



# AWARENESS CAMPAIGN SUMMARY

2024

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# BLUE BEADS

#BlueBeadsForCRC  
#GetBehindCRCScreening



American Indian and Alaskan Native (AI/AN) people are experiencing higher colorectal cancer rates than any other ethnicity in the United States. As we observed National Colorectal Cancer Awareness Month in March, we invited relatives across Indian Country and Tribal and Urban Indian Clinics to raise awareness of the 6th annual Blue Beads campaign.

This year’s campaign was co-sponsored by Exact Sciences and Mayo Clinic. Through this dynamic sponsorship, we amplified our message and reached even more individuals within Indigenous communities, providing vital education, tools, and resources to promote colorectal health, screening, and early detection.

As colorectal cancer is the third most commonly diagnosed cancer among Native people, we remained committed to eliminating the cancer burdens of Indigenous people through improved access to prevention, early detection, treatment, and survivor support.

We’re honored to continue to partner with cancer survivors and Clinic Champions across Indian Country. Explore more ways AICAF spread the word about Indigenous colorectal cancer burdens. This year’s accomplishments include:



### CLINIC CHAMPIONS

30 Tribal and Urban Indian Clinics received funding for innovative, community-based colorectal cancer solutions.

### CO-SPONSORED BY:



Comprehensive Cancer Center



### PLEDGES

24 people took the Turquoise Thursday Screening Pledge.



### SOCIAL MEDIA

Blue Beads had over 80,000 reaches & impressions!



### WEBINAR SERIES

The series aimed to increase awareness about Indigenous colorectal cancer burdens and solutions, bringing in a total of 79 attendees.

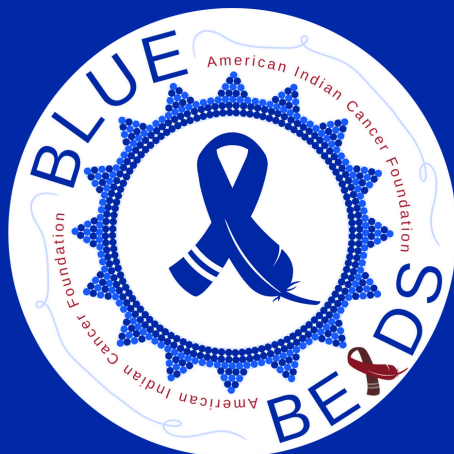


### RESOURCES

A new caregiver public service announcement and a social media toolkit was created.

Wopila/Thank you to our relatives who participated in #BlueBeads to raise awareness of colorectal cancer in Indian Country. Learn more about Blue Beads at [AICAF.org](http://AICAF.org) or contact [health@aicaf.org](mailto:health@aicaf.org).

# About the Campaign



## Wear Blue

To further engage with our online community, AICAF encouraged our relatives to wear blue beadwork or clothing to raise awareness of colorectal cancer in our communities and the importance of screening, and to honor relatives who have faced or are currently facing a diagnosis.



## PSA Focuses on Survivorship and Caregiving

Dancing Through Adversity tells the story of Darcie Powless, a member of the Bad River Band of Lake Superior Chippewa. She shares how cancer has affected her and her family. At the tender age of 14, Darcie faced the harsh reality of cancer when her mother was diagnosed with colon cancer. Just a few years later, her family was struck by another blow as her father received a diagnosis of lung cancer. She persevered through the hardships she faced and shared how dancing has brought healing to her physically, mentally, and spiritually.

