

AMERICAN INDIAN CANCER FOUNDATION'S
10th ANNIVERSARY OF
INDIGENOUS *PINK*



2024 BREAST CANCER AWARENESS
CAMPAIGN SUMMARY

TABLE OF CONTENTS

INTRODUCTION

About the Campaign	1
Indigenous Pink Highlights	2
Clinic Champion Highlights	3

2024 CLINIC CHAMPION SUMMARIES

American Indian Center of Springfield	4
Bad River Tribal Health & Wellness Center.....	4
Cheyenne and Arapaho Health Department.....	6
Gerald L. Ignace Indian Health Center	6
Lawton Indian Hospital	6
Maniilaq Health Center	8
NACC (Native American Community Clinic)	8
Native Healthcare Center	8
NARA NW Indian Health Clinic	10
Perkins Family Clinic	10
Prairie Band Potawatomi Health Center.....	12
Red Lake Indian Health Service	12
Oneida Nation Health Center.....	12
Saint Regis Mohawk Health Services	14
San Carlos Apache Healthcare.....	14
Stockbridge Munsee Health and Wellness Center	16
Texas Native Health.....	16
Washoe Tribal Health.....	18
White Earth Indian Health Center.....	18



HONORING 10 YEARS OF INDIGENOUS PINK

This year marked a significant milestone for the Indigenous Pink campaign as we celebrated its 10th anniversary in October. Over the past decade, Indigenous Pink has served as a national platform for raising breast cancer awareness in Native communities, promoting early detection and regular screenings for all bodies—women, men, non-binary, and genderfluid relatives. This milestone offered an opportunity to reflect on our impact and to recognize the Tribes, communities, individuals, donors, and sponsors who have supported us along the way.

Our mission remains focused on addressing the disparities in breast cancer mortality rates among American Indian and Alaska Native people by providing culturally specific resources and education. In 2024, we intensified our efforts to reach more Tribal communities, expanding access to vital information and tools to fight breast cancer.

OUR GOALS

Key campaign goals this year included:

1. **Expand Campaign Reach:** Increase visibility and engagement through digital platforms, enabling more Native communities to participate and spread awareness.
2. **Promote Mammogram Screenings:** Launch innovative resources encouraging timely screenings and supporting patients, healthcare providers, and organizations.
3. **Support Clinic Champions:** Fund 20 Clinic Champions to strengthen community outreach and equip Tribal and Urban Indian Clinics to promote breast cancer awareness.

Relatives were invited to join the fight through donations, sharing their stories on social media with #IndigenousPink, and participating in our 10th Anniversary initiatives. Through collective dedication, resources, and support, we continued making meaningful progress in changing the trajectory of breast cancer for Native people.

INDIGENOUS PINK CAMPAIGN HIGHLIGHTS



CLINIC CHAMPIONS

20 Tribal & Urban Indian Clinics were awarded funding from AICAF for their innovative, community-based breast cancer solutions.



SURVIVOR STORIES

Two new breast cancer survivor stories were shared to support survivorship.



SCREENING PLEDGES

42 people took our online breast cancer screening pledge.



WEBINAR

150 people registered for our webinar, *Support, Honor, Act: Indigenous Pink Month*.



SOCIAL MEDIA

Indigenous Pink had over 245,000 reaches and impressions! A 30% increase compared to 2023.



CAMPAIGN TOOLKIT

A newly designed campaign toolkit was released to help community members spread the word about breast cancer.



EVALUATION

A cornerstone of the Indigenous Pink campaign's success is our commitment to continuous improvement.

We actively monitor, measure, and evaluate the campaign's impact to ensure it remains responsive to the needs of the communities we serve. By listening to community feedback and analyzing key metrics, we strive to refine our efforts, making the campaign more effective, culturally relevant, and impactful each year.

INDIGENOUS PINK CLINIC CHAMPION HIGHLIGHTS



SCHEDULED SCREENS

1,012 breast cancer screenings were scheduled through Tribal and Urban Indian Clinics.



COMPLETED SCREENS

674 breast cancer screenings were completed through Tribal and Urban Indian Clinics.



RESOURCES CREATED

54 resources were created to raise awareness about breast cancer in Indigenous populations.



