



American Indian Cancer Foundation's

# #SacredBreathMonth

2024 CAMPAIGN TOOLKIT

*HEALING WITH CULTURE. RECLAIMING INDIGENOUS HEALTH.*

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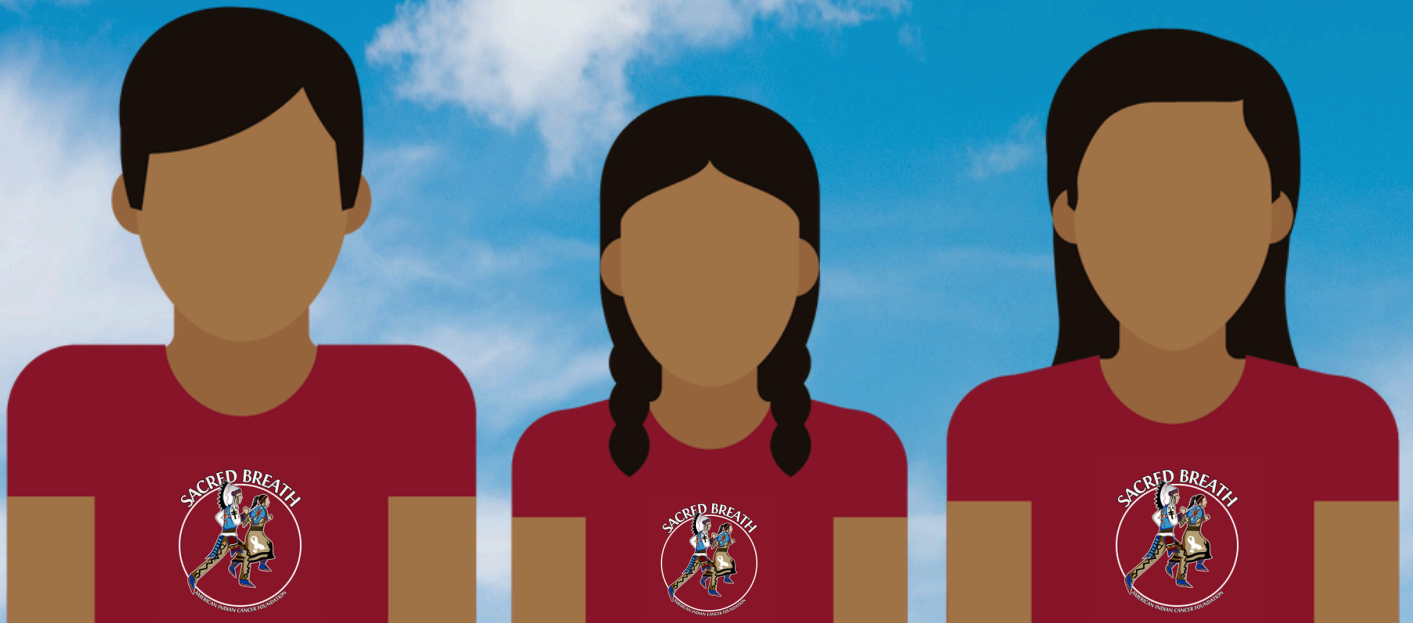
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# INTRODUCTION



## 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.

For more information visit [AmericanIndianCancer.org](http://AmericanIndianCancer.org)

# SACRED BREATH

For the last six years, AICAF has raised lung cancer awareness through our Sacred Breath campaign during November’s National Lung Cancer Awareness Month.

Lung cancer is the leading cause of cancer-related death for Native people; our communities also have the highest smoking rate in the nation.

Throughout the month, we aim to improve lung health in our communities by:

- Raising awareness of lung cancer disparities in Indian Country.
- Encouraging community members to engage in healthy lung practices, like getting screened or participating in traditional activities or movement.
- Keeping traditional tobacco sacred through the promotion of commercial tobacco avoidance and cessation.

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 Sacred Breath.

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



## **JOIN THE MOVEMENT: HOST YOUR OWN SACRED BREATH RUN/WALK!**

We invite you to take an active role in National Lung Cancer Awareness Month this November by hosting your own Sacred Breath Run/Walk!

