

American Indian Cancer Foundation

TURQUOISE



2025 CAMPAIGN TOOLKIT

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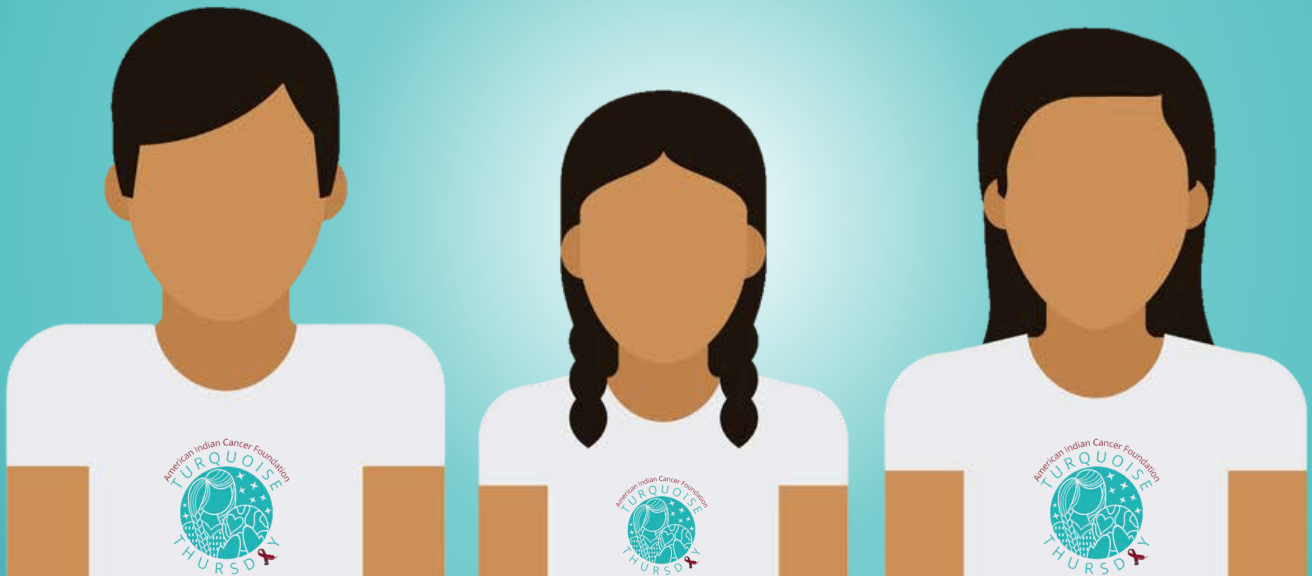
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# INTRODUCTION