RESOURCES DISSEMINATED

More than 4,279 resources were disseminated throughout Tribal and Urban Indian Clinics.



REACH

More than 2,625 people were reached through community-based breast cancer solutions.



SOCIAL MEDIA REACH

Tribal and Urban Indian Clinics reached more than 25,200 people through their social media posts.

CLINIC CHAMPION SUMMARIES

American Indian Center of Springfield

The American Indian Center of Springfield highlighted Indigenous Pink Month by hosting a table at several powwows to disseminate educational materials, distribute prizes, and provide detailed information about mammogram scheduling and procedures. Through this outreach staff detailed the process of completing a mammogram, conducted follow-up communications to ensure that individuals had successfully scheduled their mammogram, and were able to complete the screening. A total of 60 attendees engaged with the tabling events and committed to the pledge for breast health awareness. Throughout the campaign, 20 mammograms were scheduled, and six were completed in October. The center distributed more than 200 copies of the resources and handouts provided by AICAF at the tabling events and through local offices. Social media efforts extended the campaign's reach with 272 community members interacting with the posts, amplifying the initiative's impact.

Bad River Tribal Health and Wellness Center

The Bad River Health & Wellness Center made a significant impact during Indigenous Pink Month through a variety of engaging and educational events. Highlights included the "Dream the Cure" Shawl Making educational event and a Cancer Prevention Workshop with Traditional Foods, where participants received AICAF Pink Cookbooks. The clinic hosted Breast Cancer Awareness Day, encouraging attendees to wear pink and distributing pink ribbons. The month concluded with the Women's Wellness Health Fair and Mammogram Event from November 12-14. These initiatives not only promoted breast cancer awareness but also empowered community members to take proactive steps toward their health. In total, 90 mammograms were scheduled and 76 were completed during the month. They were able to reach 345 community members throughout the month. The Health & Wellness Center created five resources, including mammogram appointment reminders and informational flyers, distributing 345 resources throughout the month. Social media amplified the clinic's efforts, leveraging a community Facebook group and community pages, to reach 14,800 individuals to promote events and Breast Cancer awareness.



Cheyenne and Arapaho Health Department

The Cheyenne Arapaho Tribes organized several events in October to promote breast cancer awareness, including the Pink Ribbon Skirt Run held on October 19 at the Concho R.E.Sp.E.C.T. gym in Concho, OK. This campaign was a collaborative effort involving the Cheyenne and Arapaho Tribes Diabetes Wellness Program, Cheyenne Arapaho Respect Program, 988 Tribal Response Program, Clinton Indian Health Service, and the Executive Office of the Governor. The events featured guest speakers, a 5K run and walk, and resource booths. Over 100 community members participated in these activities, which were well received. The Tribes developed seven event flyers and distributed more than 100 awareness resources. Additionally, social media efforts reached around 2,000 individuals, extending the impact of the events across the community.

Gerald L. Ignace Indian Health Center

The Gerald L. Ignace Indian Health Center's Indigenous Pink Month activities offered the community an engaging and interactive experience to raise breast cancer awareness. Participants could get a blood pressure or blood glucose screening, play a trivia game, enjoy a themed photo booth, and sample foods that help to prevent cancer. With 54 attendees for Indigenous Pink Day and 11 for a food demonstration, the events were well received, with T-shirts as prizes for the trivia game. The center scheduled 11 screenings for November, and developed two resource flyers and numerous social media posts, reaching an audience of 157 on social media promoting breast cancer awareness.

Lawton Indian Hospital

Lawton Indian Hospital recognized Indigenous Pink Month to educate Native communities on the importance of preventative cancer screenings and early detection. Their event was well received, providing an opportunity for community members to connect with providers and staff, who addressed any screening-related concerns. A total of 96 individuals were scheduled for breast cancer screenings, with 59 completed. The hospital's events reached 116 attendees, and 100 flyers were distributed throughout the community. Their social media efforts further expanded reach, with posts engaging over 3,000 individuals through 96 likes and 18 shares.



Maniilaq Health Center

The Maniilaq Association's Indigenous Pink Month event was a resounding success, engaging both staff and patients. The event featured inspiring talks from breast cancer survivors and bingo, which were favorites among attendees. The event attracted over 200 community members. Throughout the month, 46 screenings were scheduled, with 40 completed. The clinic developed one flyer which was widely distributed, shared on local radio, posted in businesses and the hospital, emailed to over 500 employees, and shared on Facebook. Social media efforts reached over 200 individuals, further amplifying awareness in the community.

