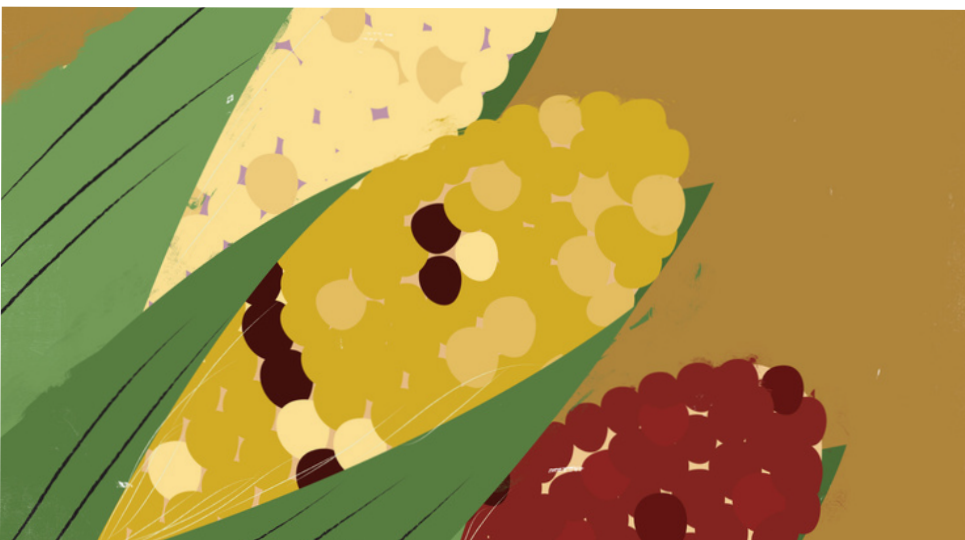




American Indian  
Cancer Foundation®

# FIRST FOODS ARE PREVENTION

SOCIAL MEDIA TOOLKIT





## About the American Indian Cancer Foundation

At the American Indian Cancer Foundation (AICAF), we imagine a world where cancer is no longer the leading cause of death for Native people. Through hard work, culturally appropriate community-based programs, and policy change that affords Indigenous people access to the best prevention and treatment strategies, we see a day where Native communities are free of the burdens of cancer.

### About Prevention & Policy Program

AICAF's Prevention & Policy (P&P) program seeks to engage, educate, and empower American Indian/Alaska Native (AI/AN) communities in implementing healthy lifestyle practices that help reduce cancer burdens. We work with tribes and AI/AN organizations to support these practices through tribal resolutions and policies.

We utilize culturally appropriate resources to engage community members and stakeholders to create Policy, Systems, and Environmental (PSE) change in communities, and we also offer training and technical assistance to AI/AN communities and organizations.

Learn more about what Prevention & Policy is doing in Indian Country at: [americanindiancancer.org/aicaf-project/about-policy/](https://americanindiancancer.org/aicaf-project/about-policy/)

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# ABOUT FIRST FOODS ARE PREVENTION

AICAF invites you to join us this Fall season in recognizing First Foods Are Prevention, a nationwide campaign that educates relatives about the importance of healthy Native foods, traditional exercise, and Indigenous lifeways for cancer prevention. Because this national campaign happens on a digital platform, community members are able to participate from anywhere! The Toolkit shares culturally tailored resources and 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 that is unique to your community.



## Social Media Toolkit Summary

Social media is an important tool for engaging community members, health professionals, and Indigenous leaders in any awareness campaign. Social media allows us to share culturally relevant materials for Native audiences.

Our toolkit provides resources and templates for communities to use to raise awareness about AICAF's First Foods Are Prevention campaign while also sharing the important work other Native organizations are doing to heal with culture and reclaim Indigenous health.

We have also included templates for **press releases, social media calendars, social media analytics, media consent forms, and more.**

We hope our toolkit helps you plan your next social media campaign!

To request Technical Assistance (TA) from our P&P Team, complete the TA Request form [here](#).



# Step-by-Step Social Media Instructions

## Facebook

- [How to use Facebook](#)
- [How Meta Business Suite Works](#)
- [Create and Schedule Posts & Stories](#)
- [How to create a Facebook event](#)
- [About Facebook Insights](#)

To learn more about Facebook, visit [facebook.com/business](https://facebook.com/business)

## Instagram

- [About Instagram](#)
- [Getting started on Instagram](#)
- [How to set up a business account on Instagram](#)
- [About the Instagram Professional Dashboard](#)
- [About Instagram Insights](#)

To learn more about Instagram, visit [help.instagram.com](https://help.instagram.com)

## Twitter

- [New Twitter User Frequently Asked Questions](#)
- [Twitter Professional Accounts](#)
- [About Twitter Analytics](#)

To learn more about Instagram, visit [help.twitter.com/en](https://help.twitter.com/en)

## Social Media

- [Social media dimensions \(2023\)](#)
- [Social Media Terms Dictionary](#)
- [Stay in the know about all social media updates](#) (live tracker)
- [Shorten your links here](#)
- [Use Linktree to add links to Instagram](#)
- [Create amazing visual content with no design experience](#) (Canva Free)





## Media Consent & Release Form

Media release forms are legally binding documents that allow your organization to use photos, videos, interviews, and more in perpetuity. When taking photographs of individuals, it is best practice to get the person's approval to use their photo in external communications (flyers, newsletters, social media posts, etc.).

