



American Indian  
Cancer Foundation®

# Colorectal Cancer Awareness

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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 [#BlueBeads](#) Social Media Toolkit to engage community members, health professionals, and leaders working towards cancer equity in raising awareness of colorectal cancer (CRC) in Native communities. AICAF will celebrate CRC Awareness Month throughout March sharing resources, webinars, survivor stories, and colorectal health information.

The Toolkit shares AICAF's events and culturally-tailored resources, and includes sample posts for social media 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!

## 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:

- **CRC**- Learn about colorectal health and share CRC prevention resources.
- **Get Involved!**- Share creative ways to get others to join the conversation and participate from all over Indian Country!
- **Survivorship**-You are not alone. If you are a Native cancer survivor or caregiver and are interested in lending your voice to our Survivor Story Series, please contact [communications@aicaf.org](mailto:communications@aicaf.org).

## Holidays & Observances

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

- March is National Colorectal Cancer Awareness Month, National Nutrition Month, and Women's History Month.
- Mar. 3rd: Dress in Blue Day
- Mar. 8th: International Women's Day
- Mar. 16: Blue Beads Day
- Mar. 17th: St. Patrick's Day
- Mar. 31st: Trans Day of Visibility

**Don't forget to tag us in your social media posts and use these hashtags!**

#GETBEHINDCRCSCREENING #BLUEBEADS #BL0TITBLUE  
#BLUESBEADSDAY #BLUEBEADSF0RCRC



@American Indian  
Cancer Foundation



@American Indian  
Cancer Foundation



@AICAF\_Org



@American Indian  
Cancer Foundation



@AmericanIndianCancer



# Social Media Posts: CRC Prevention

## Message

March is Colorectal Cancer Awareness Month! Colorectal cancer is the second most common cancer among Indigenous people, and the second leading cause of cancer death. #GetBehindCRCScreening to help us end colorectal cancer in Indian Country! <http://ow.ly/ABTX30nL6OE>

Most colorectal cancer starts as non-cancerous growths or polyps, which can be detected with regular screenings and removed with a colonoscopy. Screening is highly recommended for Native men and women ages 45-75. #GetBehindCRCScreening and talk to your doctor about when screening is right for you!

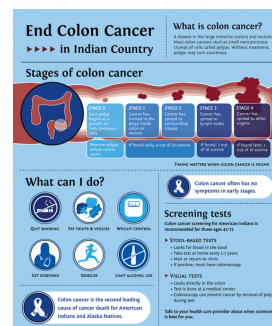
AICAF's Blue Beads Campaign plays an important part in creating colorectal cancer awareness in Native communities. Colorectal cancer is the second leading cause of cancer death for Indigenous people. Check out this article published by the CDC on how AICAF is increasing awareness: <http://ow.ly/UaTb50Hv5NF>

But I don't have any symptoms! Indigenous people are often diagnosed with CRC in its later stages when symptoms are more obvious. Pay attention to your body and use AICAF's resource to help you learn the signs and symptoms of CRC.

## Resource



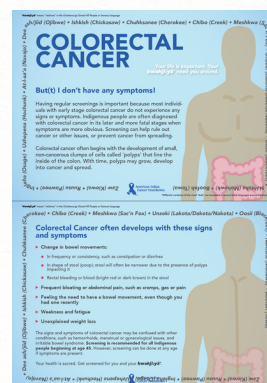
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# Social Media Posts: CRC Prevention

## Message

Food is medicine. Post a picture of your favorite traditional food that promotes gut health, and check out AICAF's Indigenous Food resource for tips!

Does colorectal cancer run in your family? If so, you may be at an increased risk. Learn your family's health history and ask your doctor if you should be screened for CRC before the recommended age of 45. Use AICAF's Family History Tree to guide you.

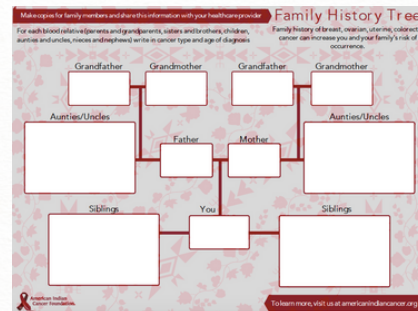
Colorectal cancer often has no signs or symptoms in its early stages. If found and treated soon enough, 9 out of 10 people will survive. #GetBehindCRCScreening and talk to your doctor about which screening option is right for you.