By organizing a Sacred Breath Run/Walk, you can:

- Encourage your community members to engage in healthy lung practices. Physical activity, like walking or running, is a great way to improve lung health and reduce cancer risk.
- Create a powerful, visible event that highlights lung cancer disparities affecting Indian Country and spread the message of prevention and early detection.
- Honor the sacredness of traditional tobacco and inspire your community to avoid and cease commercial tobacco use. Incorporate traditional activities and ceremonies to uplift our cultural practices.
- Foster a sense of unity and collective action by bringing your community together in a shared goal of promoting lung health and cancer prevention.

**CLICK HERE TO ORDER SACRED BREATH APPAREL**

or visit <https://aicaf-store.printful.me>

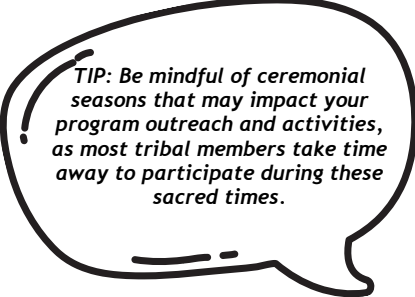
# November Holidays and Observances

When planning your content for November, it's important to consider the special days and weeks dedicated to raising awareness about various topics. This is particularly relevant for the Sacred Breath campaign, where the focus is on lung 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 November to keep in mind:

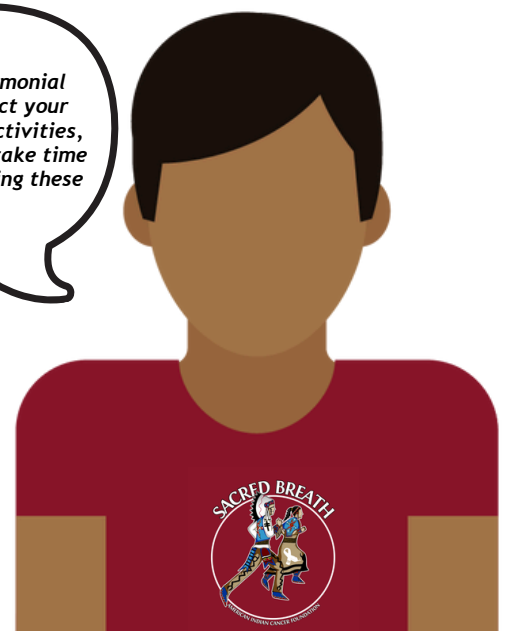
**American Diabetes Month, Carcinoid Cancer Awareness Month, Family Caregivers Month, Gastric Cancer Awareness Month, Healthy Skin Month, Lung Cancer Awareness Month, Men's Health Awareness Month, Native American Heritage Month, Pancreatic Cancer Awareness Month**

- Nov. 4: National Bison Day
- Nov. 5-11: National Diabetes Education Week
- Nov. 9: National Lung Cancer Screening Day
- Nov. 10-16: Rocs Your Mocs Week
- Nov. 11: Veteran's Day
- **Nov. 12: Sacred Breath Webinar**
- Nov. 12-18: National Nurse Practitioner Week
- Nov. 14: World Diabetes Day
- Nov. 19: Red Shawl Day
- Nov. 21: Great American Smokeout
- Nov. 23: Thanksgiving, National Family Health History Day
- Nov. 29: Native American Heritage 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 
 