Signed release forms should be kept on file in case the legality of your organization using someone's likeness is ever called into question. Making sure you have permission beforehand also protects the person whose photo you have taken. Should the individuals not wish to have their photo, video, or interview used by your organization, they can decline.

The media release form should be used for materials collected at private and public events. Keeping blank release forms on hand will allow for easy signing. Keeping signed release forms on file is essential.

**[Click here to download the Media Consent & Release Form](#)**

## Press Release Template

Press releases are important in educating the public on what your campaign hopes to accomplish. News releases also give members of the press information needed to write articles on your campaign.

The goal of a press release is to pique the public's interest while also providing the basic information needed to get involved.

*What do you do with your press release?*

Post it on your website and social media and share it with your local Facebook groups. Submit it to your tribal newspaper and your tribe's social media. You can also send your press release to local media and news outlets to pick up and gain earned media.

[Download Press Release Template](#)



## Social Media Calendar & Analytics Tracker Templates

A social media calendar is used to organize your social media posts ahead of time to plan posts, manage campaigns, and track ongoing communication strategies.

The analytics and tracking template can help you gather data on how well your posts on social media are being received.

Add National Holidays, Food, & Health Observances (page 8) to your social media calendar to stay relevant with your content. What other observances can you add that wasn't mentioned?

[Begin building your own social media calendar here.](#)

[Download the social media analytics tracker template.](#)



## Prevention & Policy Resources

AICAF utilizes culturally appropriate resources to engage community members and stakeholders to create Policy, Systems, and Environmental (PSE) change in communities. Our current efforts focus on tobacco cessation, healthy eating, and physical activity. Our team provides training and technical assistance to build capacity on many topics, including:

- Tribal Policy, Systems, Environmental (PSE) Change
- Strategies for Identifying Health Priorities
- Community Engagement
- Coalition Building
- Action Planning
- Tribal Policy Development and Assistance

For more information about technical assistance, or to get involved in our program, please contact [prevention@aicaf.org](mailto:prevention@aicaf.org).



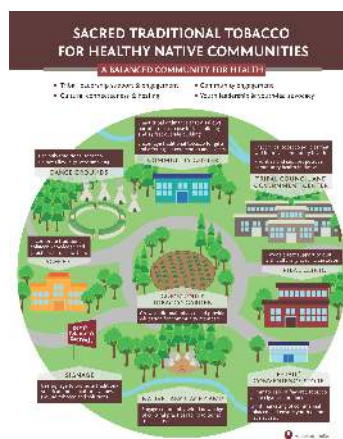
**Commercial Tobacco Use Among Native 2SLGBTQ+ (Download)**



**Healthy Eating for Strong Native Communities (Download)**



**Active Lifestyles for Strong Native Communities (Download)**



**Sacred Traditional Tobacco for Healthy Native Communities (Download)**

**Mother's Milk**

►► *medicine for cancer prevention*

Cancer is the leading cause of death for American Indian and Alaska Native women in the U.S.

**Breastfeeding can reduce the risk of cancer and cancer risk factors:**

**MOM**

- breast cancer
- ovarian cancer
- heart disease
- high cholesterol
- hypertension
- type II diabetes

**BABY**

- obesity
- type I diabetes
- type II diabetes
- leukemia and other childhood cancers

Feeding baby only breast milk for the first 4-6 months, with continued breastfeeding along with solid foods up to 2 years of life is recommended by the American Academy of Pediatrics.

Mother's milk contains cells, hormones, antibodies and cancer-fighting cells that protect babies from illness by improving their immune response.

IT MAY BE POSSIBLE TO BREASTFEED AS A CANCER SURVIVOR. TALK TO YOUR HEALTHCARE PROVIDER ABOUT YOUR OPTIONS.