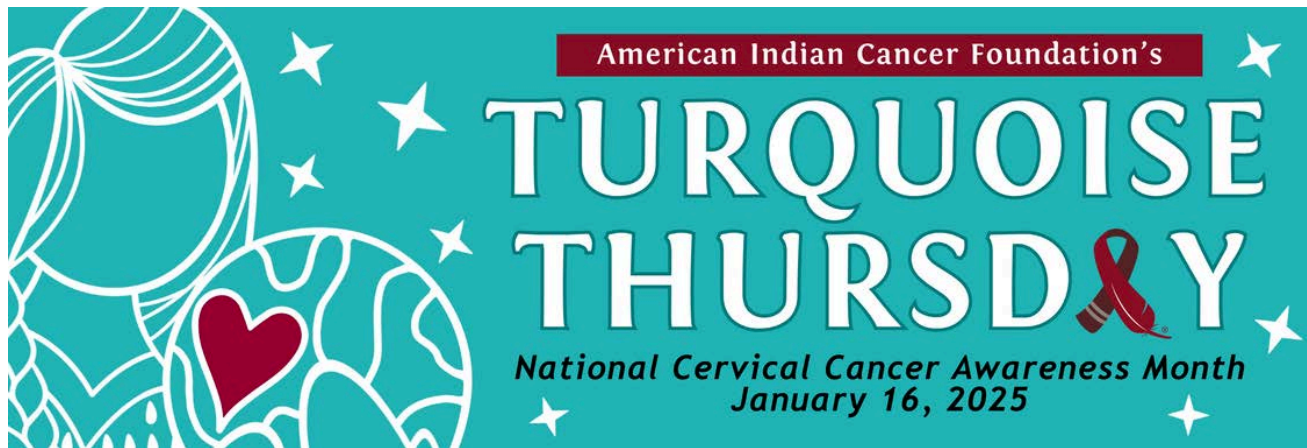
## AMERICAN INDIAN CANCER FOUNDATION

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)



FOR IMMEDIATE RELEASE  
DECEMBER 09, 2024

MEDIA CONTACT:  
COMMUNICATIONS@AICAF.ORG

## TURQUOISE THURSDAY CERVICAL CANCER AWARENESS CAMPAIGN RETURNS WITH A FOCUS ON PREVENTION AND HPV VACCINATION IN NATIVE COMMUNITIES

MINNEAPOLIS – This January our Turquoise Thursday Cervical Cancer Awareness Campaign returns with a renewed focus on prevention and human papillomavirus (HPV) prevention, and we need your help to make a difference. Starting now, we're asking everyone to join us and take action to raise awareness of the need to protect the health of our Native communities.

### [Cervical cancer disproportionately affects American Indian and Alaska Native women.](#)

Most cervical cancers are caused by HPV, a common virus that includes certain high-risk types that can lead to several cancers, including cervical, throat, penile, anal, and vulvar cancers. The HPV vaccine is safe and effective, providing protection against up to 90% of HPV-related cancers. By encouraging vaccination and regular cervical cancer screening, we can help reduce these disparities and save lives.

We're asking you to take action by talking with your health care providers about screening options and the HPV vaccine. Individuals of all ages can participate by taking our [Turquoise Thursday Screening Pledge](#). These two crucial steps are vital in the fight against cervical cancer.

Why should you care? Because cervical cancer doesn't just affect one individual—it impacts families, communities, and future generations. Every woman, mother, aunt, sister, grandmother, or person with a cervix who faces cervical cancer is someone's relative, someone's story. They need us to act, to raise awareness, and to offer support. Whether you're helping a loved one get vaccinated or spreading the word about the importance of regular screening, your actions can make a real difference. Our youth also hold the keys to our future, we are leaning on them to get involved in this campaign to help reclaim Indigenous health.

Mark your calendars for January 16th, our official awareness day, where we encourage everyone to post photos wearing turquoise clothing and/or jewelry on social media using #TurquoiseThursday. Stay tuned for new resources on preventative and protective factors against cervical cancer, questions for your health care provider regarding cervical cancer and HPV vaccination and an [upcoming webinar](#) on Turquoise Thursday Day that's designed to equip you with vital information to share within your community.

Let's work together to reduce the impact of cervical cancer in our communities. By supporting each other, we can protect our loved ones and create a healthier future.

###



## HOW TO USE THIS 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 Turquoise Thursday.

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

# SOCIAL MEDIA CALENDAR

Tag AICAF in your social media posts so we can share and support your programs!  
 🌐 [americanindiancancer.org](http://americanindiancancer.org)    f @ @ /AmericanIndianCancer