What we eat has a big impact on the health of our colon. Including more high-fiber fruits and vegetables, whole grains, and foods rich in Omega-3 fatty acids helps our systems function properly, and can prevent #ColorectalCancer

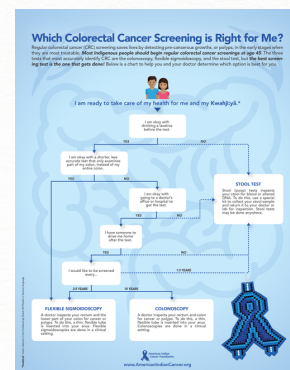
## Resource



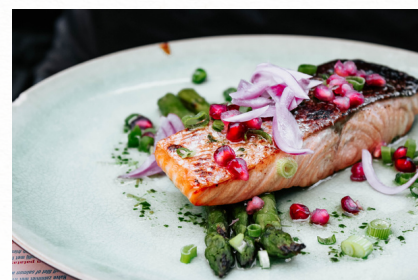
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# Social Media Posts: Get Involved!

## Message

#BlueBeadsDay is March 16! Help us raise awareness about colorectal cancer in Indian Country by wearing blue beads and spreading the word to #GetBehindCRCScreening! Join our event: <https://fb.me/e/tGS5kj4XI>

This year thousands of our relatives will be diagnosed with colorectal cancer. Join our fight to end this preventable disease by wearing blue on #BlueBeadsDay to honor all those impacted by CRC. Join the movement: <http://ow.ly/DT975OypDN2>

Post a picture of something blue to help raise awareness of colorectal cancer in Indian Country! #BlueBeadsDay #GetBehindCRCScreening (e.g. tribal flag, beadwork, etc.)

March 3rd is #DressInBlueDay! This year more than 153,000 people will be diagnosed with colorectal cancer (CRC). Join our fight to end this preventable disease by wearing blue to honor all those impacted by CRC. Share your photos in the comments! Join the movement here: <http://ow.ly/x6wX50DO6Nw>

## Resource



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# Social Media Posts: Get Involved!

## Message

Help AICAF get a bingo by blotting Indian Country blue! Sign our Blue Beads Colorectal Screening Pledge here:

<http://ow.ly/CtX650N7FBO>

#GetBehindCRCScreening #BlueBeads

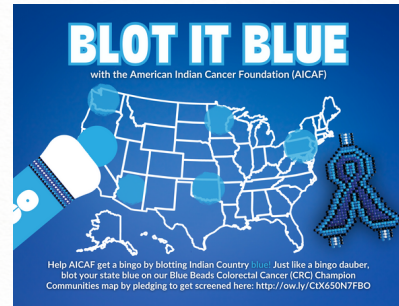
#BlotItBlue #BlueBeadsForCRC

Create a #GetBehindCRCScreening Postcard for our relatives! AICAF invites youth to personalize our card with a message that reminds loved ones to get screened, or honors a survivor.

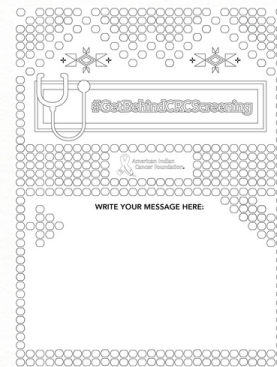
AICAF recognizes and honors the amazing womxn across Indian Country who are ensuring our relatives have access to quality health care and are advocating for the health and wellness of our relatives. AICAF thanks every womxn, yesterday, tomorrow, and every day, but especially today on this #InternationalWomxnsDay #IWD2022 How do you say women in your tribal language?

AICAF honors #TransgenderDayofVisibility, an international day of celebration that acknowledges all Two-Spirit, transgender, and nonbinary people. A day of visibility does not dismiss the attacks on transgender rights, health, and safety. We must work together to protect and defend the lives of our transgender relatives, especially our trans youth, across Indian Country. Two-Spirit, transgender, and nonbinary relatives everywhere deserve sovereignty, safety, equity, and joy.