[View the PSA here](#)

## Blue Beads Webinar Series

AICAF hosted a webinar Understanding Ostomies that was co-sponsored by Exact Sciences and the Mayo Clinic in which they discussed the aspects of living with an ostomy. Michele C. Bair, M.S.N., R.N., COCN and Kendra A. Langreck, B.S.N., R.N., COCN from the Mayo Clinic presented about ostomies, including their types, care procedures, lifestyle adjustments and emotional wellbeing, and insights on how to empower and support those with an ostomy. They also hosted a fireside chat, Native Resiliency: The Path Forward for Closing the Gap on Colorectal Cancer, that was co-sponsored by Exact Sciences and the Mayo Clinic in which Melissa Buffalo, CEO moderated a dialogue on colorectal cancer in Indian Country with Dr. Christensen, MBA, MSJ, FACS, Diana Redwood, PH.D. MPH, and Beth Sieloff, MPH. The webinar discussed the data and prevalence of colorectal cancer and how those who were attending the webinar could play a role in improving the colorectal landscape for Native people

The webinars were attended by 79 participants. Overall, the participants (18) who completed the post webinar satisfaction agreed or strongly agreed that the webinar met their expectations, achieved the objectives, and provided new information regarding ostomies. One participant shared, "I work with the colorectal cancer screening program at our facility, [the webinar] gave me good information to share with patients when needed." Another participant shared, "The webinar was informative and helpful in understanding different areas of early intervention and preventative screenings." Another added, "It was most helpful to understand what is currently effective for screening in Indian Country," and "hearing directly from folks who work within the tribal community." Several participants agreed that it was helpful to hear about the barriers to treatment and learn what strategies other clinics are using to increase CRC screening rates.

# Blue Beads Clinic Champion Highlights

Clinic Champions are Tribal and Urban Indian Clinics that AICAF selected through an application process to spearhead AICAF's mission to eliminate the cancer burdens of Indigenous people through improved access to prevention, early detection, treatment, and survivor support.

This year, 30 Clinic Champions were chosen because of their innovative, community-based interventions that engage community members in working toward effective and sustainable colorectal cancer solutions. Through sponsorships from Exact Sciences and Mayo Clinic, each Clinic Champion received a \$500 micro-grant, exclusive Blue Beads t-shirts, a community activity kit, and numerous culturally tailored colorectal cancer resources.

AICAF is honored to have partnered with each Clinic Champion this year and is excited to share some of their campaign highlights:



## REACH

More than 7,391 people were reached through innovative, community-based colorectal cancer solutions.



## SCHEDULED SCREENS

817 colorectal cancer screenings were scheduled through Tribal and Urban Indian Clinics.



## COMPLETED SCREENS

444 colorectal cancer screenings were completed through Tribal and Urban Indian Clinics.



## RESOURCES CREATED

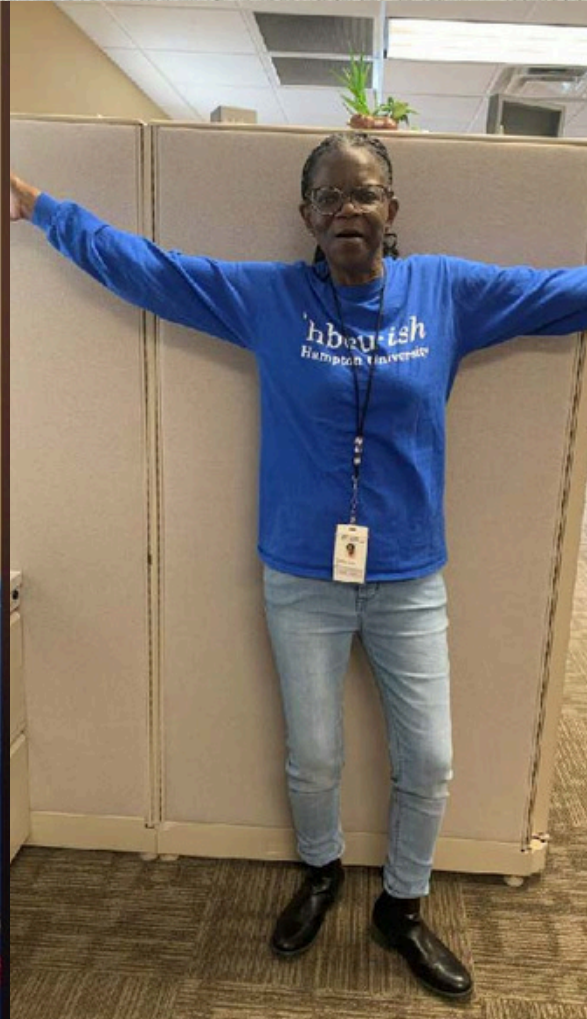
292 resources were created to raise awareness about colorectal cancer in Indigenous populations.