Topic	Message
<b>SUPPORT TURQUOISE THURSDAY</b>	<p>We're honored to support #TurquoiseThursday with AICAF! This January, let's raise awareness for cervical cancer by promoting the HPV vaccination and cervical cancer screening to our relatives. Wear turquoise, spread the word, and take action. Take the pledge today to stand with us! <a href="https://ow.ly/3T4n50Ufn97">https://ow.ly/3T4n50Ufn97</a></p> <p>#CancerScreeningSavesLives #CervicalCancerAwareness</p>
<b>WEAR TURQUOISE</b>	<p>Reminder: The official awareness day for #TurquoiseThursday is on January 16. Let's wear turquoise to honor our loved ones and encourage cervical cancer screenings in our communities. Share your photos using #TurquoiseThursday to help spread awareness. Let's turn Turtle Island Turquoise!</p> <p>#CancerScreeningSavesLives #CervicalCancerAwareness</p>
<b>TURQUOISE THURSDAY PLEDGE</b>	<p>Why does #TurquoiseThursday matter? Cervical cancer doesn't just affect one individual—it impacts entire families and communities. Let's come together to support HPV vaccination and screenings for all those we care about. Show your support by signing the #TurquoiseThursday Screening Pledge at <a href="https://ow.ly/3T4n50Ufn97">https://ow.ly/3T4n50Ufn97</a></p> <p>#CancerScreeningSavesLives #CervicalCancerAwareness</p>
<b>CERVICAL CANCER</b>	<p>Native women are over 1.5 times more likely to develop cervical cancer than White women, but all people with a cervix are at risk. Screening saves lives!</p> <p>If you're between ages 21 and 65+, talk with your health care provider about the best cervical cancer screening options for you—and encourage your loved ones to do the same.</p> <p>Pledge now to get screened and protect your health!  <a href="https://ow.ly/3T4n50Ufn97">https://ow.ly/3T4n50Ufn97</a></p> <p>#CervicalCancerAwareness #CancerScreeningSavesLives</p>
<b>HPV PREVENTION</b>	<p>HPV is common, but the HPV vaccine can prevent it from causing cancer. Protect yourself and your loved ones by getting vaccinated. Learn more about why HPV is important at <a href="http://AICAF.ORG">AICAF.ORG</a>.</p> <p>#CervicalCancerAwareness #CancerScreeningSavesLives</p>



# 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!

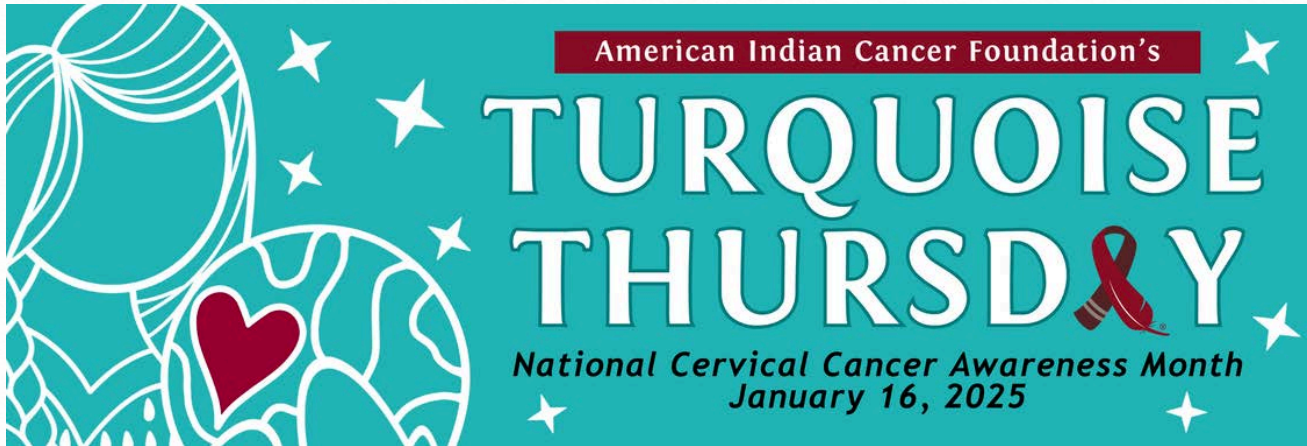
The first 5 steps lead up to taking action on health changes. Carry out activities that directly help reach the goals.

## Check Your Work (Evaluation) - See what changed.

Look back at the processes used and results so far. This shows what changes happened.