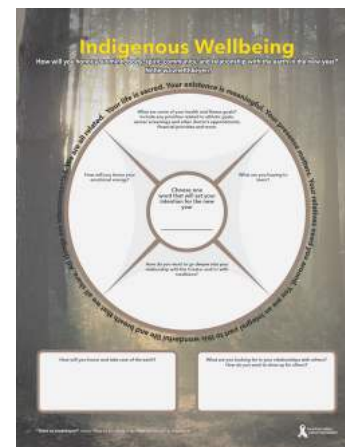
**Mother's Milk Medicine for Cancer Prevention (Download)**



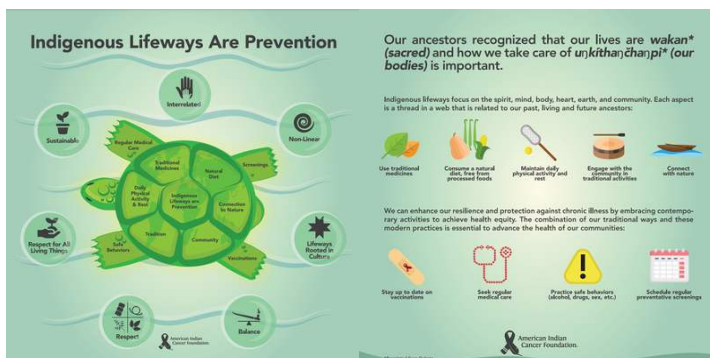
**E-cigarettes Are Not Our Tradition ([Download](#))**



**PSE for Vibrant Native Communities ([Download](#))**



**Indigenous Wellbeing Worksheet ([Download](#))**



**Indigenous Lifeways Are Prevention ([Download](#))**



**Preserving Indigenous Foods ([Download](#))**

## List of additional Prevention & Policy Resources:

- **Reclaiming Indigenous Food Relationships: Improving Health with Culture ([Download](#))**
- **Ordering Nutritious & Indigenous Foods Guidelines & Checklist ([Download](#))**
- **Healthy Native Foods Toolkit ([Download](#))**
- **Policies, Systems and Environmental (PSE) Change Strategies and Impacts ([Download](#))**
- **Prevention & Policy Glossary of Terms ([Download](#))**
- **Prevention & Policy Webinars ([click to view list](#))**
- **AICAF Policy Work ([click to view list](#))**
- **Heart Health PSA ([click to view](#))**

**Check out our Prevention & Policy page for the latest resources and tools.**





## National Observances

When should you post your content? Below is a list of holidays and national health and food observances that you can add to your social media calendar. Utilizing special days that occur during the Fall season can help keep your posts consistent, relevant, and to maintain a flow of content. Planning out your content will also help you save time!

### September

Childhood Cancer Awareness Month, Cholesterol Education Month, Food Safety Education Month, Leukemia and Lymphoma Awareness Month, Ovarian Cancer Awareness Month, Prostate Cancer Awareness Month, Thyroid Cancer Awareness Month, Uterine Cancer Awareness Month

- Sept. 7: National Acorn Squash Day
- Sept. 23: Fall Equinox
- Sept. 25: World Lung Day
- Sept. 27: National Women's Health & Fitness Day
- Sept. 29: World Heart Day

### October

Breast Cancer Awareness Month (Indigenous Pink Month), Healthy Lung Month, Liver Cancer Awareness Month

- Oct. 1: World Vegetarian Day
- Oct. 4: National Pumpkin Seed Day (1st Wed.)
- Oct. 8: National Salmon Day
- Oct. 9: Indigenous Peoples Day
- Oct. 10: World Mental Health Day
- Oct. 10: World Mental Health Day
- Oct. 15-21: National Health Education Week
- Oct. 16: World Food Day
- Oct. 22: National Nut Day
- Oct. 26: Pumpkin Day
- Oct. 27: National Potato Day
- Oct. 28: Wild Foods Day

### November

American Diabetes Month, Carcinoid Cancer Awareness Month, Family Caregivers Month, Gastric Cancer Awareness Month, Healthy Skin Month, Lung Cancer Awareness Month, Men's Health Awareness Month, Native American Heritage Month, Pancreatic Cancer Awareness Month

- Nov. 5-11: National Diabetes Education Week
- Nov. 12-18: National Nurse Practitioner Week
- Nov. 14: World Diabetes Day
- Nov. 16: Great American Smokeout
- Nov. 23: National Family Health History 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.***

Sources: <https://b2b.healthgrades.com/insights/blog/2023-health-observances-calendar/>  
<https://juleeho.com/food-marketing-blog/2020-food-holidays-the-most-comprehensive-365-day-list>  
<https://www.aacr.org/patients-caregivers/awareness-months/>



