



American Indian  
Cancer Foundation®

# CELEBRATE INDIGENOUS LIFE

2024 Campaign Toolkit

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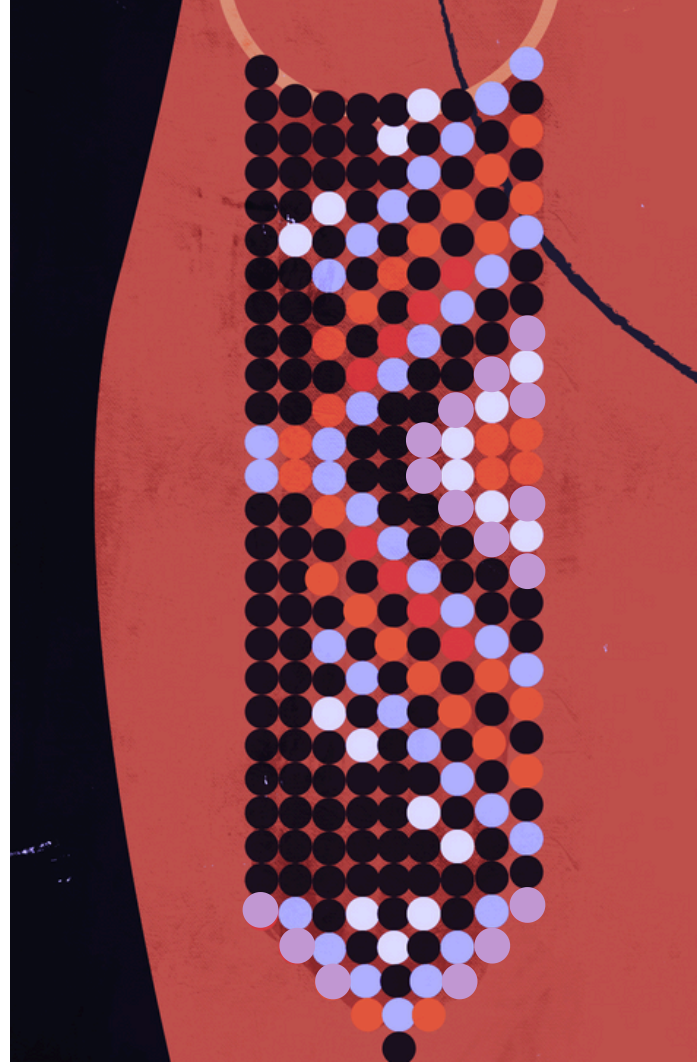


## ABOUT THE AMERICAN INDIAN CANCER FOUNDATION

AICAF is a national Native-led and Native-governed nonprofit 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.

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.



## ABOUT THE CAMPAIGN TOOLKIT

AICAF recognizes National Cancer Survivors Month throughout June during our Celebrate Indigenous Life campaign. During the campaign AICAF shares resources, survivor stories, and mental health and wellness information.

AICAF created the Celebrate Indigenous Life Campaign Toolkit to engage community members, health professionals, and leaders working towards cancer equity in raising awareness of survivorship in Native communities.

The Toolkit 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 unique to your community!

# ABOUT CELEBRATE INDIGENOUS LIFE

AICAF invites you to join us in recognizing National Cancer Survivors Month during our 6th annual Celebrate Indigenous Life (CIL) campaign this June! CIL aims to honor, support, and raise awareness of Native cancer survivors.

Because this national campaign happens on a digital platform, community members can participate from anywhere!

Get involved by raising awareness of Indigenous cancer burdens, uplifting our community's voices, and celebrating survivors' strength and resiliency everywhere.

At AICAF, we recognize the significance of the color lavender, symbolizing cancer survivorship. We acknowledge that relatives and caregivers are also profoundly impacted by a diagnosis, and consider them as survivors too.



## PLAN A CIL EVENT OR ACTIVITY

By acknowledging and celebrating the journey of survivors, we not only honor their strength but also provide hope and inspiration to those currently battling cancer and their families.

By planning an engaging activity to promote Celebrate Indigenous Life, you can offer a unique opportunity to unite communities, raise awareness about the challenges faced by cancer survivors, and highlight the importance of early detection and access to quality care.