## RESOURCES DISSEMINATED

More than 2,058 resources were disseminated throughout Tribal and Urban Indian Clinics.

Learn more about Blue Beads at [AmericanIndianCancer.org](https://AmericanIndianCancer.org) or contact [health@aicaf.org](mailto:health@aicaf.org)





## American Indian Health Services of Chicago

American Indian Health Service of Chicago hosted a community colorectal cancer awareness event attended by 19 community members. They scheduled 4 colorectal cancer screenings and completed 4 screenings. They utilized the resources provided by the American Indian Cancer Foundation and distributed the resources to the 19 community members that attended the event.

## Bad River Tribal Health and Wellness Center



Throughout the month, Bad River Tribal Health and Wellness Center worked as a team to implement a quality improvement project in which they developed new processes to track when patients are due for their colorectal cancer screenings within their new software. They also discussed barriers that are preventing patients in completing their screenings. The clinic was able to reach more than 405 community members through round table discussions, all staff emails with education, a shawl making activity, and social media. The clinic developed 5 new resources and disseminated 12 resources to the community.

## Chehalis Tribe



The Chehalis Tribe hosted an event featuring an interactive Colon Cancer inflatable, had a survivor share their story, had a dietician present on food that was colon health friendly and had a provider provide education and answer questions from attendees. In addition, participants signed a colon cancer pledge. Throughout the month they reached 30 community members. They plan to follow up with the 30 individuals who took the pledge to schedule a screening.

## Fond Du Lac Band of Lake Superior Chippewa



Fond Du Lac Band of Lake Superior Chippewa utilized a micro-grant effectively to enhance their colorectal cancer awareness efforts during the month. For Blue Beads month they purchased prizes that encouraged community participation. Throughout the month they reached 60 individuals, scheduled 3 colorectal cancer screenings, and completed 3 screenings. They also created 2 new resources that were disseminated to 5 individuals.







## Gerald L. Ignace Indian Health Center

Gerald L. Ignace Indian Health Center reached 75 people about the importance of routine colorectal cancer screenings and overall awareness throughout the month. They scheduled 12 screenings and completed 2 colorectal cancer screenings. They developed 100 resources and disseminated 75 resources to further educate and engage the community.



## Indian Health Board of Minneapolis

During Blue Beads Month, the Indian Health Board of Minneapolis partnered with AICAF and MDH to table in the clinic providing educational materials about colorectal cancer and offering a FIT test to those who were eligible to either complete in the clinic the same day or take home and return within 3-7 days. They reached more than 40 individuals, scheduled 3 screenings, and completed 2 colorectal cancer screenings. The clinic created six resources to be included in education bags to those who stopped by the table.



## KBIC Health System

KBIC Health System set up an educational table on colorectal cancer and the importance of screening in the clinic lobby. On Blue Beads Day they had staff providing education on colorectal cancer, screenings and Cologuard demonstrations. They incentivized community members to complete their colorectal cancer screenings by entering those who did into a drawing for a prize. Throughout the month they reached more than 180 people both in-person and online. They scheduled 3 screenings and completed 7 colorectal cancer screenings. The clinic created two new resources and disseminated four.



## Kewa Pueblo Health Clinic

Kewa Pueblo Health Clinic organized a Colorectal Health fair which included speakers and tabling throughout the month, reaching a total of 70 individuals. They were able to complete 15 colorectal cancer screenings during the month. The clinic also created and distributed a resource to over 70 individuals.





## Native American Community Clinic

The Native American Community Clinic saw an increase in patient engagement, with 100 people reached and more patients taking home FIT kits because of their initiatives. They scheduled 8 screenings and completed 7 colorectal cancer screenings. Additionally, they created one new resource and managed to disseminate it to 50 individuals. Throughout the month, they hosted an informational table which included demonstrations on the Fit Kit and a quiz for prizes. They were able to distribute twice as many Fit Kits in March.



