



# Heart Health & Cancer Prevention

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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 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



@AmericanIndianCancer







# Social Media Posts: Cancer Prevention

## Message

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 #CultureIsPrevention! Learn from relatives living with a diagnosis here: <https://americanindiancancer.org/survivor-stories/>

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>  
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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/7Pa150HQ203>

## Resource





# Social Media Posts: Indigenous Lifeways

## Message

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/39eq70s>

Our relatives face high rates of heart health-related problems. Reclaim your Indigenous health by honoring the Indigenous lifeways that your ancestors followed. Check out AICAF's website for more information: [AmericanIndianCancer.org](http://AmericanIndianCancer.org)

Traditional tobacco is grown, harvested, prepared, and used for sacred purposes while commercial tobacco contains addictive and toxic additives that threaten the well-being of our communities. Keep tobacco sacred. Check out AICAF's Pejuta Wakan (Sacred Medicine) Music Video: [https://www.youtube.com/watch?v=p\\_LedGpUTyU](https://www.youtube.com/watch?v=p_LedGpUTyU) #CultureIsPrevention

## Resource





# Social Media Posts: Survivorship

## Message

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>

## Resource



# Social Media Posts: COVID-19

## Message

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/no7W50HOIYV>

## Resource



# Shareable Graphics

### Heart Disease Among Indigenous Communities

Overall Native people live about 11 years less compared to the national average (65 years old versus 76).

Both heart disease and cancer are in the top causes of death for Native people. Heart disease and cancer share many of the same behavioral risks that can be changed by practicing Indigenous lifeways.

Preventing cancer is preventing heart disease and other chronic illnesses.

We can reclaim Indigenous health outcomes by healing with culture!

American Indian Cancer Foundation.

### Native Women & Heart Disease

In Indigenous communities, our matriarchs often carry our families and Nations. This comes with unique challenges - especially for heart health, since our hearts are crucial organs that help our lifeforce flow.

Diabetes and being overweight are significant risk factors for all genders, but are higher among Indigenous women.

For Native women, heart disease and cancer are the top causes of death.

Our Native Nations depend on our matriarchs. AICAF invites you to ask ourselves: as relatives, how can we be more supportive to our matriarchs and their (heart) health?

American Indian Cancer Foundation.

### Common Symptoms of Heart Disease

Chest pain, tightness or pressure

Pain in the jaw, throat, neck, upper abdomen, or back

Shortness of breath

Anxiety

American Indian Cancer Foundation.

### 6 FACTORS THAT IMPACT HEART HEALTH

Certain health conditions or other factors may also increase your risk for developing cardiovascular disease (CVD), including:

- ✓ Diabetes
- ✓ High Blood Pressure
- ✓ High Cholesterol
- ✓ Age
- ✓ Family History

American Indian Cancer Foundation.

### HEART DISEASE RISK FACTORS YOU CAN MANAGE

Preventing or managing certain risk factors for heart health can help. These include:

- Stress
- Lack of rest or problems sleeping
- Commercial tobacco usage
- Physical Inactivity/Weight
- Nutrition/Diet
- Alcohol

American Indian Cancer Foundation.

### INDIGENOUS LIFEWAYS TO SAFEGUARD HEART HEALTH

CONNECT WITH THESE ANCESTRAL LIFEWAYS AND YOUR BODY TO KEEP YOUR HEART HEALTHY

- Move daily, connect with nature and get your rest.
- Get your health check-ups that monitor blood pressure, diabetes status, and more.
- Use traditional tobacco in ceremonial ways and stay away from commercial tobacco.
- Eat a more natural diet, which means increase the amount of vegetables and fruits, and limit sugar, trans and saturated fats.

American Indian Cancer Foundation.