

SACRED BREATH



AMERICAN INDIAN CANCER FOUNDATION

2023 Social Media Toolkit



American Indian Cancer Foundation.

The American Indian Cancer Foundation (AICAF) created the **#SACREDBREATH Social Media Toolkit** to engage community members, public health professionals, and leaders working towards cancer equity in raising awareness of lung health in American Indian and Alaska Native (AI/AN) communities. AICAF will celebrate Lung Cancer Awareness Month throughout November, sharing infographics, webinars, and lung health information. The Toolkit shares AICAF-specific events and culturally-tailored resources, and includes sample posts for Facebook and Twitter that can easily be 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! Remember to follow AICAF on social media, and visit aicaf.org to learn more about this campaign.

Hashtags #LungCancerAwarenessMonth #LCAM #SacredBreath #SacredBreathMonth #KeepTobaccoSacred #KeepItSacred #SacredTobacco

Date	Facebook	Twitter
11/1	Support #SacredBreath during National Lung Cancer Awareness Month! Help us raise awareness about lung health in Native communities by sharing our resources, attending educational webinars and engaging in activities that improve lung health! Learn more on AICAF's lung health page: https://ow.ly/uRFp50PZgqp	Support #SacredBreath during National Lung Cancer Awareness Month! Raise awareness about lung health in Native communities by sharing our resources, attending webinars and engaging in activities that improve lung health! Learn more on AICAF's lung health page: https://ow.ly/uRFp50PZgqp
11/3	Join AICAF today from 10-11AM CST for a #SacredBreathMonth webinar! AICAF's Health Equity team will be commencing Sacred Breath Month with a guided meditation Session. Register here: https://ow.ly/sZQE50PZTMH	Join AICAF today from 10-11AM CST for a #SacredBreathMonth webinar! AICAF's Health Equity team will be commencing Sacred Breath Month with a guided meditation Session. Register here: https://ow.ly/sZQE50PZTMH
11/6	Lung cancer is the leading cause of cancer death for AI/AN people and smoking rates are also higher in our communities. If you have a history of commercial tobacco use, talk to your doctor about whether screening is right for you: https://ow.ly/artP50PZTEA #SacredBreathMonth #LCAM	Lung cancer is the leading cause of cancer death for AI/AN people & smoking rates are also higher in our communities. If you have a history of commercial tobacco use, talk to your doctor about whether screening is right for you: https://ow.ly/artP50PZTEA #SacredBreathMonth #LCAM
11/7	Lungs are important. Breathing is sacred. Use AICAF's Lung Cancer Signs & Symptoms resource to learn about the warning signs of lung disease. Talk to your doctor right away if you experience any of these symptoms: http://ow.ly/skAC50x1Pji #SacredBreathMonth #LCAM	Lungs are important. Breathing is sacred. Use AICAF's Lung Cancer Signs & Symptoms resource to learn about the warning signs of lung disease. Talk to your doctor right away if you experience any of these symptoms: http://ow.ly/skAC50x1Pji #SacredBreathMonth #LCAM
11/9	Knowing the early warning signs of lung disease can help our Native families receive treatment before a disease becomes serious. Talk to your doctor right away if you experience any of these lung disease signs or symptoms: http://ow.ly/BE0C50wWpUq #SacredBreath #LCAM	Knowing the early warning signs of lung disease can help our Native families receive treatment before a disease becomes serious. Talk to your doctor right away if you experience any of these lung disease signs or symptoms: http://ow.ly/BE0C50wWpUq #SacredBreath #LCAM
11/10	Lung cancer screening saves lives. You may be eligible for a lung cancer screening if you are 50 or older and a current or previous smoker. Check out AICAF's #SacredBreath PSA to hear why getting your screening is so important. https://ow.ly/VzS050Q0gJG #LCAM	Lung cancer screening saves lives. You may be eligible for a lung cancer screening if you are 50 or older & a current or previous smoker. Check out AICAF's #SacredBreath PSA to hear why getting your screening is so important. https://ow.ly/VzS050Q0gJG #LCAM
11/11	Electronic cigarettes like JUUL pods hold the same amount of nicotine as 20 conventional cigarettes. For younger users with developing brains, nicotine can harm the parts of the brain that control attention, learning, mood, and impulse control. Learn more about the dangers of e-cigs and join us in our mission to #KeepTobaccoSacred #SacredBreathMonth http://ow.ly/llaE50wWreG	E-cigs like JUUL pods hold the same amount of nicotine as 20 conventional cigarettes. Nicotine can harm developing brains, especially parts that control attention, learning, mood & impulse control. Learn the dangers: http://ow.ly/llaE50wWreG #KeepTobaccoSacred #SacredBreathMonth
11/12	Colonization continues to affect the Native 2SLGBTQ+ community. Our sacred relatives are more likely to be targeted by Big Tobacco and face ongoing racism and discrimination. Check out AICAF's resource on commercial tobacco use and 2SLGBTQ+ people to learn more. https://ow.ly/o4rA50PFCHH #SacredBreathMonth	Colonization still impacts the 2SLGBTQ+ community, leading to higher targeting by Big Tobacco and ongoing discrimination. Explore AICAF's resource on tobacco use and 2SLGBTQ+ individuals: https://ow.ly/o4rA50PFCHH #SacredBreathMonth

