

AMERICAN INDIAN CANCER FOUNDATION'S



**INDIGENOUS**  
*pink*

2024 CAMPAIGN TOOLKIT

# TABLE OF CONTENTS

**1**

## INTRODUCTION

American Indian Cancer Foundation .....	1
Indigenous Pink Overview.....	1
Campaign Toolkit Overview.....	2

**2**

## PLANNING

List of Event Ideas .....	3
October Holidays and Observances .....	4
Social Media Posts .....	5

**3**

## RESOURCES

Breast Cancer .....	6
Policy, Systems, and Environmental Change .....	7



## 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](http://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 Posts

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

🌐 [americanindiancancer.org](http://americanindiancancer.org)    /AmericanIndianCancer  @AICAF\_Org

Topic	Message
<p><b>Support Indigenous Pink</b></p>	<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 #IndigenousPink by raising awareness of Indigenous breast cancer burdens during National Breast Cancer Awareness Month!</p>
<p><b>Indigenous Pink Screening Pledge</b></p>	<p>Taking the #IndigenousPink 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 the pledge today at <a href="https://forms.office.com/r/mjVRUDNS4E!">https://forms.office.com/r/mjVRUDNS4E!</a></p>
<p><b>Indigenous Pink Day Reminder</b></p>	<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</p>
<p><b>Men's Breast Health</b></p>	<p>#Allbodieshavebreasttissue, 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 <a href="https://ow.ly/6WXk50T7Ytr">https://ow.ly/6WXk50T7Ytr</a></p>
<p><b>(Oct. 17) Indigenous Pink Day</b></p>	<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! ❤️</p>
<p><b>Traditional Healing</b></p>	<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 <a href="https://ow.ly/JXh750T1mKR">https://ow.ly/JXh750T1mKR</a> #IndigenousPink</p>

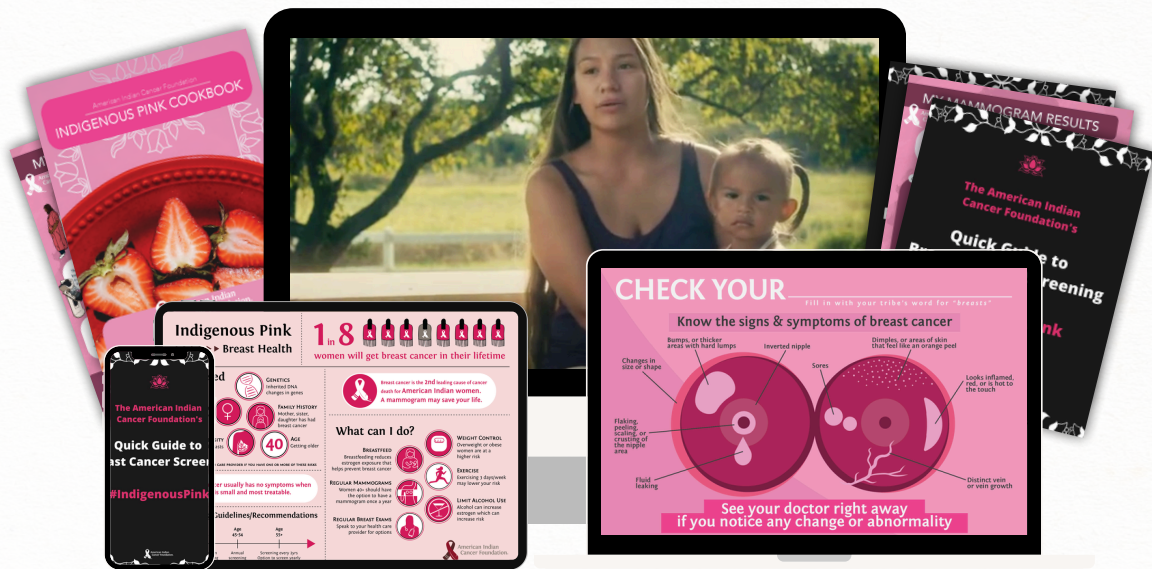


# RESOURCES

# SPREAD THE WORD ABOUT INDIGENOUS PINK DAY

Use our Indigenous Pink Day social media graphic to help us spread the word about turning social media pink on October 17th!

Right-click the image to save now or email [communications@aicaf.org](mailto:communications@aicaf.org) for a copy.



## AICAF BREAST CANCER 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.

Visit [AmericanIndianCancer.org](http://AmericanIndianCancer.org) to share our library of resources or visit our [YouTube page](#) to share our PSA's and webinars!

# 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  
Cancer Foundation®**

34 13th Ave NE, Suite 112  
Minneapolis, MN 55413

[health@aicaf.org](mailto:health@aicaf.org)

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