# Sample Social Media Messaging

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





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

Date	Topic	Facebook	Twitter
9.5.23	Healthy Eating for Strong Native Communities	For generations, our ancestors have known that #FirstFoodsArePrevention. It keeps our bodies strong and reduces our risk of cancer. Across Indian Country, we all have a role to play in honoring the Indigenous food traditions that have made us resilient for centuries. Learn what you can do to promote healthy eating in your community: <a href="https://ow.ly/qba550PAs7o">https://ow.ly/qba550PAs7o</a>	Embracing #FirstFoodsArePrevention: a tribute to our #IndigenousLifeways. Learn how you can take action to promote healthy eating in your community: <a href="https://ow.ly/qba550PAs7o">https://ow.ly/qba550PAs7o</a>
9.7.23	Reclaiming Indigenous Foods	Embracing the wisdom of our ancestors: #FirstFoodsArePrevention. Normalizing our traditional way of eating is the key to preventing chronic disease and cancer in our communities. Indigenous foods are central to life, connecting cultural practices with health. Reclaim Indigenous food relationships for a healthier Indian Country. Learn more: <a href="https://ow.ly/Yi8b50PAsAz">https://ow.ly/Yi8b50PAsAz</a>	Normalizing our traditional way of eating is the key to preventing chronic disease and cancer in our communities. Learn how we can improve health across Indian Country by reclaiming #FirstFoodsArePrevention: <a href="https://ow.ly/Yi8b50PAsAz">https://ow.ly/Yi8b50PAsAz</a>
9.12.23	Gardening for Cancer Prevention	Planting our own food connects us to the Earth, to each other, and to a traditional lifestyle that was free from chronic diseases and cancer for many generations. Let's revisit former Dream of Wild Health Co-Director Joy Persall (Metis) as she walks us through building a home garden, and provides tips for harvesting, cleaning, and storing plants. <a href="https://ow.ly/dlWa50C3jT1">ow.ly/dlWa50C3jT1</a> #FirstFoodsArePrevention	Planting our own food connects us to a traditional lifestyle that was free from chronic diseases and cancer for generations. Check out this #FirstFoodsArePrevention video to learn how to build your own garden. <a href="https://ow.ly/dlWa50C3jT1">ow.ly/dlWa50C3jT1</a>
9.14.23	What is Food Sovereignty?	The loss of #NativeFoodSovereignty has had a devastating effect on our communities - where malnutrition, diabetes, and obesity rates are high. Learn what is being done to restore Indigenous food systems and rebuild relationships with the land, water, plants, and animals that sustain us: <a href="http://nativefoodalliance.org/">nativefoodalliance.org/</a>	#NativeFoodSovereignty is crucial to improving malnutrition, diabetes, and obesity rates in our communities. Learn what is being done to restore Indigenous food systems and rebuild relationships with the land, water, plants, and animals that sustain us: <a href="http://nativefoodalliance.org/">nativefoodalliance.org/</a>
9.19.23	Food Safety Education Month	The food supply in the U.S. is among the safest in the world, but when certain disease-causing bacteria contaminate food, they can cause foodborne illness, or "food poisoning." Keep your family safe by following these four simple steps: clean, separate, cook, and chill. <a href="https://ow.ly/4UyM50BgpXt">ow.ly/4UyM50BgpXt</a>	The food supply in the U.S. is among the safest in the world, but when certain disease-causing bacteria contaminate food, they can cause food poisoning. Keep your family safe by following 4 simple steps: clean, separate, cook, and chill. #FoodSafetyMonth <a href="https://ow.ly/4UyM50BgpXt">ow.ly/4UyM50BgpXt</a>
9.25.23	World Lung Day	Breath awareness, passive movement, and mindfulness can greatly improve quality of life. Tune into "Mindfulness Through Breath: A Meditative Series" featuring Mother of Sage Yoga creator Analisa Rockbridge (Dine) to learn how: <a href="https://ow.ly/9UUj50Bgqmx">ow.ly/9UUj50Bgqmx</a>	Breath awareness, passive movement, & mindfulness can improve quality of life. Tune into "Mindfulness Through Breath: A Meditative Series" featuring Mother of Sage Yoga creator Analisa Rockbridge (Dine): <a href="https://ow.ly/9UUj50Bgqmx">ow.ly/9UUj50Bgqmx</a>



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 americanindiancancer.org  /AmericanIndianCancer  @AICAF\_Org  @AmericanIndianCancer

