

AMERICAN INDIAN CANCER FOUNDATION'S



INDIGENOUS
pink

2024 CAMPAIGN TOOLKIT

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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.

Our 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.

For more information visit AmericanIndianCancer.org

INDIGENOUS PINK

Breast cancer is the most common cancer among Native women, and is the second leading cause of cancer death. However, all bodies have breast tissue and are at risk for developing breast cancer.

Indigenous Pink is a national breast cancer awareness campaign for Native people that occurs in October during National Breast Cancer Awareness Month.

The campaign aims to educate Native communities about the importance of early detection and remind women, men, non-binary, and genderfluid relatives to talk to their doctors about breast cancer screening.

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



CAMPAIGN TOOLKIT

From crafted social media messages to culturally relevant resources, there is something in this Toolkit for everyone to use to help spread the word about Indigenous Pink.

Are you a community member, health professional, or leader working towards effective cancer equity in your community? Use our policy, systems, and environmental change guide to make a difference this year.

The Toolkit also 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!

PLANNING



IDEAS FOR INDIGENOUS PINK EVENTS

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

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

Below are some ways to engage with your community this October, 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
- Share AICAF's breast health resources
- Create a media campaign
- Send out Chemo Care Kits
- Host a Virtual Cancer Support Circle
- Ask your staff to wear pink to raise awareness of breast cancer
- Honor a cancer survivor from your community
- Interview cancer survivors in your community to share their stories

October Holidays and Observances

When planning your content for October, it's important to consider the special days and weeks dedicated to raising awareness about various topics. This is particularly relevant for the Indigenous Pink campaign, where the focus is on breast cancer and the role of honoring our bodies emotionally, spiritually, mentally, and physically.

By aligning your posts with these special days, you can keep your content consistent, relevant, and engaging. This strategic planning not only enhances the impact of your messaging but also saves you time in the long run. Here's a list of key dates in October to keep in mind:

National Breast Cancer Awareness Month, National Domestic Violence Awareness Month, Healthy Lung Month, National Pumpkin Month,

- Oct. 1: World Vegetarian Day
- Oct. 4: National Pumpkin Seed Day (1st Wed.)
- Oct. 8: National Salmon Day → **SHARE A RECIPE FROM OUR INDIGENOUS PINK COOKBOOK!**
- Oct. 9: Indigenous Peoples Day
- Oct. 10: World Mental Health Day
- Oct. 13: National Metastatic Breast Cancer Awareness Day
- Oct. 16: World Food Day
- **Oct. 17: Indigenous Pink Day**
- Oct. 17-23: Men's Breast Cancer Awareness Week
- Oct. 18: National Mammography Day
- Oct. 21-25: National Health Education Week
- Oct. 22: National Nut Day
- Oct. 26: Pumpkin Day
- Oct. 27: National Potato Day
- Oct. 28: Wild Foods 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 **f** **@** **📺** /AmericanIndianCancer **X** @AICAF_Org

