



NEWS RELEASE

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INDIGENOUS WELLNESS REVIVED: FIRST FOODS ARE PREVENTION CAMPAIGN RETURNS IN 2023

SAINT PAUL, MN - Building on its previous success, the American Indian Cancer Foundation (AICAF) is thrilled to unveil the eagerly anticipated annual recurrence of the First Foods Are Prevention campaign this Fall. Native people are affected by cancer at disproportionate rates. Factors like obesity, diabetes, diets low in fiber and high in animal fat, and lack of physical activity put our communities at a higher risk for cancer diagnosis. This nationwide campaign educates relatives about the importance of healthy Native foods and traditional exercise for cancer prevention.

Before Western colonization and reservation systems, Native communities were a healthy and thriving population due to active lifestyles and a naturally healthy diet. Our ancestors sustained themselves by hunting, fishing, gathering, and growing nutritious foods that reflected the Native way of life.

First Foods Are Prevention promotes traditional food and lifeways as a tool for cancer prevention, and as the key to reclaiming wellness in Indian Country. Throughout the Fall, AICAF will engage communities by sharing culturally-tailored resources and media tools that empower tribes to create their own Indigenous foods campaign.

Be part of our mission to reclaim Indigenous health through food and movement:

Honor.

Cherish relatives impacted by a cancer diagnosis. Listen to their stories, learn from their wisdom, and celebrate their sacred lives. Incorporate traditional food and lifeways into their healing journey.

Learn.

AICAF's Prevention & Policy Program aims to engage, educate, and empower AI/AN communities to implement healthy lifestyle practices that can help reduce cancer risks in Indian Country. Discover healthy Native foods information and resources on [AICAF's website](#).

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Share.

Talk to your friends and family about the importance of traditional food and movement for cancer prevention. Share our resources to encourage loved ones to reclaim Indigenous lifeways for all aspects of health.

Engage.

Use our [#FirstFoodsArePrevention Social Media Toolkit](#) to start a conversation about healthy Native foods with your network. Commit to improving Indigenous wellness by joining a community garden, farmers market, or traditional dance class.

Join our community.

Like the American Indian Cancer Foundation on [Facebook](#), follow us on [Twitter](#), [Instagram](#), and sign up for our [newsletter](#).

Donate.

[Any amount](#) helps the American Indian Cancer Foundation continue raising cancer awareness, increasing prevention, and building a network for Indigenous people.

About the American Indian Cancer Foundation

AICAF is a national Native-led and Native-governed non-profit organization established to address the tremendous cancer burdens faced by Native people. AICAF strives to be a partner trusted by tribes and organizations, working toward effective and sustainable cancer solutions based on cultural teachings and wisdom.

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