Date	Topic	Facebook	Twitter
9.26.23	Policy, Systems & Environment (PSE) Infographic	Policy, Systems, and Environmental (PSE) change is a framework that creates positive, sustainable health outcomes across Indian Country. When it comes to #IndigenousFoodways, focusing more on PSE changes (rather than behavioral) will help move us closer to achieving health by utilizing a broader community-level approach. Learn more: <a href="https://ow.ly/uxZY50Bhfkv">ow.ly/uxZY50Bhfkv</a> #FirstFoodsArePrevention	When it comes to #IndigenousFoodways, focusing more on Policy, Systems, and Environmental (PSE) changes (rather than behavioral) will move us closer to achieving health by utilizing a broader community-level approach. Learn more: <a href="https://ow.ly/uxZY50Bhfkv">ow.ly/uxZY50Bhfkv</a> #FirstFoodsArePrevention
9.29.23	World Heart Day	Native people experience higher rates of obesity, diabetes, hypertension, and smoking - all risk factors for heart disease. In honor of World Heart Day, Analisa Rockbridge (Dine) shares how yoga can improve heart health for our sacred relatives: <a href="https://ow.ly/wuuU50C3klJ">ow.ly/wuuU50C3klJ</a>	Native people experience higher rates of obesity, diabetes, hypertension, and smoking - all risk factors for #heartdisease. In honor of #WorldHeartDay, Analisa Rockbridge (Dine) shares how yoga can improve heart health for our sacred relatives: <a href="https://ow.ly/wuuU50C3klJ">ow.ly/wuuU50C3klJ</a>
10.3.23	Fitness in Indigenous Languages	Movement and Indigenous languages are both integral parts of Native people's traditions and heritage. Talk about fitness in your Indigenous language to bridge the gap between wellness, cultural revitalization, and language preservation: <a href="https://ow.ly/Bywz50BhjZ4">ow.ly/Bywz50BhjZ4</a> #MovementIsMedicine	Movement and Indigenous languages are both integral parts of Native people's tradition and heritage. Talk about fitness in your Indigenous language to bridge the gap between wellness, cultural revitalization, and language preservation: <a href="https://ow.ly/Bywz50BhjZ4">ow.ly/Bywz50BhjZ4</a> #MovementIsMedicine
10.5.23	Ordering Nutritious & Indigenous Foods	Take the guesswork out of community meal planning! The Ordering Nutritious & Indigenous Foods Guidelines & Checklist helps you plan healthy meals for meetings, gatherings, and community events. <a href="https://ow.ly/MZLg50PAYnF">ow.ly/MZLg50PAYnF</a> #FirstFoodsArePrevention #IndigenousFoodways	Take the guess work out of community meal planning! The Ordering Nutritious & Indigenous Foods Guidelines & Checklist helps you plan healthy meals for meetings, gatherings, and community events. <a href="https://ow.ly/MZLg50PAYnF">ow.ly/MZLg50PAYnF</a> #FirstFoodsArePrevention
10.16.23	World Food Day Part 1	Happy World Food Day! Honor #FirstFoodsArePrevention and learn how to prepare a delicious toasted sage and butternut squash soup from Crystal Wahpepah (Kickapoo Tribe of Oklahoma), the first Indigenous chef to be featured on Food Network's Chopped. <a href="https://ow.ly/qK4D50C6jjL">ow.ly/qK4D50C6jjL</a>	On#WorldFoodDay honor #FirstFoodsArePrevention & learn how to prepare a delicious toasted sage & butternut squash soup from Crystal Wahpepah (Kickapoo Tribe), the first Indigenous chef to be featured on Food Network's Chopped. <a href="https://ow.ly/qK4D50C6jjL">ow.ly/qK4D50C6jjL</a>
10.16.23	World Food Day Part 2	#WorldFoodDay continues! Watch Wild Bearies Founder and Native food sovereignty advocate Elena Terry (Ho-Chunk) make a warm wild rice salad with Indigenous vegetables and homemade dressing: <a href="https://ow.ly/HGGE50C6l0j_">ow.ly/HGGE50C6l0j_</a>	#WorldFoodDay continues! Watch Wild Bearies Founder and Native food sovereignty advocate Elena Terry (Ho-Chunk) make a warm wild rice salad with Indigenous vegetables and homemade dressing: <a href="https://ow.ly/HGGE50C6l0j_">ow.ly/HGGE50C6l0j_</a> #FirstFoodsArePrevention



# Sample Social Media Messaging

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 americanindiancancer.org  /AmericanIndianCancer  @AICAF\_Org  @AmericanIndianCancer