Below are some ways to engage with your community this summer, vetted by other Tribal and Urban Indian Clinics we have partnered with throughout the years:

- 5k Color Run & 1 Mile Walk
- Lunch n Learn
- Bingo or Singo Night
- Culture Class
- Support Circle or Talking Circle for cancer survivors
- Table a booth at a health fair or powwow
- Send out postcards to patients with survivorship information
- Organize a powwow or roundance
- Implement a new policy to promote cancer prevention
- Host a cancer screening event
- Create a new resource about survivorship and mental health
- Create a media campaign
- Send out Chemo Care Kits
- Host a Virtual Cancer Support Circle
- Ask your staff to wear lavender to raise awareness of survivorship
- Honor a cancer survivor from your community
- Interview cancer survivors in your community to share their stories



## June Holidays and Observances

When should you post your content? Below is a list of special days and weeks in June dedicated to raising awareness of various topics. Utilizing or being mindful of special days that occur during the Celebrate Indigenous Life campaign can help keep your posts consistent, relevant, and maintain a flow of content. Planning out your content will also help you save time!

**National Cancer Survivors Month, PRIDE Month, National Men's Health Month, Alzheimer's and Brain Awareness Month, National Fresh Fruit and Vegetables Month, and National PTSD Awareness Month.**

- June 2: National Cancer Survivors Day
- June 11: National Call Your Doctor Day
- June 12: National Loving Day
- June 12-16: Men's Health Week
- June 15: World Elder Abuse Awareness Day
- June 16: Father's Day
- June 19: Juneteenth
- June 20: Celebrate Indigenous Life Day (wear lavender!) and Summer Solstice
- June 30: World Social Media Day




*TIP: Be mindful of ceremonial seasons that may impact your program outreach and activities, as most tribal members take time away to participate during these sacred times.*




*Please note that this is not a complete list of resources that are available and information is subject to change.*

# Social Media Calendar

Tag AICAF in your social media posts so we can share and support your programs!

🌐 [americanindiancancer.org](http://americanindiancancer.org)  [/AmericanIndianCancer](https://www.facebook.com/AmericanIndianCancer)  [@AICAF\\_Org](https://twitter.com/AICAF_Org)  [@AmericanIndianCancer](https://www.instagram.com/AmericanIndianCancer)