Native American Community Clinic

The Native American Community Clinic advertised and hosted a mobile mammogram bus on October 18th, generating strong interest from the community. With only 16 slots available, the clinic quickly filled all appointments and even had a waitlist on the day of the event. Fourteen individuals completed their screenings, and approximately 20-25 people attended, engaging in discussions about cancer screening. The clinic developed and distributed 20 flyers, 12 cancer screening info sheets, 25 mammogram infographics, and 10 self-breast exam tools, all of which were handed out to the community. Social media efforts reached additional community members, with 14 shares and eight likes on Facebook, expanding awareness of the importance of early detection.

Native Healthcare Center

The Native Healthcare Center hosted a culturally tailored Indigenous Pink Breast Cancer Awareness Event, successfully reaching 45 community members, many of whom had little prior knowledge about the importance of breast cancer screening. The clinic scheduled six screenings, completing two, and developed a flyer that was disseminated to 30 community members. Social media efforts, including posts in private groups on Facebook, extended their reach to more than 100 individuals, increasing awareness before and after the event. This comprehensive approach highlighted the center's commitment to education and proactive outreach, building trust and engagement within the community.



NARA NW Indian Health Clinic

The NARA NW team proudly participated in AICAF's Indigenous Pink campaign, emphasizing the importance of unified messaging across Indian Country to combat health disparities and increase access to life-saving cancer screenings. The highlight of the month was the Indigenous Pink mammogram event at the local Imaging Center, where 24 patients gathered to share a meal, make medicine bags, enjoy a photo booth, and complete their mammograms. Throughout October, 55 appointments were scheduled, with 41 mammograms completed. To support the campaign, the team created a social media flyer and distributed 30 cervical cancer infographics, 30 breast cancer infographics, 41 breast shower cards, and 30 medicine bag kits. Additionally, 18 individuals signed pledges to support breast health awareness. Social media efforts reached a broader audience with eight likes and five shares, enhancing awareness and engagement in the community.

Perkins Family Clinic

The Perkins Family Clinic Community Health Program hosted its second annual Women's Health Fair during Indigenous Pink Month, focusing on health promotion and disease prevention for women. The event welcomed 97 community participants and 43 vendor participants representing 27 organizations. Attendees received totes with educational resources, including handouts from AICAF. Influenza vaccines were available, with vaccinated participants receiving pink "#vaccination" shirts as incentives. Other highlights included distributing buttons with empowering messages like "Stronger Together" and "Fight Like a Rez Girl" and offering a light lunch using recipes from the "Indigenous Pink Cookbook." Positive feedback from participants and vendors highlighted the event's success in promoting women's health. In October, 39 individuals were scheduled for Well Woman's Exams, with 26 completing their exams, which included breast cancer screenings. The clinic developed seven resources and distributed more than 1,246 items to the community. Additional outreach included 542 newsletters to ITO Tribal members and social media efforts reached 987 individuals, extending the campaign's impact and engagement.



Prairie Band Potawatomi Health Center

The Prairie Band Health Center's Indigenous Pink Month activities fostered powerful intergenerational connections, with the Elder community leading storytelling presentations that honored breast cancer survivors and fighters. This cultural storytelling approach resonated deeply, drawing in community members to listen, learn, and support one another. A total of 26 individuals were scheduled for breast cancer screenings, with eight screenings completed. The clinic hosted events attended by 150 people and distributed 400 flyers and 250 pamphlets at community gatherings, including the Elders Resource Fair, Trunk or Treat, and health fairs. Weekly social media posts extended the campaign's reach to 500 people, further promoting awareness and engagement across generations.

Red Lake Indian Health Service

Red Lake Hospital's Breast Cancer Awareness Month activities were a success, engaging both returning and first-time patients. The hospital scheduled 199 breast cancer screenings during Indigenous Pink Month, with 119 screenings completed. Patients received a small gift bag after their mammogram, and those who had a mammogram within the past year were entered into a larger prize drawing. This annual event has become a valued tradition, providing an important reminder for community members to prioritize their health. Seventy people attended the hospital's in-person and virtual events, while outreach efforts included a flyer, an internal newsletter article, and three Facebook posts, reaching the community online with six likes and one share. A total of 23 resources were distributed to further support awareness.