Date	Topic	Facebook	Twitter
10.17.23	Active Lifestyles for Strong Native Communities	Movement is our tradition. Being active in games like lacrosse, stickball, or double ball keeps us connected to our culture and can help prevent cancer. Together, we can improve health across Indian Country by promoting physical wellness. Learn how: <a href="https://ow.ly/cMTb50PAYPW">ow.ly/cMTb50PAYPW</a>	#MovementIsMedicine Being active in games like lacrosse, stickball, or double ball keeps us connected to our culture and can help prevent cancer. Together, we can improve health across Indian Country by promoting physical wellness. Learn how: <a href="https://ow.ly/cMTb50PAYPW">ow.ly/cMTb50PAYPW</a>
10.19.23	Powwow Sweat	Movement is cancer prevention! Staying active keeps our bodies strong and healthy, and reduces our risk for chronic diseases. Take a break from your computer screen and get moving with this Powwow Sweat warm-up: <a href="https://ow.ly/BTFs50Bhu7X">ow.ly/BTFs50Bhu7X</a> #MovementIsMedicine	Movement is cancer prevention! Staying active keeps our bodies strong and healthy, and reduces our risk for chronic diseases. Take a break from your computer screen and get moving with this Powwow Sweat warm up: <a href="https://ow.ly/BTFs50Bhu7X">ow.ly/BTFs50Bhu7X</a> #MovementIsMedicine
10.24.23	Indigenous Milk Is Medicine	Use your plate as a guide for eating healthy! Check out My Native Plate to learn how to portion your #HealthyNativeFoods and get inspired to make your own nutritious recipes: <a href="https://ow.ly/bizx50BhvGY">ow.ly/bizx50BhvGY</a> #FirstFoodsArePrevention #IndigenousFoodways	Use your plate as a guide for eating healthy! Check out My Native Plate to learn how to portion your #HealthyNativeFoods and get inspired to make your own nutritious recipes: <a href="https://ow.ly/bizx50BhvGY">ow.ly/bizx50BhvGY</a> #FirstFoodsArePrevention #IndigenousFoodways
10.26.23	Survivor Nutrition Guide	Eating #HealthyNativeFoods is especially important for those on a cancer journey. Understanding nutrition can be overwhelming, but knowing the basics will empower you to take control of your diet. Use the Survivor Nutrition Guide to support your healing journey: <a href="https://ow.ly/lyPE50Bhwmv">ow.ly/lyPE50Bhwmv</a>	Eating #HealthyNativeFoods is especially important for those on a cancer journey, but understanding nutrition can be overwhelming. Use the Survivor Nutrition Guide to support your healing journey: <a href="https://ow.ly/lyPE50Bhwmv">ow.ly/lyPE50Bhwmv</a>
10.31.23	Food as Healing	Indigenous people have long known that #FirstFoodsArePrevention. But factors like removal and relocation have disrupted foodways and caused a decline in the health of many Native people. Learn how champions are working to reclaim Indigenous food relationships: <a href="https://ow.ly/QbRw50Bhx2f">ow.ly/QbRw50Bhx2f</a>	Indigenous people have long known that #FirstFoodsArePrevention. But factors like removal and relocation have disrupted foodways and caused a decline in the health of many Native people. Learn how champions are working to reclaim Indigenous food relationships: <a href="https://ow.ly/QbRw50Bhx2f">ow.ly/QbRw50Bhx2f</a>
11.2.23	Indigi-kitchen	Indigikitchen is an online cooking show dedicated to re-indigenizing our diets and gives viewers important tools to find and prepare food in their communities. Get inspired to eat #HealthyNativeFoods by preparing one of these recipes: <a href="https://ow.ly/Z0Fi50BhxLA">ow.ly/Z0Fi50BhxLA</a>	Indigikitchen is an online cooking show dedicated to re-indigenizing our diets, and gives viewers important tools to find and prepare food in their communities. Get inspired to eat #HealthyNativeFoods by preparing one of these recipes: <a href="https://ow.ly/Z0Fi50BhxLA">ow.ly/Z0Fi50BhxLA</a>



## Sample Social Media Messaging

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




americanindiancancer.org f/AmericanIndianCancer X@AICAF\_Org @AmericanIndianCancer

Date	Topic	Facebook	Twitter
11.7.23	Indigenous Foods & Native American Heritage Month	It's #NativeAmericanHeritageMonth - a time to celebrate our rich and diverse cultures, traditions, and histories. Watch this webinar featuring young Native foodies working to decolonize their diets and restore balance in their bodies and communities: <a href="https://ow.ly/fAc450PC7mX">ow.ly/fAc450PC7mX</a>	It's #NativeAmericanHeritageMonth - a time to celebrate our rich & diverse cultures, traditions, & histories. Watch this webinar w/ young Native foodies working to decolonize their diets & restore balance in their communities: <a href="https://ow.ly/SHQU50PC7mY">ow.ly/SHQU50PC7mY</a>
11.9.23	AICAF'S Sacred Breath Month	It's #NationalLungCancerAwarenessMonth which marks the start of AICAF's #SacredBreath campaign! Raise awareness of lung health in Indian Country by encouraging loved ones to get screened for lung cancer, quit smoking, and engage in healthy lung practices. Learn more at: <a href="https://americanindiancancer.org">americanindiancancer.org</a>	It's #NationalLungCancerAwarenessMonth which marks the start of AICAF's #SacredBreath campaign! Raise lung health awareness in Indian Country by encouraging loved ones to get screened, quit smoking, & engage in healthy activities. Learn more: <a href="https://americanindiancancer.org">americanindiancancer.org</a>
11.14.23	World Diabetes Day	It's #WorldDiabetesDay. Native people are 3 times more likely to be diagnosed with diabetes than other populations. Eating healthy Native foods and knowing your risk can help you prevent it. Use this interactive tool to learn your risk: <a href="https://ow.ly/3GjN50C6p6L">ow.ly/3GjN50C6p6L</a>	It's #WorldDiabetesDay. Native people are 3 times more likely to be diagnosed with diabetes than other populations. Eating healthy Native foods and knowing your risk can help you prevent it. Use this interactive tool to learn your risk: <a href="https://ow.ly/3GjN50C6p6L">ow.ly/3GjN50C6p6L</a>
11.16.23	Great American Smokeout	Join us in raising awareness for the #GreatAmericanSmokeout! Quitting commercial tobacco isn't easy, but you don't have to quit in one day. Start taking steps today to reduce your cancer risks and improve lung health: <a href="https://ow.ly/J9qy50wWJ5K">ow.ly/J9qy50wWJ5K</a>	Join us in raising awareness for the #GreatAmericanSmokeout! Quitting commercial tobacco isn't easy, but you don't have to quit in one day. Start taking steps today to reduce your cancer risks and improve lung health: <a href="https://ow.ly/J9qy50wWJ5K">ow.ly/J9qy50wWJ5K</a>
11.21.23	Big Tobacco	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. <a href="https://ow.ly/o4rA50PFChH">ow.ly/o4rA50PFChH</a>	Colonization continues to affect the Native 2SLGBTQ+ community & are more likely to be targeted by Big Tobacco & face ongoing discrimination. Check out AICAF's resource on commercial tobacco use and 2SLGBTQ+ people to learn more. <a href="https://ow.ly/o4rA50PFChH">ow.ly/o4rA50PFChH</a>
11.23.23	Preserving Indigenous Foods	Indigenous foods connect us to our ancestors. Healthy eating is a great way to practice our culture while also reducing our risk of cancer. Please check out AICAF's new resource, Preserving Indigenous Foods, for information on enjoying healthy foods year-round! <a href="https://ow.ly/NvY150D3q13">ow.ly/NvY150D3q13</a>	Indigenous foods connect us to our ancestors. Healthy eating is a great way to practice our culture while also reducing our risk of cancer. Please check out AICAF's new resource, Preserving Indigenous Foods, for information on enjoying healthy foods year-round! <a href="https://ow.ly/NvY150D3q13">ow.ly/NvY150D3q13</a>