Date	Topic	Media	Facebook	Twitter
6/2	National Cancer Survivors Day	<a href="#">Link</a>	Today on National Cancer Survivors Day, we celebrate the remarkable strength and resilience of Indigenous cancer survivors. Their journeys embody the spirit of #celebrateindigenouslife, reminding us of the power of hope, perseverance, and community support in overcoming adversity. Let's honor their courage and resilience as we continue to support their ongoing journey towards healing and well-being.	Today on#NationalCancerSurvivorsDay, we celebrate the strength of Indigenous cancer survivors, embodying #CelebrateIndigenousLife. Their resilience reminds us of hope and community support in overcoming adversity. Let's honor their courage as we support their healing journey.
6/4	Celebrate Indigenous Life	<a href="#">Link</a>	June is National Cancer Survivor Awareness Month! Wear lavender on Thursday, June 20 for #CelebrateIndigenousLife Day. Survivorship begins at diagnosis and lasts throughout the lifespan. Since relatives & caregivers are impacted by a diagnosis, they too are survivors.	June is National Cancer Survivor Awareness Month! Wear lavender on June 20 for #CelebrateIndigenousLife Day. Survivorship begins at diagnosis and lasts throughout the lifespan. Since relatives & caregivers are impacted by a diagnosis, they too are survivors.
6/7	Mental Health Information for Cancer Survivors	<a href="#">Link</a>	Curious about the journey of Native American cancer survivors post-diagnosis? Check out this study that delves deep into their experiences, shedding light on the resources and strategies they find most valuable for coping and enhancing quality of life. Let's #CelebrateIndigenousLife by learning from their resilience and wisdom. What strategies have you found helpful in your own journey or in supporting loved ones through cancer? Share your thoughts below!  <a href="https://ow.ly/uVcN50Rml7m">https://ow.ly/uVcN50Rml7m</a>	Check out this study that delves into the experiences of Native American cancer survivors, shedding light on the ways they cope and enhance their quality of life. Let's #CelebrateIndigenousLife by learning from their resilience and wisdom. <a href="https://ow.ly/uVcN50Rml7m">https://ow.ly/uVcN50Rml7m</a>
6/11	Caregivers PSA	<a href="#">Link</a>	Darcie Powless's (Bad River Band of Lake Superior Chippewa) journey exemplifies why we shine a light on caregivers during the #CelebrateIndigenousLife campaign. Her story in Dancing Through Adversity reveals the profound impact cancer had on her family. Watch now as she bravely recounts her experience.	Darcie Powless's (Bad River Band) journey exemplifies why we shine a light on caregivers during the #CelebrateIndigenousLife campaign. Her story in Dancing Through Adversity reveals the profound impact cancer had on her family. Watch now as she bravely recounts her experience.
6/13	Mental Health Information for Caregivers	<a href="#">Link</a>	Caregiving for a loved one with cancer is a journey filled with challenges. Stress can take its toll, impacting your sleep, appetite, and mental well-being. Did you know? About half of caregivers struggle to get restful sleep, affecting their quality of life. Amidst these challenges, let's remember to celebrate indigenous life by prioritizing self-care physically, mentally, and emotionally. Your well-being matters too. How do you practice self-care amidst caregiving responsibilities? Share your tips below!	Did you know? About half of caregivers struggle to get restful sleep, affecting their quality of life. Amidst these challenges, let's remember to celebrate indigenous life by prioritizing self-care physically, mentally, and emotionally. Your well-being matters too.
6/18	Indigenous Lifeways Resource	<a href="#">Link</a>	Using traditional healing practices alongside Western treatments can empower Indigenous cancer survivors to alleviate cancer symptoms and side effects, while also addressing the emotional impact of a cancer diagnosis. Join us in our mission to #CelebrateIndigenousLife by embracing both approaches in your cancer care plan and discovering the holistic healing potential they offer. <a href="https://ow.ly/XrJj50Rrgya">https://ow.ly/XrJj50Rrgya</a>	Empower Indigenous cancer survivors: combine traditional healing with Western treatments to ease symptoms and emotional impact. Join us to #CelebrateIndigenousLife and explore holistic healing. <a href="https://ow.ly/XrJj50Rrgya">https://ow.ly/XrJj50Rrgya</a>
6/20	Celebrate Indigenous Life Day	<a href="#">Link</a>	Today we come together to Celebrate Indigenous Life during National Cancer Survivors Month! Wear lavender proudly to honor Native cancer survivors, symbolizing their resilience and strength. Share your photos or stories to raise awareness and tag AICAF! Let's amplify their voices and support our relatives across Indian Country! ❤️	Today we come together to Celebrate Indigenous Life during National Cancer Survivors Month! Wear lavender proudly to honor Native cancer survivors, symbolizing their resilience and strength. Share your photos or stories to raise awareness and tag AICAF! ❤️
6/26	Survivorship	<a href="#">Link</a>	#CelebrateIndigenousLife by listening to the stories of cancer survivors. Our stories are sacred and healing to share. Learn from survivors about their journeys at AICAF.ORG	#CelebrateIndigenousLife by listening to the stories of cancer survivors. Our stories are sacred and healing to share. Learn from survivors at AICAF.ORG.

# MENTAL HEALTH RESOURCES FOR CANCER SURVIVORS AND CAREGIVERS

If you are experiencing a mental health crisis, please dial 988 to reach the Suicide & Crisis Lifeline or text NATIVE to 741741 to chat with the Crisis Text Line.

## Published lists of resources:

- [Patient and Caregiver Peer Support/Mentoring Programs](#)
- [The Leukemia & Lymphoma Society Mental Health and Crisis Services](#)
- [Mesothelioma Hope's Mental Health Guide for Cancer Patients and Families](#)

## Mental Health Resources for Cancer Survivors:

- [American Society of Clinical Oncology's Managing Emotions site](#)
- [Mayo Clinic's Managing Your Emotions After Cancer Treatment](#)
- [National Cancer Institute's Coping with Cancer site](#)
- [OncoLink's Coping with Cancer site](#)
- [Oregon Health and Science University Knight Cancer Institute's Cancer and Mental Health site](#)

## Mental Health Resources for Caregivers:

- [American Society of Clinical Oncology's Caregivers Taking Care of Themselves site](#)
- [National Cancer Institute's Support for Caregivers of Cancer Patients site](#)
- [OncoLink's Caregivers site](#)