Oneida Nation Health Center

The Oneida Nation Health Center's Indigenous Pink campaign marked a significant milestone for community outreach and breast cancer awareness. The clinic nearly doubled its typical monthly screening volumes, completing 88 screenings in October, with an additional nine screenings scheduled through their drop box efforts. Some patients shared that they were unaware of the screening equipment's availability, underscoring the importance of continued outreach. A community meeting at the Retirement and Rehabilitation Center attracted more than 15 attendees, offering education and support. Awareness efforts included a Facebook Live, an awareness display table at the main entrance of the health center, household mail flyers, and the patient portal, effectively reaching the broader community.



Saint Regis Mohawk Health Services

Saint Regis Mohawk Health Services engaged the community during Indigenous Pink Month through a variety of activities and events. Collaborating with the Office for the Aging, they hosted a "Bling the Bra" event with elders, a lunch-and-learn session introducing the community to the new Family Medicine Doctor, fostering connections while promoting breast health awareness. Additionally, a "Cooking with Camilla" session featured pink-inspired foods, highlighting healthy eating as part of overall cancer prevention efforts. During October, 47 breast cancer screenings were scheduled and 19 completed. Nineteen individuals attended in-person events, and an additional 11 participated in Wear Pink Day. The team utilized resources from the Indigenous Pink toolkit, distributing 29 resources in grab bags at events and through an informational table. Social media efforts included five posts from the toolkit, generating 46 engagements and extending the campaign's reach beyond the in-person activities.

San Carlos Apache Healthcare

San Carlos Apache Healthcare (SCAHC) engaged the community through the Indigenous Pink Month campaign to promote breast cancer awareness. Their efforts included two Breast Cancer Awareness Walks, where 161 Indigenous Pink T-shirts and 250 awareness ribbons. SCAHC developed three flyers and distributed 75 flyers to the community, complemented by two weeks of advertising in the local newspaper, and 10 posters placed throughout the area. Radio announcements and targeted Facebook posts further expanded the campaign's reach, with posts collectively achieving over 3,500 views, 2,900 people reached, 76 reactions, and 10 shares. The imaging team's work led to a remarkable impact, they made 156 phone calls, scheduled 124 screenings and completed 55 breast cancer screenings with 13 women completing their first-ever mammograms during October. Community members expressed appreciation for the incentives and education provided, which fostered trust and comfort in addressing breast health. This campaign showcased the importance of uniting the community under the theme, "No One Fights Alone," to make a tangible difference in women's lives.

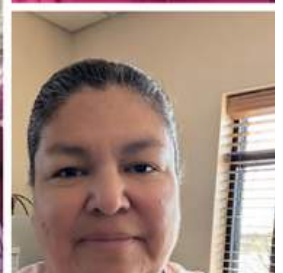
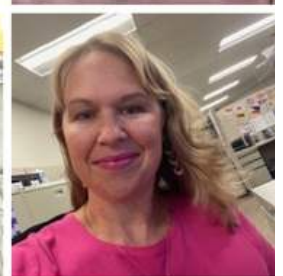
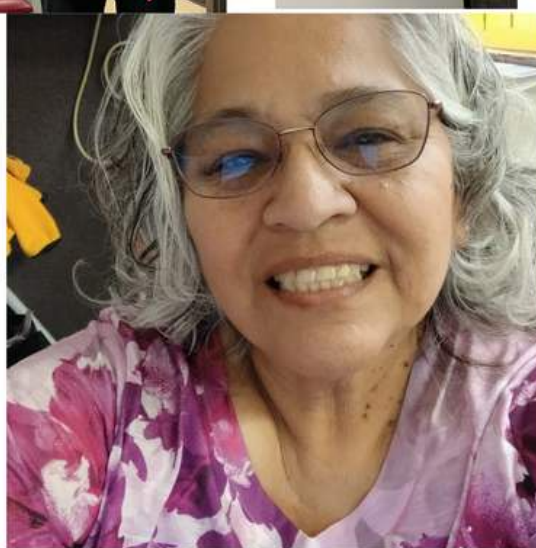
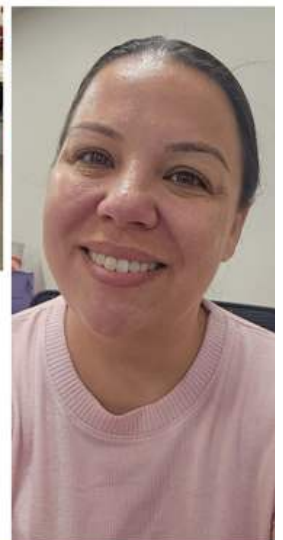
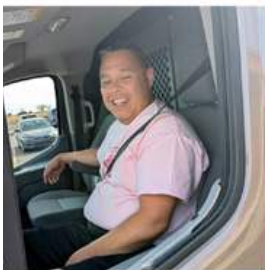