## Sample Social Media Messaging

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

 americanindiancancer.org  /AmericanIndianCancer  @AICAF\_Org  @AmericanIndianCancer

Date	Topic	Facebook	Twitter
12.5.23	Indigenous Lifeways Are Prevention	Our ancestors knew that #FirstFoodsArePrevention and they helped create pathways and activities that safeguard our health. Recall and celebrate the ancestral lifeways your ancestors uplifted! Download resource here: <a href="http://ow.ly/yHhq50MFQ89">http://ow.ly/yHhq50MFQ89</a>	Our ancestors knew that #FirstFoodsArePrevention and they helped create pathways and activities that safeguard our health. Recall and celebrate the ancestral lifeways your ancestors uplifted! Download resource here: <a href="http://ow.ly/yHhq50MFQ89">http://ow.ly/yHhq50MFQ89</a>
12.7.23	E-cigs and youth	Nationwide, young people share a misconception that e-cigs are less harmful than conventional cigarettes & vaping is an effective form of commercial tobacco cessation. Share AICAF's e-cig resource to teach relatives about the dangers of vaping: <a href="http://ow.ly/YnW250PFG1r">ow.ly/YnW250PFG1r</a>	Young people share a misconception that e-cigs are less harmful than conventional cigarettes & vaping is an effective form of commercial tobacco cessation. Share AICAF's e-cig resource to teach relatives about the dangers of vaping: <a href="http://ow.ly/YnW250PFG1r">ow.ly/YnW250PFG1r</a>
12.12.23	Mother's milk	Mother's milk contains cells, hormones, antibodies and cancer-fighting cells that protect babies from illness by improving their immune response. Learn more about breastfeeding benefits by clicking <a href="http://ow.ly/NoVB50Pw6Lh">ow.ly/NoVB50Pw6Lh</a> #FirstFoodsArePrevention	Mother's milk contains cancer-fighting cells that protect babies from illness by improving their immune response. Learn more about breastfeeding benefits: <a href="http://ow.ly/NoVB50Pw6Lh">ow.ly/NoVB50Pw6Lh</a> #FirstFoodsArePrevention



# POLICY IN ACTION

In order to model positive cancer prevention for our communities and Native organizations, AICAF has developed a Wellness Policy in which all staff must be trained in and adhere to. It addresses tobacco, healthy foods, physical activity, and alcohol.

Read AICAF's Wellness Policy on the next page.

## **AICAF HEALTH POLICY ON FUNDING, PROMOTIONS, AND CONSUMPTION OF POSITIVE CANCER PREVENTION VALUES AND POLICIES IN THE FOLLOWING AREAS: HEALTHY EATING, PHYSICAL ACTIVITY, TOBACCO AND ALCOHOL.**

### **AICAF Mission Statement:**

We will eliminate cancer burdens on American Indian families through education, improved access to prevention, early detection, treatment and survivor support.

