

### Heart Health & Cancer Prevention 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 Indian 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 in the cultural teachings and wisdom.

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### **Overview**

The American Indian Cancer Foundation (AICAF) created the Cancer Prevention & #HeartHealthMonth Social Media Toolkit to engage community members, health professionals, and leaders working towards health equity in raising awareness of cancer prevention and heart health in Native communities. Throughout February there is a specific focus on heart health because it is National Heart Health Month, and cardiovascular diseases (CVD) are some of the common health problems among Indigenous peoples.

Cancer prevention is chronic illness prevention. Cancer prevention is not just preventing an initial cancer diagnosis, but also is aimed at preventing additional cancer diagnoses, recurrence, and other chronic illnesses. 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! #CultureIsPrevention

### **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:

- Heart Health
- Cancer Prevention
- Indigenous Lifeways
- Survivorship
- COVID-19

### **Holidays & Observances**

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

- February is National Heart Health Month, National Cancer Prevention Month, and Black History Month.
- Feb. 3rd: Wear Red Day
- Feb. 4th: World Cancer Day
- Feb. 14th: Valentines Day
- Feb. 15th: International Childhood Cancer Day
- Feb. 17th: National Caregivers Day
- Feb. 22nd: National Recreational Sports & Fitness Day

### Don't forget to tag us in your social media posts!



@American Indian Cancer Foundation



@American Indian Cancer Foundation



@AICAF\_Org



@American Indian Cancer Foundation



### Social Media Posts: Heart Health

### Message

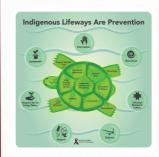
February is National Cancer Prevention
Month and National Heart Health Month.
Throughout this month, we acknowledge
and celebrate the strengths and medicines of
our Indigenous lifeways. Our ancestors knew
life was sacred and they helped create
pathways and activities that safeguard our
health. Recall and celebrate the ancestral
lifeways your ancestors uplifted!

Do you ♥ AICAF? Make a donation this Valentine's Day to support building stronger Native Nations by increasing access to cancer prevention, education, early detection, treatment and survivor support across Indian Country. ♥

Our relatives face high rates of heart healthrelated problems. Reclaim your Indigenous health by honoring the Indigenous lifeways that your ancestors followed. Check out AICAF's website for more information: AmericanIndianCancer.org

Among Native women, heart disease and cancer are the top causes of death. For Native men, heart disease is the leading cause of death, followed by cancer. Diabetes is the leading risk factor for heart disease. Other risk factors that put additional stress on the body through certain behaviors, like commercial tobacco smoking, put our relatives at a higher risk for both diseases. Strong bodies and hearts make strong Nations. What traditional practices make you feel strong? Use the hashtag #CultureIsPrevention to let us know!

### Resource











### Social Media Posts: Cancer Prevention

### Message

### Resource

Today we recognize World Cancer Day. We pray for those we have lost, and are grateful for the survivors in our lives. Be sure to tell a loved one they are a wonderful part of this life, and share a photo using #CulturelsPrevention! Learn from relatives living with a diagnosis here: https://americanindiancancer.org/survivorstories/



Today is International Childhood Cancer Day. As we honor children as the elders of tomorrow, we recognize the important role vaccines can have in protecting us from cancer. Learn more about how preventive cancer vaccines can protect you and your child. https://bit.ly/3b2hWVs#CulturelsPrevention



Cancer disparities among non-Hispanic urban American Indian and Alaska Native populations in the United States, 1999-2017 highlights the first study to comprehensively evaluate cancer incidence rates and trends in urban Native populations using data corrected for racial misclassification. Significant disparities in many cancers between Indigenous populations and non-Hispanic white populations living in the same area were found. AICAF Cancer Programs Manager Lindsey Petras, MSN, contributed to the publication of this article! http://ow.ly/7PaI50HQ203



### Social Media Posts: Indigenous Lifeways

### Message Resource Our ancestors knew the medicine of tobacco is sacred. Today, our communities are revitalizing and reclaiming this important medicine. Learn more with Missy Whiteman (Northern Arapaho & Kickapoo) here: https://www.youtube.com/watch?v=ZWxt62lBJw Our culture heals us. Traditional Indigenous knowledge and practices go hand in hand with cancer prevention. Learn more about this connection through our Honoring Traditional Indigenous Knowledge as Potential Cancer Prevention webinar! #CultureIsPrevention https://bit.ly/39eq7Os Our relatives face high rates of heart healthrelated problems. Reclaim your Indigenous health by honoring the Indigenous lifeways that your ancestors followed. Check out AICAF's website for more information: AmericanIndianCancer.org Traditional tobacco is grown, harvested, prepared, and used for sacred purposes while commercial tobacco contains addictive and toxic additives that threaten the wellbeing of our communities. Keep tobacco sacred. Check out AICAF's Pejuta Wakan (Sacred Medicine) Music Video: https://www.youtube.com/watch? v=p\_LedGpUTyU #CultureIsPrevention

### Social Media Posts: Survivorship

## Both heart disease and cancer are in the top causes of death for Native people. Among cancer survivors, there is a 42% higher risk of developing cardiovascular disease (CVD) compared to people without cancer. Heart disease and cancer share many of the same behavioral risks that can be changed by practicing Indigenous lifeways! Learn more about the connection between CVD and cancer here: http://ow.ly/M10t50MMtVr

### Social Media Posts: COVID-19

# This winter, we encourage all our relatives to stay safe while enjoying the season! Check out this resource for more ideas on winter fun. http://ow.ly/727X50HGWrH Information about COVID-19 booster shots can be confusing for all our relatives. Check out this resource from AICAF to get your questions answered. http://ow.ly/no7W50HOlYV

### Shareable Graphics