## Native Healthcare Center

Throughout the month, Nebraska Urban Indian Health and Wellness Clinic reached 36 community members through their Blue Bead initiatives. They scheduled 2 colorectal cancer screenings and completed 2 screenings. The clinic created 10 new resources to disseminate to the community throughout the month. Nebraska Urban Indian Health and Wellness Clinic was able to foster good communication and partnership across the clinic and coalition to make Blue Beads month a success.



## Nebraska Urban Indian Medical Center

Nebraska Urban Indian Medical Center utilized handouts and social media to reach 105 individuals. They dedicated time to contact patients to schedule 44 colorectal cancer screenings and completed 19. They found this comprehensive approach to address many of the barriers patients face in getting screened. They created three new resources and shared them within the community.



## Nooksack Tribal Health Clinic

Nooksack Tribal Health Clinic hosted a community event where community members played BINGO, and listened to local GI doctors present on colorectal cancer. The clinic was able to reach 300 community members. They scheduled 6 screenings and completed 5 colorectal cancer screenings. Throughout the month, they developed 8 resources and disseminated 15 resources to the community.





## **Nottawaseppi Huron Band of the Potawatomi**

Nottawaseppi Huron Band of the Potawatomi was successful in promoting the importance of colorectal cancer screening to 335 individuals through an Elder Lunch and Learn and a youth event where the health educator gave a lesson on the digestive system. They scheduled 8 screenings and completed 5 colorectal cancer screenings. They also developed 4 new resources including 2 PowerPoint presentations, social media posts, all staff emails that included educational information, and sent letters to patients to encourage them to call and schedule a screening.



## **Oklahoma City Indian Clinic**

Oklahoma City Indian promoted colorectal health, screening options, and education reaching a total of 200 individuals. They hosted a walk for colorectal cancer screening awareness and had the inflatable interactive colon for community members to engage with. Throughout the month, they were able to complete 72 colorectal cancer screenings. The clinic disseminated 4 resources.



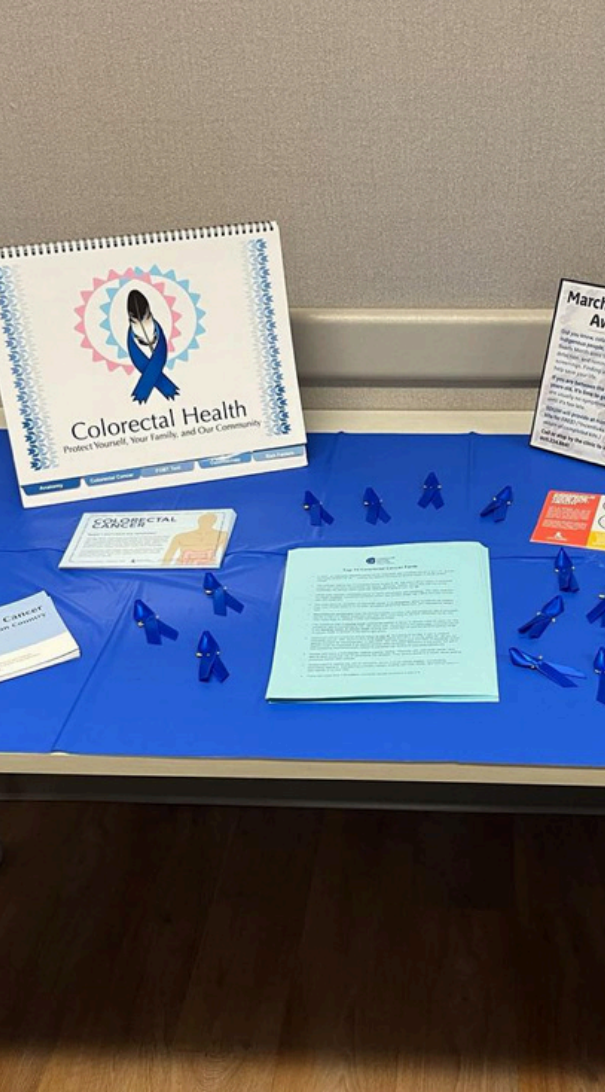
## **Red Cliff Community Health Center**