11/13	Native Americans are more likely to be diagnosed with late-stage lung cancer. This is when treatment is less likely to succeed. Watch to learn about the importance of Native American representation in lung cancer clinical trials, disparities affecting Native Americans with lung cancer, the potential benefits and risks of participation, and MORE: https://ow.ly/peol50Q0ioo #LCAM #SacredBreath	AI/AN people are more likely to be diagnosed with late-stage #lungcancer. This is when treatment is less likely to succeed. Learn about the importance of AI/AN representation in lung cancer clinical trials and MORE: https://ow.ly/6tri50Q0ion #SacredBreath
11/16	Radon is an invisible, odorless, tasteless gas that comes from uranium breakdown inside the earth. It is also the number one cause of lung cancer among nonsmokers. Test kits can reveal levels of radon in your home and help prevent its dangerous exposure: http://ow.ly/LhmU50wWAl0	Radon is an invisible, odorless, tasteless gas that comes from uranium breakdown inside the earth. It is also the number one cause of lung cancer among nonsmokers. Test kits can reveal levels of radon in your home and help prevent its dangerous exposure: http://ow.ly/LhmU50wWAl0
11/18	Quitting smoking isn't easy. Native people have the highest smoking rates in the nation, but more than half want to quit. Use AICAF's Quit Connections resource for guidance and support on your quitting journey: http://ow.ly/vKa450wYwD8 #KeepItSacred #LCAM	Quitting smoking isn't easy. Native people have the highest smoking rates in the nation, but more than half want to quit. Use AICAF's Quit Connections resource for guidance and support on your quitting journey: http://ow.ly/vKa450wYwD8 #KeepItSacred #LCAM
11/20	Nationwide, young people share a misconception that e-cigs are less harmful than conventional cigarettes and vaping is an effective form of commercial tobacco cessation. Share AICAF's e-cig resource to teach loved ones about the dangers of vaping: http://ow.ly/mMSZ50x1PoX #KeepItSacred #SacredBreathMonth	Nationwide, young people share a misconception that e-cigs are less harmful than conventional cigarettes and vaping is an effective form of commercial tobacco cessation. Share AICAF's resource to teach loved ones about the dangers of vaping: http://ow.ly/mMSZ50x1PoX #KeepItSacred
11/21	Join AICAF for the Great American Smokeout®! Quitting commercial tobacco isn't easy, but you don't have to quit in one day. Start making strides toward a smoke-free life today to reduce your cancer risks and improve lung health: http://ow.ly/J9qy50wWJ5K #KeepTobaccoSacred	Join AICAF for the Great American Smokeout®! Quitting commercial tobacco isn't easy, but you don't have to quit in one day. Make strides toward a smoke-free life now to reduce your cancer risks & improve lung health: http://ow.ly/J9qy50wWJ5K #KeepTobaccoSacred #SacredBreathMonth
11/22	Lung cancer is the leading cause of death for Native men and women. Did you know there is a screening for lung cancer? Check out our women's decade resources to learn about different cancer screening options. https://ow.ly/cLj250Q0iBe #SacredBreathMonth	Lung cancer is the leading cause of death for Native men and women. Did you know there is a screening for lung cancer? Check out our women's decade resources to learn about different cancer screening options. https://ow.ly/cLj250Q0iBe #SacredBreathMonth
11/23	Secondhand smoke is harmful to both children and adults. Since 1964, approximately 2.5 million nonsmokers have died from health problems caused by its exposure. Learn the steps you can take to protect our families from secondhand smoke http://ow.ly/R2LV50wWl03 #SacredBreath #LCAM	Secondhand smoke is harmful to children & adults. Since 1964, approximately 2.5 million nonsmokers have died from health problems caused by its exposure. Learn the steps you can take to protect our families from secondhand smoke http://ow.ly/R2LV50wWl03 #SacredBreathMonth #LCAM
11/27	Join AICAF today from 10-11AM CST for a #SacredBreathMonth webinar! Learn about lung cancer and close out National Lung Cancer Awareness Month with an honor song. Register here: https://ow.ly/heY550Q0oHh	Join AICAF today from 10-11AM CST for a #SacredBreathMonth webinar! Learn about lung cancer and close out National Lung Cancer Awareness Month with an honor song. Register here: https://ow.ly/heY550Q0oHh
11/29	As #SacredBreathMonth comes to a close, check out our Pejuta Wakan (Sacred Medicine) music video in collaboration with Missy Whiteman (Northern Arapaho and Kickapoo) and Native youth. This song is a powerful reminder of the importance of reclaiming cultural practices, traditional tobacco, and other Indigenous medicines in our lives. https://ow.ly/Awez50Q0jHV	As #SacredBreathMonth ends, check out our Pejuta Wakan (Sacred Medicine) music video. This song is a powerful reminder of the importance of reclaiming cultural practices, traditional tobacco, and other Indigenous medicines. https://ow.ly/2mAK50Q0jHT