## Suicide and Crisis Lifeline

- Dial or text 988 for free 24/7 support | [988lifeline.org](https://www.988lifeline.org)

## Crisis Text Line

- Text NATIVE to 741741 | [crisistextline.org](https://www.crisistextline.org) | For free crisis counseling 24/7

## National Alliance on Mental Illness(NAMI) Helpline

- Connect by phone 800-950- 6264 M-F, 10 am-6pm, ET or text "Helpline" to 62640, or chat. | [www.nami.org](https://www.nami.org)

## StrongHearts Native Helpline

- 1-844-7NATIVE (762-8483) is a 24/7 safe, confidential and anonymous domestic and sexual violence helpline for Native Americans and Alaska Natives. | [strongheartshelpline.org](https://www.strongheartshelpline.org)

## The Paths (Re)Membered Project

- NO COST mental health services to Two-Spirit and Indigiqueer 2SLGBTQ+ persons aged 15 years and older. Services are currently offered in limited states. | [pathsremembered.org](https://www.pathsremembered.org)

## Trevor Lifeline for LGBTQ+ young people

- 24/7 at 1-866-488-7386. Counseling is also available 24/7 via chat every day at [TheTrevorProject.org/Help](https://www.thetrevorproject.org/Help), or by texting 678-678.

## Veterans Crisis Line

- Dial 988 then Press 1 or Text 838255 | [veteranscrisisline.net](https://www.veteranscrisisline.net)

*Please note that this is not a complete list of resources that are available and information is subject to change.*



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# AICAF RESOURCES

AICAF offers culturally tailored resources to support Indigenous cancer survivors and caregivers in their physical, emotional, and spiritual well-being. From sharing Indigenous lifeways to healthy eating and physical activity, we promote holistic health through Policy, Systems, and Environmental (PSE) change.

## Social Media Slides



[\(Download\)](#)

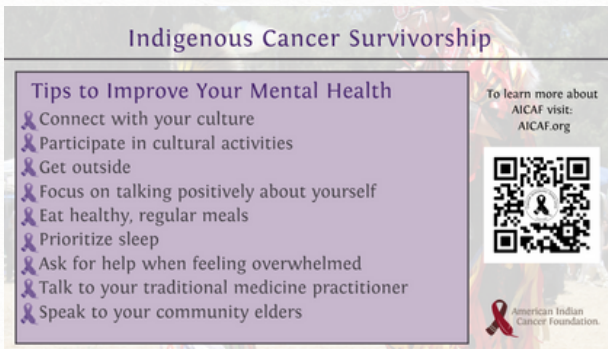


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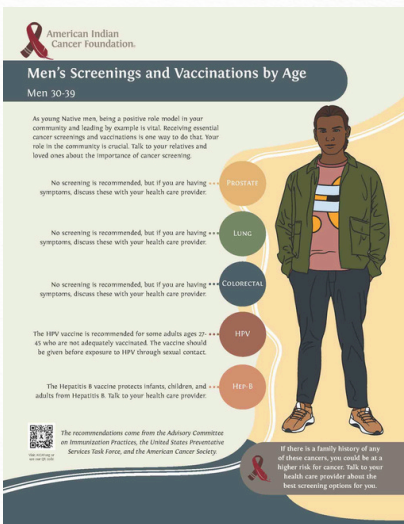
[\(Download\)](#)

## Mental Health Card (3.5 in x 2in)



[\(Download to Print\)](#)

## Screening and Vaccination Resources for Men and Women



Download Men's Resource by Decade:

- [Under 21](#)
- [21-29](#)
- [30-39](#)
- [40-49](#)
- [50-65](#)
- [Over 65](#)



Download Women's Resource by Decade:

- [Under 21](#)
- [21-29](#)
- [30-39](#)
- [40-49](#)
- [50-65](#)
- [Over 65](#)

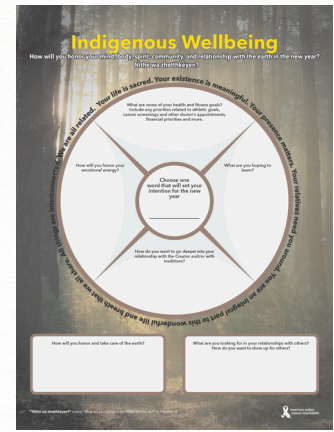




Caregiving During Special Occasions (Download)