Topic	Media	Message
Support Indigenous Pink	 <p>(Download)</p>	Breast cancer is the most commonly diagnosed cancer among AI/AN women and the second leading cause of cancer death. However, all bodies have breast tissue and are at risk for developing breast cancer. Support 10 years of Indigenous Pink by raising awareness of Indigenous breast cancer burdens during National Breast Cancer Awareness Month!
Indigenous Pink Screening Pledge	 <p>(Download)</p>	Taking the Indigenous Pink pledge to get a mammogram is a powerful step in joining the fight against breast cancer. This year, as we celebrate the 10th anniversary of Indigenous Pink, we emphasize the importance of early detection through regular mammograms, which increases the chances of successful treatment and survival. Sign our pledge today at https://forms.office.com/r/mjVRUDNS4E!
Indigenous Pink Day Reminder	<p>Post a photo wearing pink!</p>	#IndigenousPinkDay is on Thursday, October 17! Join AICAF in raising awareness about breast health in Indian Country by wearing pink. Show your support by sharing a photo of yourself in pink on social media using #IndigenousPink. We all play a role in raising awareness of breast health. Let's paint social media pink! ❤️📷 #AllBodiesHaveBreastTissue
Men's Breast Health	 <p>(Download)</p>	All bodies have breast tissue, and breast cancer can affect anyone. In 2024, an estimated 2,790 men in the U.S. will be diagnosed with invasive breast cancer, and about 530 will lose their lives to it. Knowing the signs and symptoms is crucial for early detection. Learn more about male breast cancer and how to protect yourself at https://ow.ly/6WXk50T7Ytr
(Oct. 17) Indigenous Pink Day	<p>Post a photo wearing pink!</p>	Today we recognize Indigenous Pink Day during National Breast Cancer Awareness Month! Wear pink proudly to honor breast cancer survivors, symbolizing their resilience and strength. Share your photos using #IndigenousPink to raise awareness with us. Let's amplify our voices and support our relatives across Indian Country! ❤️
2SLGBTQ+ Breast Health	 <p>(Download)</p>	During #IndigenousPink, let's prioritize timely cancer screenings. Everyone is at risk because #AllBodiesHaveBreastTissue. Check out AICAF's resource for our #2SLGBTQ+ relatives! Let's spread the knowledge and ensure everyone gets the care they deserve. 🏳️‍🌈🗨️
Traditional Healing	<p>Pair with a photo that reflects cultural healing.</p>	Many Native cancer survivors participate in spiritual healing or cleansing ceremonies to stay connected to their culture during or after treatment. Traditional healing sustained Native communities long before Western contact and inspired many modern cancer treatments. Combining both practices in your cancer plan can be a powerful approach to healing. Learn more at https://ow.ly/JXh750T1mKR

RESOURCES

MEDIA ASSESTS



Circle Graphic ([Download](#))



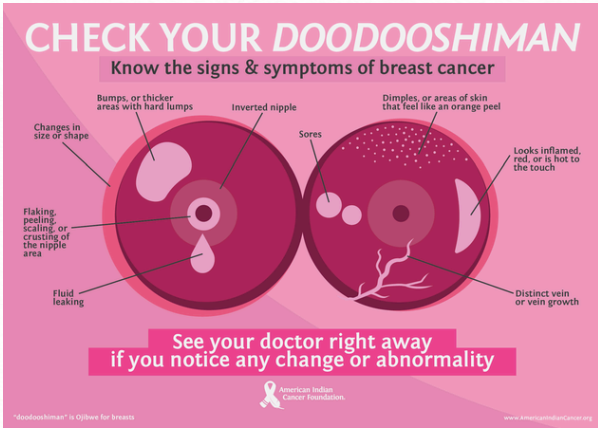
IP DAY Graphic Square ([Download](#))



IP DAY Graphic Banner ([Download](#))

AICAF BREAST HEALTH 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.



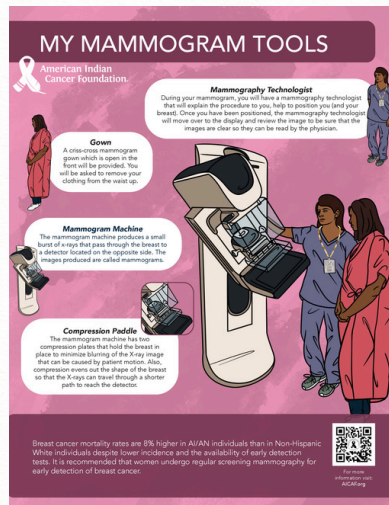
Check Your Breasts ([Download](#))



Indigenous Pink Screening Pledge ([Print](#))



Indigenous Pink Cookbook ([Download](#))



My Mammo Tools ([Download](#))



My Mammo Results ([Download](#))

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

AICAF BREAST HEALTH RESOURCES (continued)

Indigenous Pink Breast Health

1 in 8 women will get breast cancer in their lifetime

Increased Risks

- GENETICS:** Inherited DNA changes in genes.
- GENDER:** Being female.
- FAMILY HISTORY:** Mother, sister, daughter has had breast cancer.
- BREAST DENSITY:** Dense breast tissue.
- AGING:** 40

What can I do?