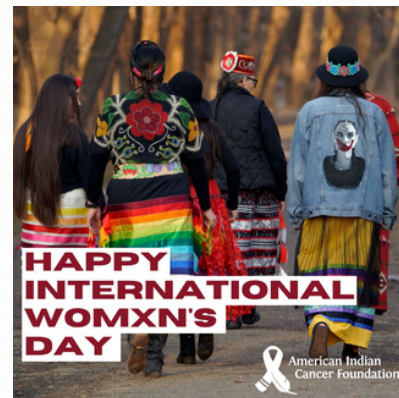
## Resource



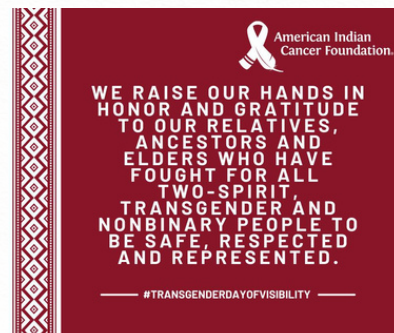
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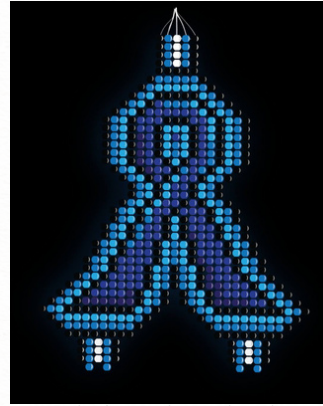
# Social Media Posts: Survivorship

## Message

A lot can be learned from the wisdom of our elders. Read about the experiences and inspiring journeys of these brave colorectal cancer survivors: <http://ow.ly/c1Qg50ypGuw>

AICAF wants to support our sacred Indigenous cancer survivors and caregivers on their cancer journey. Please take a few minutes to fill out our survivor support survey. Your responses will help guide AICAF in the development of resources and national programming offered to survivors. Your answers are confidential. Thank you for your valuable guidance on reclaiming Indigenous health!  
<https://americanindiancancer.org/survivorship/>

## Resource



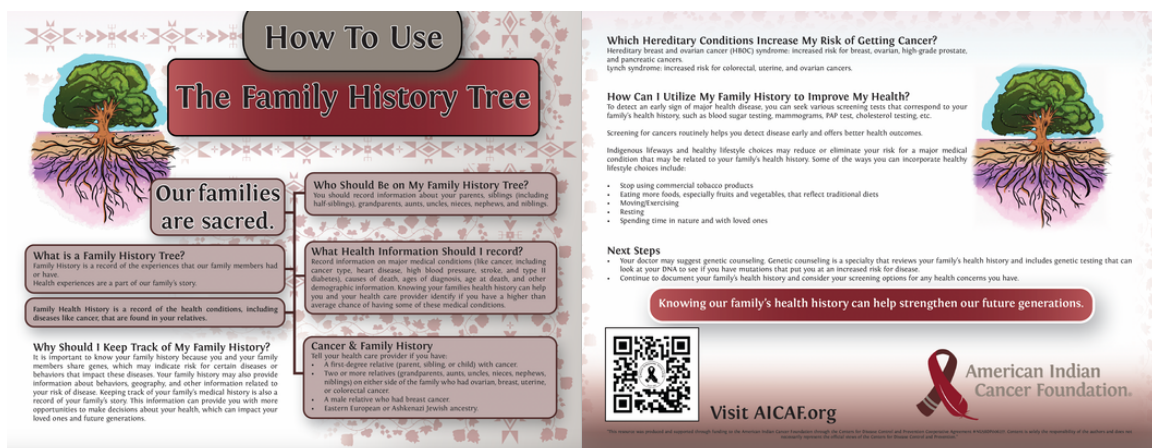
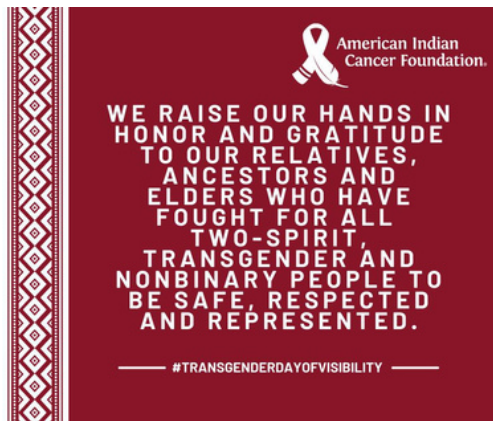
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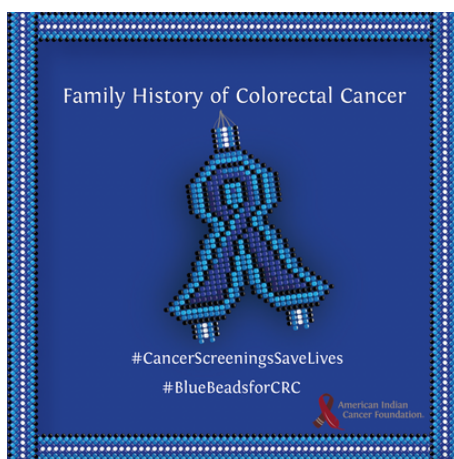
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# Shareable Graphics



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