Stockbridge Munsee Health and Wellness Center

The Stockbridge-Munsee Health and Wellness Center's Indigenous Pink Month activities demonstrated the community's commitment to breast cancer awareness. In total, the Wellness Center was able to reach more than 500 community members through Wear Pink Wednesdays with 310 participants over five weeks, information tabling (150 individuals), Breast Cancer Bingo (31 participants), Genetics and Cancer talk (34 attendees) provided valuable education and engagement. The clinic also distributed 150 breast cancer informational bags and encouraged awareness through informational tables. To promote the campaign, the Center developed eight flyers and utilized educational materials from partners including AICAF, ACS, and the Wisconsin Cancer Coalition, distributing approximately 500 resources. Social media outreach fostered further engagement with about 50 shares and likes. The efforts reflect the Center's dedication to empowering the community with knowledge and support.

Texas Native Health

Texas Native Health celebrated the 10th Anniversary of Indigenous Pink Month with several engaging activities aimed at raising breast cancer awareness. The clinic promoted Wear Pink Tuesdays and hosted events including a cooking demonstration with recipe sharing and a wellness panel. Flyers were displayed in key locations to promote education and awareness. Breast cancer informational bags containing resources and a pair of earrings were distributed to 13 patients who scheduled screenings with four screenings completed during the month. To enhance outreach, Texas Native Health created a flyer to promote IP events and distributed AICAF resources during the events. The event's activities reached the community online through Facebook posts receiving 16 likes and shares.



Washoe Tribal Health

The Washoe Tribal Health Clinic utilized the Indigenous Pink campaign to foster meaningful conversations around breast cancer awareness and early detection. The clinic's "Boobilicious Smoothie" initiative, offered to individuals who completed a mammogram or signed the Indigenous Pink Mammogram Pledge, was a community favorite. This initiative sparked widespread engagement, with the smoothie now offered indefinitely to pledge participants. Signing the commitment has been taken seriously within the community each committing to prioritizing their health. Additionally, the clinic hosted weekly in-service sessions on Breast Cancer Awareness in Indian Country, attended by approximately 15 participants each Wednesday. Throughout October, the clinic scheduled 20 mammograms, with approximately 10 completed during the month. The campaign distributed 164 resources including smoothie flyers, Indigenous Pink Day flyers, and pledge certificates. They also created a 3-D laser-printed breast cancer awareness ribbon. This initiative has not only fostered community engagement but also empowered individuals to take proactive steps toward breast health, making our mission a shared journey.

White Earth Indian Health Center

The White Earth Indian Health Center dedicated October to Breast Cancer awareness, culminating in a women's breast clinic day on October 18. This event offered clinical breast exams and mammograms to women and a craft, with 30 women attending and receiving education on breast health. Throughout the month, the clinic screened 107 women for breast cancer, with three being referred for diagnostic imaging, including two who had not had a mammogram or breast exam in over eight years. An article in the Anishinaabe newspaper provided community-wide education on breast cancer and screening recommendations, and educational storyboards were displayed in clinic lobbies throughout October. A Christmas tree was placed in the lobby with pink ribbons to allow patients to honor or remember loved ones affected by breast cancer.



**American Indian
Cancer Foundation®**

2355 Fairview Ave N #317
Saint Paul, MN 55113

612.314.4848
health@aicaf.org

www.AmericanIndianCancer.org