



2023 AWARENESS CAMPAIGN SUMMARY

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About the Campaign

Every year thousands of people raise lung health awareness in November during National Lung Cancer Awareness Month. In 2023, we held our 5th annual Sacred Breath campaign to raise awareness of Indigenous lung cancer burdens and solutions.

More than ever, younger American Indian/Alaska Native (AI/AN) people are being diagnosed with lung cancer compared to the Non-Hispanic White population, and our communities smoke commercial tobacco at higher rates than any other racial/ethnic group in the United States.

Lung cancer remains the leading cause of cancer-related death for Native people. Our mission to eliminate the cancer burdens of Indigenous people through improved access to prevention, early detection, treatment, and survivor support is more important than ever.

Throughout November, we aimed to improve lung health in our communities by:

- Raising awareness of lung cancer disparities in Indian Country.
- Encouraging community members to engage in healthy lung practices, like getting screened or participating in traditional activities or movement.
- Keeping traditional tobacco sacred through the promotion of commercial tobacco avoidance and cessation.

We could not have achieved our goals without our partnerships with Tribal and Urban Indian Clinics throughout Indian Country. In 2023, we launched our Clinic Champion initiative which funds Tribal and Urban Indian Clinics to implement innovative, community-based interventions that engage community members in working towards effective and sustainable cancer solutions. We were honored to have partnered with seven (7) Tribal and Urban Indian Clinics for our Sacred Breath campaign.

Everyone plays a role in raising lung cancer awareness in their communities because early intervention can be life-saving. We encourage our relatives to continue to engage in healthy lung practices (like getting screened or participating in traditional activities and movement) and keeping traditional tobacco sacred by eliminating the use of commercial tobacco. Talk to your health care provider about your lung health, family history, and when screening is right for you.

Together, we can improve lung health for our relatives and future generations!

2023 Campaign Highlights

AICAF is dedicated to fostering community-driven solutions. We're honored to continue to partner with cancer survivors and Clinic Champions across Indian Country.

Learn how AICAF spread the word about Indigenous lung cancer burdens and solutions:



CLINIC CHAMPIONS

Seven (7) Tribal and Urban Indian Clinics received funding for innovative, community-based lung cancer solutions.



COMPLETED SCREENS

61 lung cancer screenings were completed through Tribal and Urban Indian Clinics.



COMMUNITY CONVERSATIONS

AICAF's Health Equity team hosted two virtual gatherings that highlighted healthy lung practices.



SOCIAL MEDIA

Sacred Breath had over 60,000 reaches & impressions across multiple social media platforms!



TOOLKITS

Two new campaign toolkits were created for Clinic Champions and our relatives to share culturally tailored messaging and resources.



AWARENESS

Pidamaya (thank you) to our countless relatives who raised lung cancer awareness on social media and throughout Tribal and Urban Indian Clinics in November.



Keeweenaw Bay Indian Community

They tabled at their health clinic, with two staff members providing in-person education using the resources from the Sacred Breath Champion box. They also had a lung display showing healthy and smoker's lungs, bringing awareness to different lung cancer screening options and who should be screened. They held incentive drawings for those who received in-person education. On the Great American Smokeout, those who committed to quitting tobacco and made a quit plan were entered in a drawing for a turkey.



Fond du Lac Human Services

The Fond du Lac pharmacists played a pivotal role in increasing awareness of lung cancer within the community by actively promoting the campaign and advocating for tobacco cessation and lung cancer screening. Furthermore, 1,343 postcards were dispatched to eligible households, containing up-to-date screening guidelines and local tobacco cessation hotline numbers, thereby aiming to facilitate proactive measures against lung cancer.





American Indian Health Services of Chicago

AIHSC/St. Kateri Center co-hosted an afternoon “Rock Your Moc’s” Powwow and “Old School Round Dance” on Sunday, November 19th, where a highlight of the afternoon was raising awareness of “Sacred Breath” alongside celebrating “Native Heritage Month”.



Bad River Tribal Health & Wellness Center

The Sacred Breath Campaign in November was a precursor for the Bad River Health and Wellness Center to roll out their new Tobacco Free Campus policy that went into effect on January 1st. This included a “Tobacco is Scared” event in November, a staff lunch and learn in December, a social media campaign, and an informational display table.



Native American Community Clinic

The Native American Community Clinic provided screening incentives to patients who completed lung cancer screening with low-dose CT scans. Additionally, they hosted a cancer prevention information day where information and education on cancer screening and prevention for various cancers, including lung cancer, was provided. Their community health worker also provided education and navigation for patients.



Oklahoma City Indian Clinic

They were able to screen 36 patients in November. Their Radiology Department supported the Sacred Breath campaign by offering to scan all of their patients on the same day, which played an integral role in screening so many patients.



Prairie Band Potawatomi Health Center

PBPN Health Center was committed to delivering messages to all who come in contact with our facility and community. Lung health has an impact on your daily life, and knowing what toxins exist and where is beneficial.



**American Indian
Cancer Foundation®**

2355 Fairview Ave N #317
Saint Paul, MN 55113

612.314.4848
prevention@aicaf.org

www.AmericanIndianCancer.org