, sacredness and survival. Share a picture of yourself wearing pink on social media using #IndigenousPink as we all play a role in raising the awareness of breast health for our Indigenous relatives.
10.10.22	#IndigenousPinkDay happens Thursday, October 20! 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: <a href="https://fb.me/e/2cHMOX1cn">https://fb.me/e/2cHMOX1cn</a>	#IndigenousPinkDay happens Thursday, October 20! 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: <a href="https://fb.me/e/2cHMOX1cn">https://fb.me/e/2cHMOX1cn</a>
10.11.22	Schedule your mammogram! Breast cancer screenings help to find breast cancer at an early stage. When breast cancer is found early, the chances for successful treatment are greatest. Follow AICAF for more information on increased risks and breast cancer screening guidelines! #IndigenousPink	Schedule your mammogram! Breast cancer screenings help find breast cancer at an early stage. When breast cancer is found early, the chances for successful treatment are greatest. Follow AICAF for more information on increased risks and breast cancer screening guidelines! #IndigenousPink
10.12.22	Talk to your relatives about the importance of early detection and encourage your grandmas, aunts, and relatives to schedule a mammogram. #IndigenousPink	Talk to your relatives about the importance of early detection and encourage your grandmas, aunts, and relatives to schedule a mammogram. #IndigenousPink
10.14.22	Prioritize your breast cancer screening today and join our fight to end breast cancer. Due to structural disparities, Native women are often diagnosed and treated for breast cancer later than other ethnic and racial counterparts. #IndigenousPink #GetScreened	Prioritize your breast cancer screening today and join our fight to end breast cancer. Due to structural disparities, Native women are often diagnosed and treated for breast cancer later than other ethnic and racial counterparts. #IndigenousPink #GetScreened
10.17.22	Commercial tobacco can increase our risk of developing breast cancer and can cause complications during breast cancer treatments. Quitting helps reduce the risk of developing many diseases for you and your loved ones <a href="http://ow.ly/rXdN50FPWhW">http://ow.ly/rXdN50FPWhW</a> #KeepTobaccoSacred #IndigenousPink	Commercial tobacco can increase our risk of developing breast cancer and can cause complications during breast cancer treatments. Quitting helps reduce the risk of developing many diseases for you and your loved ones <a href="http://ow.ly/rXdN50FPWhW">http://ow.ly/rXdN50FPWhW</a> #KeepTobaccoSacred #IndigenousPink

## #IndigenousPink Social Media Toolkit 2022

10.18.22	Understand 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 it with AICAF on social media! Remember to use #IndigenousPink <a href="http://ow.ly/FIRE50FPW7a">http://ow.ly/FIRE50FPW7a</a>	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 it with AICAF on social media! Remember to use #IndigenousPink <a href="http://ow.ly/FIRE50FPW7a">http://ow.ly/FIRE50FPW7a</a>
10.19.22	Tomorrow is Indigenous Pink day, a day that raises awareness on the importance of getting screened for breast cancer, honoring your health and scheduling your mammogram. We encourage you to wear pink tomorrow to join this national campaign to help eliminate cancer disparities and reclaim Indigenous health. #IndigenousPink	Tomorrow is Indigenous Pink day, a day that raises awareness on the importance of getting screened for breast cancer, honoring your health and scheduling your mammogram. Wear pink tomorrow to join in this national campaign to help eliminate cancer disparities. #IndigenousPink
10.20.22	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: <a href="https://fb.me/e/2cHMOX1cn">https://fb.me/e/2cHMOX1cn</a>	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: <a href="https://fb.me/e/2cHMOX1cn">https://fb.me/e/2cHMOX1cn</a>
10.24.22	Protect, Promote and Support breastfeeding. Help us lower the risk of breast cancer as Native ancestors recognized that #indigenoumilkmedicine. Currently, only 19.6% of Native infants are breastfed by the age of six. This Indigenous Milk Is Medicine documentary by AICAF talks about how breast milk keeps native families healthy and strong. #IndigenousPink <a href="https://www.youtube.com/watch?v=mlojHUKnuzg">https://www.youtube.com/watch?v=mlojHUKnuzg</a>	Protect, Promote and Support breastfeeding. Help us lower the risk of breast cancer as Native ancestors recognized that #indigenoumilkmedicine. Currently, only 19.6% of Native infants are breastfed by the age of six. This Indigenous Milk Is Medicine documentary by AICAF talks about how breast milk keeps native families healthy and strong. #IndigenousPink <a href="https://www.youtube.com/watch?v=mlojHUKnuzg">https://www.youtube.com/watch?v=mlojHUKnuzg</a>
10.25.22	Increasing access to cancer screening services is vital to advancing health equity, especially for many Tribal Nations located in rural communities. It's important to schedule your screening in advance and make a transportation plan. Check with your local clinic or provider for any available transportation services. #IndigenousPink #CancerScreeningSavesLives	Increasing access to cancer screening services is vital to advancing health equity, especially for many Tribal Nations located in rural communities. It's important to schedule your screening in advance and make a transportation plan. Check with your local clinic or provider for any available transportation services. #IndigenousPink #CancerScreeningSavesLives
10.27.22	As we near the end of the month and celebrating #IndigenousPink campaign, we encourage you to continue to have conversations on breast cancer screenings. Cancer screenings save lives. Talk to your healthcare provider about breast cancer, schedule your mammogram, and know that the earlier breast cancer is diagnosed, the more options there are for successful treatment. Advocate for your health.	As we near the end of the month and celebrating #IndigenousPink campaign, we encourage you to continue to have conversations on breast cancer screenings. Cancer screenings save lives. Talk to your healthcare provider about breast cancer, schedule your mammogram, and know that the earlier breast cancer is diagnosed, the more options there are for successful treatment. Advocate for your health.
10.28.22	Devoting a few minutes monthly to regular self-breast exams is one way to honor your health and well-being. You know your body best and any changes you notice should be discussed with your health care provider. #IndigenousPink #BreastCancerAwarenessMonth	Devoting a few minutes monthly to regular self breast exams is one way to honor your health and well-being. You know your body best and any changes you notice should be discussed with your health care provider. #IndigenousPink #BreastCancerAwarenessMonth