 /AmericanIndianCancer 
  @AICAF\_Org

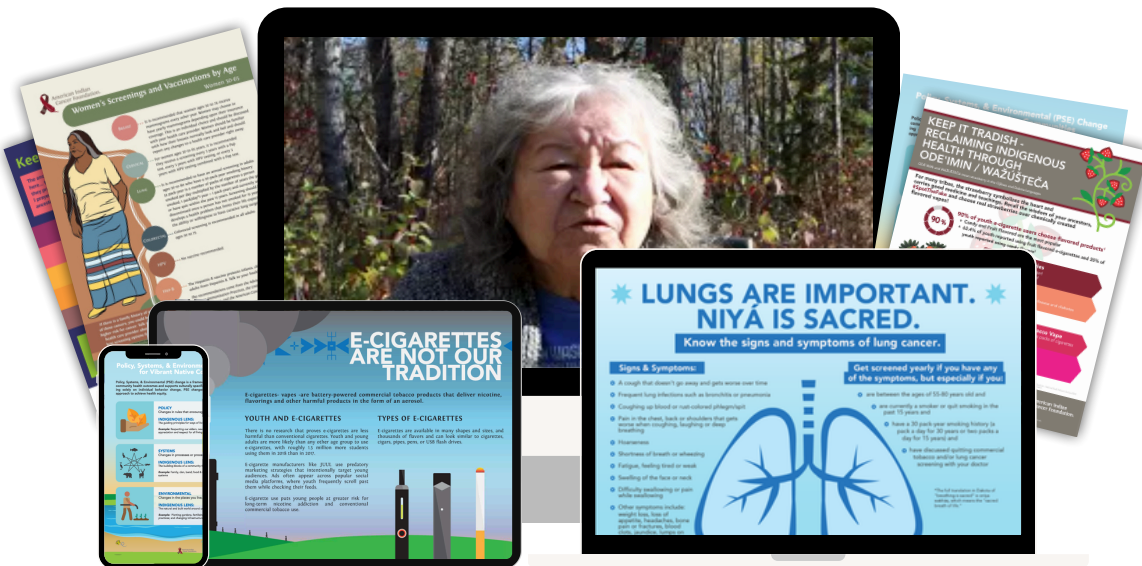
Topic	Message
<b>Support Sacred Breath</b>	<p>The American Indian Cancer Foundation invites you to be part of the 6th Annual #SacredBreath campaign to improve lung health in Native communities. Lung cancer is the leading cause of cancer death for Native people, and we have the highest smoking rates in the nation—but together, we can change this!</p> <p>  Raise awareness of lung cancer disparities   Encourage healthy lung practices   Honor traditional tobacco and avoid commercial tobacco                 </p> <p>Learn how to get involved at <a href="http://americanindiancancer.org">americanindiancancer.org</a></p>
<b>Sacred Breath Pledge</b>	<p>Take the #SacredBreath pledge to protect your lung health! Lung cancer is the leading cause of cancer death among our relatives. Early detection can save lives, especially for those at high risk, including individuals aged 50-80 with a history of smoking. Discuss your screening options with your health care provider today—whether it's due to a family history of lung cancer or other risk factors, it's a step toward prevention. Make lung health a priority. Sign the pledge at <a href="https://ow.ly/oNq850Torbu">https://ow.ly/oNq850Torbu</a></p>
<b>Lung Cancer Awareness</b>	<p>We know our breath is sacred, yet many of us may not know the warning signs of lung cancer. Early detection is key, but awareness is the first step. AICAF's #SacredBreath campaign is here to remind us to pay attention to our bodies and seek regular screenings. Let's protect our lungs, our breath, and our future. Visit <a href="http://americanindiancancer.org">americanindiancancer.org</a> to learn more and take action today!</p>
<b>Sacred Breath Run</b>	<p>Join AICAF this November for the Sacred Breath Virtual Walk/Run! Together, we'll promote healthy lung practices through physical activity and raise awareness about lung cancer in Indian Country. Let's honor our sacred breath by moving for our health. Registration is FREE—sign up today and be part of the movement! </p> <p>Register at <a href="https://ow.ly/zlKQ50TonaN">https://ow.ly/zlKQ50TonaN</a>                  Shop Sacred Breath apparel at <a href="http://www.aicaf-store.printful.me">www.aicaf-store.printful.me</a>                  Don't forget to share your journey with photos using #SacredBreath and connect with others in the community!</p>
<b>Keeping Tobacco Sacred</b>	<p>Tobacco is a sacred gift from the Creator, offered in prayer, gratitude, and respect. But commercial tobacco use threatens our health and the sacredness of our breath. This November, the #SacredBreath campaign calls on us to honor our ancestors by raising awareness of lung cancer and promoting healthy lung practices.</p> <p>Learn more about the difference between traditional and commercial tobacco and how to protect our sacred breath by visiting AICAF's Traditional Tobacco website at <a href="http://www.traditionaltobacco.org">www.traditionaltobacco.org</a></p> <p>#KeepTobaccoSacred #ReclaimingSacredTobacco #SacredBreath</p>

# RESOURCES

# SPREAD THE WORD ABOUT SACRED BREATH

Use our Sacred Breath social media graphic to help us spread the word!

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



## 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.

Visit [AmericanIndianCancer.org](https://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.



## **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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