- BREASTFEED:** Breastfeeding reduces estrogen exposure that helps prevent breast cancer.
- REGULAR MAMMOGRAMS:** Women 40+ should have the option to have a mammogram once a year.
- REGULAR BREAST EXAMS:** Speak to your health care provider for options.
- WEIGHT CONTROL:** Overweight or obese women are at a higher risk.
- EXERCISE:** Exercising 3 days/week may lower your risk.
- LIMIT ALCOHOL USE:** Alcohol can increase estrogen levels, which may increase your risk.

Screening Guidelines/Recommendations

Age	40-44	45-54	55+
Option to begin annual screening	Annual screening	Screening every 2 yrs	Option to screen yearly

Talk to your health care provider about when screening is best for you.

Indigenous Pink Breast Health (Download)

2SLGBTQ+ BREAST HEALTH AND CANCER SCREENINGS

All bodies have breast tissue. All bodies are at risk of breast cancer.

WHAT ARE THE RISK FACTORS?

- HAVING MORE BREAST TISSUE:** Every chest is different, and each body has different amounts of breast cells. More breast cells indicate a higher risk factor.
- GENETICS AND FAMILY HISTORY:** Some cases are hereditary and can be related to having a family member with a breast cancer diagnosis.
- HORMONES:** Exposure to hormones like estrogen and excess testosterone can lead to increased estrogen levels. Higher estrogen levels can lead to a higher risk of breast cancer.
- AGE:** Individuals over the age of 40 have an increased risk of developing cancer in their chest.
- BREAST DENSITY:** An individual may have more dense breast tissue in their chest; this is normal and common. However, it may increase the chance of cancer going undetected by mammograms.

DEFINITIONS:

- TWO-SPIRIT:** A term exclusive to Native people that represents individuals of a wide range of gender roles, sexual orientations, and gender expressions who very respectfully follow and spiritual roles across Indian Country.
- 2SLGBTQ+:** An acronym used to describe people in the lesbian, gay, bisexual, and transgender communities, and additional gender identities and expressions as a community.
- BREAST CANCER:** A term that refers to all cancer that originates in breast tissue. Throughout this resource, we will intentionally refer to breast as chest to acknowledge how body parts have to gender.
- CISGENDER:** A term used for a person's gender identity and expression that matches the biological sex they were assigned at birth.
- NONBINARY:** This term refers to a person who does not identify as male or female.
- TRANSGENDER:** Refers to people whose gender identity and expression do not match the sex they were assigned at birth.

2SLGBTQ+ Breast Health (Download)

Women's Screenings and Vaccinations by Age
Women 50-65

- BREAST:** It is recommended that women ages 50 to 74 receive mammograms every other year. Women may choose to have yearly mammograms depending upon their insurance coverage. This is an individual choice and should be discussed with your health care provider. Women should be familiar with how their breasts normally look and feel and should report any changes to a health care provider right away.
- CERVICAL:** For women ages 50 to 65 years, it is recommended they receive a screening every 3 years with a Pap test, every 5 years with HPV testing, or every 5 years with HPV testing combined with a Pap test.
- LUNG:** It is recommended to have an annual screening in adults ages 50 to 80 who have a 20 pack-year smoking history (a pack year is a number of packs of cigarettes a person smoked per day multiplied by the number of years the person smoked, 1 pack/day*1 year = 1 pack year) and currently smoke or have quit within the past 15 years. Screening should be discontinued once a person has not smoked for 15 years or develops a health problem that limits their life expectancy or the ability or willingness to have contraindicated lung surgery.
- COLORRECTAL:** Colorectal screening is recommended in all adults ages 50 to 75.
- HPV:** No vaccine recommended.
- Hep-B:** The Hepatitis B vaccine protects infants, children, and adults from Hepatitis B. Talk to your health care provider.

If there is a family history of any of these cancers, you could be at a higher risk for cancer. Talk to your health care provider about the best screening options for you.

Screening and Vaccination for Women by Decade (View)

The American Indian Cancer Foundation's

Quick Guide to Breast Cancer Screening

#IndigenousPink

Breast Cancer Quick Guide (Download)

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.

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

For a full list of policy templates, [click here](#) or visit AmericanIndianCancer.org.

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.



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