Traditional Healing with Western Medicine (Download)



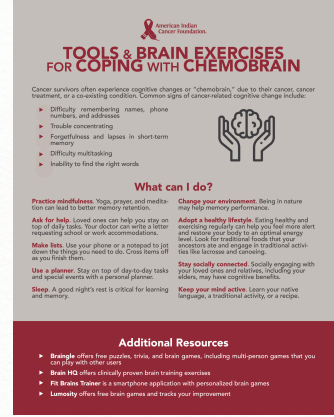
Indigenous Wellbeing Worksheet (Download)



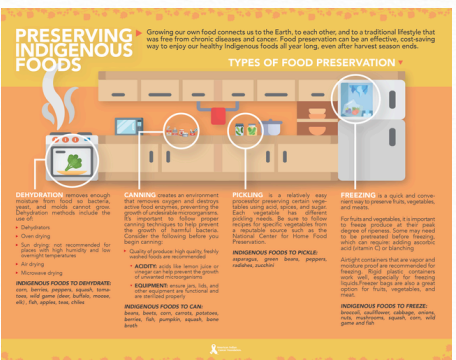
Gut Health (Download)



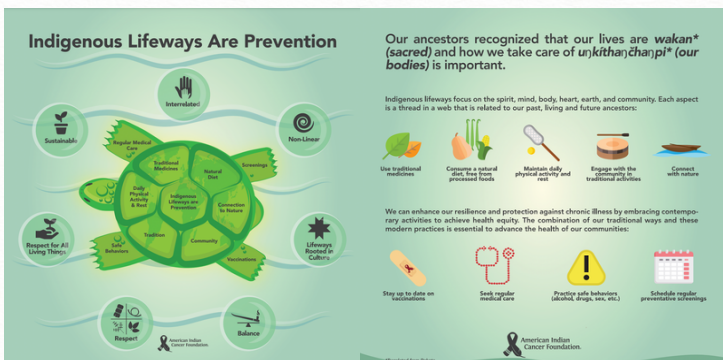
Indigenous Pink Cookbook (Download)



Coping with Chemo Brain (Download)



Preserving Indigenous Foods (Download)



Indigenous Lifeways Are Prevention (Download)

Explore more culturally tailored resources at [AmericanIndianCancer.org](http://AmericanIndianCancer.org) or visit our YouTube page to share our PSA's and webinars!



# POLICY IN ACTION

In order to model positive cancer prevention for our communities and Native organizations, AICAF has developed polices to address cancer prevention and early detection which include:

- Survivorship Policy
- Cervical Cancer Screening Policy
- Colorectal Cancer Screening Policy
- Preventative Cancer Screenings Policy

Use these templates to promote policy, systems and environmental change in your workplace.

# Steps of the Policy, Systems and Environmental (PSE) Change Process...through an Indigenous Lens

Programs that are interested in PSE changes, especially if there are multiple that they are working on, are encouraged to follow these basic steps below to start the work. This is a broad, yet simple, list of steps to follow:



## **Make Friends - Get people together.**

To make changes, we need lots of people working together. Making friends with different people allows everyone to help in their own way. More friends means more ideas and more people reached.



## **Look Around - See what's happening.**

Taking a close look helps us know what to do about health problems. We can see what's missing, patterns, and things affecting the community. This shows us why changes are needed.



## **Pick What's Important - Choose where to focus.**

After looking around, we see where health problems come from. We need evidence to set goals to fix them. Look at data to find the exact problem to focus on first. The community health plan helps.



## **Make a Plan - See if ideas will work.**

Once goals are set, think about whether ideas can really happen. Talk to people to make a plan to reach goals, and check if the timing is right. Get key people to help.

## **Spread the Word - Tell people why.**

Before making changes, explain to everyone why it's needed. This gets more support and less resistance. Use media to educate people.

## **Take Action - Do it!**

The first 5 steps lead up to taking action on health changes. Carry out activities that directly help reach the goals.

## **Check Your Work (Evaluation) - See what changed.**

Look back at the processes used and results so far. This shows what changes happened.



**American Indian  
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2355 Fairview Ave N #317  
Saint Paul, MN 55113

612.314.4848  
health@aicaf.org

[www.AmericanIndianCancer.org](http://www.AmericanIndianCancer.org)