



American Indian
Cancer Foundation®

CELEBRATE INDIGENOUS LIFE MEDIA CAMPAIGN

EVALUATION REPORT

2023



American Indian Cancer Foundation's #CelebrateIndigenousLife



National Cancer Survivor Awareness Month

2023 Campaign Highlights

In June, the American Indian Cancer Foundation (AICAF) launched the fifth annual Celebrate Indigenous Life (CIL) Campaign to coincide with National Cancer Survivor Awareness Month. Cancer is the leading cause of death among Native women and the second leading cause of death among Native men. **CIL raises awareness about life after a cancer diagnosis and honors Indigenous cancer survivors throughout the month.**

CIL aims to honor, support, and raise awareness of Indigenous cancer survivors and those affected by a cancer diagnosis by dedicating June 22nd as Celebrate Indigenous Life Day.



This year's accomplishments include:



CHAMPION ORGANIZATIONS

Six tribal/urban/community organizations hosted their own CIL events.



CAMPAIGN ADVOCATES

Two advocates shared survivorship information to bring awareness to CIL.



SOCIAL MEDIA

CIL had over **60,000** reaches & impressions! See our new social media toolkit [here](#).



SUPPORT CIRCLES

An Indigenous cancer survivor hosted **four** sessions for cancer survivors, caregivers, and their families.



COMMUNITY CONVERSATIONS

Indigenous cancer survivors hosted **four** sessions bringing in a total of **67** attendees.

Champion Organizations

AICAF supported six tribal/urban/community organizations to host their own CIL events. Each Champion Organization received a \$500 microgrant, four \$50 gift cards, six t-shirts, a community activity kit, and numerous culturally tailored resources.

These Champion Organization microgrants were awarded to:



Blackfeet CHR program

The Blackfeet CHR program hosted a community walk for cancer survivors, supporters and caregivers to remember and honor a loved one. The event had 25 walkers join despite the rain and all were offered health screenings and colorectal cancer handouts.



Bois Forte Band of Chippewa

The Bois Forte Pow Wow was held in June as well as a triathlon. The clinic staff attended and used these community events to share information with attendees and participants, reaching more than 50 individuals.



Champion Organizations:



Oklahoma City Indian Clinic

OKCIC hosted a talking circle for survivors to share their cancer journey. The clinic worked with pediatric patients to create "Chemo Care Kits," involving youth and parents in caring for those going through treatment. Survivorship media and messaging were displayed in clinic lobbies, on TVs around campus, and on social media. OKCIC reached over 150 individuals plus all those on social media! Click [here](#) to watch their video recap.



Saint Regis Mohawk Health Services

Akwesasne Health and Wellness organized a Poker Walk and spotlighted cancer survivors; Bruce Kelly, Wyatt Benedict, Gloria Herne, Aonwentsiio Sunday, and Butch Conners while celebrating fellow survivors within the community. They also reached over 11,000 community members through two Facebook pages and shared information and resources.



Native Food Perspectives



**American Indian
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