Red Cliff Community Health Center focused on promoting healthy habits including colorectal cancer screenings by collaborating with the Elder and Youth programs. The health center reached 86 community members. They scheduled 4 screenings and completed 4 colorectal cancer screenings. Throughout the month, they disseminated 150 educational materials to the community.



## **Saint Regis Mohawk Health Services**

Throughout the Blue Beads month, Saint Regis Mohawk Health Services was able to reach 1,628 individuals through calling community members who were due for a colorectal cancer screening, social media quizzes, wear blue day and blue beads day, a men's health luncheon, and a community poker walk. They scheduled 51 screenings and utilized 5 resources provided by agencies to disseminate 288 pieces of educational materials to the community.





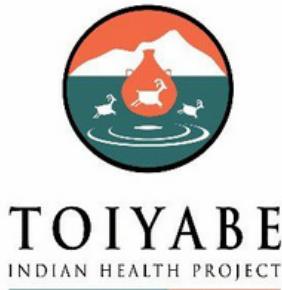
## Sisseton Wahpeton Oyate Community Health Education Program

Sisseton Wahpeton Oyate Community Health Education Program had a successful colorectal cancer awareness campaign by reaching 34 individuals in which they provided education and awareness to the importance of colorectal cancer screenings. They partnered with the Great Plains Comprehensive Cancer Program to host an event for SWO relatives to walk through an interactive educational colon and other health booths. They scheduled 5 screenings and completed 6 colorectal cancer screenings. The clinic created and disseminated 10 new resources to 155 community members.



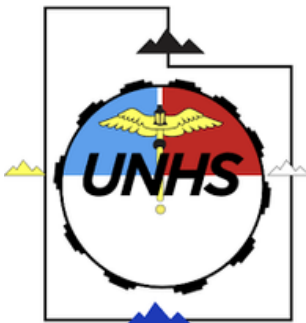
## Squaxin Island Tribe

Squaxin Island Tribe's Blue Beads Day focused on educating the community about colorectal cancer including the importance of early detection through routine screenings. They were able to reach 65 individuals, schedule 25 screenings, and complete 5 colorectal cancer screenings. The clinic created and disseminated 5 new resources throughout the month.



## Toiyabe Indian Health Project, Inc.

Toiyabe Indian Health Project's Community Health Program reached 350 people, scheduling 10 screenings and completing 9 colorectal cancer screenings throughout the month. The clinic created three new resources including flyers, ribbons, and social media posts and disseminated 610 resources. They focused their efforts on the high risk population by providing them culturally attuned education, health resources, and access to colorectal cancer screenings.



## Utah Navajo Health System

Utah Navajo Health System set up colorectal cancer displays in all 4 of the clinic locations to educate clinic patients on colorectal cancer. On Blue Beads Day, they had a good turnout in those that participated in wearing blue or blue beads to raise awareness. Throughout the month, they reached many community members, scheduled 144 screenings and completed 42 colorectal cancer screenings. They utilized resources from AICAF to have throughout the clinics and at each of the displays for patients to take home.







## White Earth Indian Health Center

White Earth Indian Health Center raised awareness throughout the month for colorectal cancer by having staff wear themed t-shirts every Friday in March and sharing stories related to colorectal cancer.



## Yakama Indian Health Service

Yakama Indian Health Service utilized Blue Beads Month to raise awareness for colorectal cancer including screening options, prevention, and treatment. Throughout the month they reached 1,579 individuals through phone calls and a community walk event, of the individuals reached they had 212 individuals request a FIT kit. They scheduled 210 screenings and completed 51 colorectal cancer screenings. They also created five new resources and disseminated 225 resources throughout the community.



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