### **Statement of Values Regarding Cancer Prevention and the Leading Risk Factors:**

AICAF recognizes the primary causes of cancer for American Indian communities are attributed to leading preventable risk factors: 1) commercial tobacco use and the exposure to the smoke; 2) obesity; the result of diets that are high in empty calories and low in fruits and vegetables, combined with low levels of physical activity; and 3) excessive use of alcohol.

AICAF recognizes that many products are marketed to American Indian communities in predatory ways that have led to higher rates of use and abuse of products that significantly contribute to cancer and many of the health inequities faced in American Indian communities.

In recognition of these issues and with the desire to model positive cancer prevention within American Indian communities, AICAF has developed the following organization policies, which are intended to 1) affirm the high value we place on the lives and health of Native people; 2) ensure that AICAF is independent from outside influences in the pursuit of our mission; and 3) avoid potential or perceived conflicts of interest.

## **FUNDING POLICY**

### **Conflict of Interest Regarding Corporate Funding**

1. AICAF will not accept direct funds from the tobacco or alcohol industries, their subsidiaries or their affiliate companies.
2. AICAF will not sponsor, co-sponsor, or be a beneficiary of any event with primary sponsorship from tobacco or alcohol industries, subsidiaries or affiliate companies.
3. AICAF will not accept direct funds raised from the sale of alcohol or tobacco.

## **PROMOTIONS AND CONSUMPTION POLICY**

### **Modeling AICAF Cancer Prevention Values:**

AICAF sponsored events and communications will not include the promotion, distribution or display of signs, banners, programs, activities or apparel bearing the name or logo of a product that manufactures, sells or promotes: commercial tobacco, food products devoid of nutritional value, or alcohol products.

#### **1. TOBACCO:**

AICAF promotes the use of non-commercial tobacco for spiritual and ceremonial use. In doing so, AICAF will do the following:

- a. AICAF offices are smoke-free, meaning that no person may smoke commercial tobacco or other substances indoors (or in any entryway that is within AICAF authority). This policy shall not be construed to prohibit the approved burning of non-commercial tobacco for ceremonial purposes.

*(Continued on next page)*



- b. AICAF sponsored events and activities will be held in spaces that are free of commercial tobacco smoke when possible.

## **2. HEALTHY FOOD OPTIONS:**

AICAF supports healthy eating at the workplace and at AICAF-sponsored community events. In doing so, AICAF will do the following:

- a. Choose indigenous and local (when available) food producers, suppliers, vendors, and products as a first choice when purchasing or serving food.
- b. Choose healthier choices over less-healthy choices, and for instance, when contracting with food vendors, AICAF will require suppliers to provide nutritional options such as fruits and vegetables, whole grain products, low-fat dairy products, lean meats, fish, and foods low in salt, sugar, and saturated fats.
- c. Follow the recommended portion sizes, according to current nutritional guidelines.
- d. Avoid providing sugar-sweetened beverages (including sodas, sports drinks, and milks, along with any juices that are not 100% juice) at community events.
- e. Deny employee reimbursement for the purchase of sugar-sweetened beverages.

## **3. PHYSICAL ACTIVITY:**

AICAF supports physical activity at the workplace through promoting employee use of stairwells, walk breaks and walking meetings. In doing so, AICAF will do the following:

- a. AICAF sponsored events and meetings lasting more than one-hour will include the opportunity to participate in physical activity intended to avoid extended periods of sedentary time for participants. In addition, when organizing events and meetings, AICAF will encourage stairwell use and walking between venues.
- b. AICAF will prioritize the use of venues for AICAF sponsored events and activities that support opportunities for participants to arrive by public transportation and/or active modes of transportation.
- c. AICAF's employee health insurance plan provides an incentive of \$20/month credit for gym membership for acquiring the minimum number of visits/month (i.e. 12).

## **4. ALCOHOL:**

AICAF will not purchase alcohol for distribution at events or activities. In doing so, AICAF will do the following:

- a. AICAF will not sponsor or promote events that are advertised or planned with drinking as the focus (e.g. cocktail parties, happy hours).
- b. AICAF employees may not use or possess alcohol or unlawful drugs or have detectable levels of alcohol or unlawful drugs during working hours.
- c. Deny employee reimbursement for the purchase of alcoholic beverages.
- d. The AICAF Board reserves the right to determine if the sale of alcohol at an AICAF hosted event is appropriate. If it is approved, a licensed vendor will be hired to handle all alcohol sales and the event will offer and display non-alcoholic beverages as prominently as the alcoholic beverages.

AICAF employees will participate in a one-hour annual educational session on all policies.

Approved by the AICAF Board of Directors on May 17, 2013 with updates approved January 20, 2016.

**[Click here to see the Wellness Policy on our website.](#)**

# 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.



## **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.

To request TA from our P&P Team, complete the TA Request form [here](#).



*HEALING WITH CULTURE.  
RECLAIMING INDIGENOUS HEALTH.*





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