**GET INVOLVED**

# SPREAD THE WORD ABOUT TURQUOISE THURSDAY



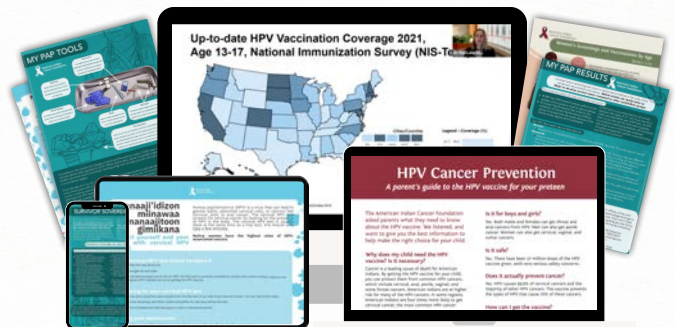
Use our Turquoise Thursday social media graphics to help us spread the word about turning Turtle Island Turquoise on January 16th!

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

## SHARE CERVICAL CANCER & HPV PREVENTION RESOURCES

We offer culturally tailored resources to support our community in their physical, emotional, and spiritual well-being. From sharing Indigenous lifeways to healthy eating and physical activity, we promote holistic health through PSE change.

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





## REGISTER FOR OUR WEBINAR

### EMPOWERING WELLNESS: HONORING WOMEN AND THE VITAL ROLE OF HPV VACCINATION IN COMMUNITY HEALTH

THURSDAY, JANUARY 16 | 1:00 PM CST



**DANICA BROWN,  
PHARMD, MHCA, BCPS**  
Clinical Pharmacy  
Coordinator



**REBECCA SIMON, MD**  
Family Medicine  
Physician

#### REGISTRATION LINK

[https://us02web.zoom.us/webinar/register/WN\\_E6zUZes4QTe0FN5pDoAI9g](https://us02web.zoom.us/webinar/register/WN_E6zUZes4QTe0FN5pDoAI9g)

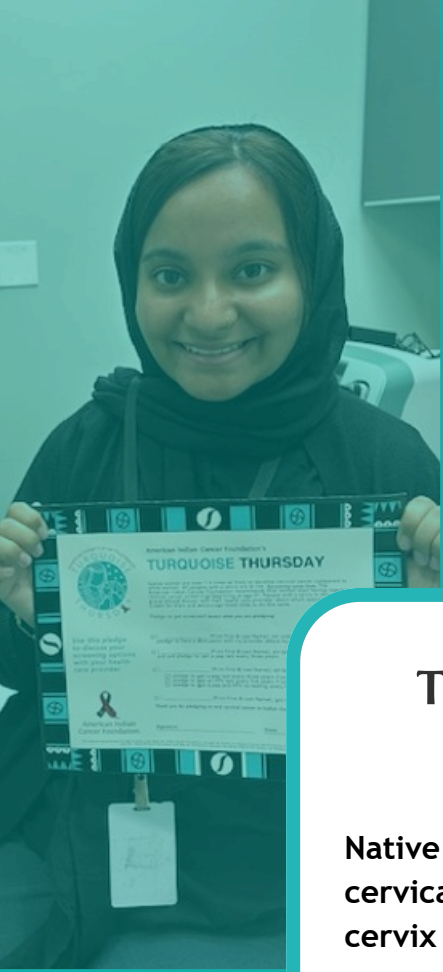
#### ABOUT THE PRESENTERS:

**DANICA BROWN, PharmD, MHCA, BCPS**  
Lieutenant Commander, United States Public Health Service Clinical Pharmacy  
Coordinator

Danica Brown is a pharmacist with the United States Public Health Service, dedicated to improving health outcomes for American Indian and Alaska Native populations. She graduated from Southwestern Oklahoma State University College of Pharmacy in 2011 and began her service with the Choctaw Nation, later becoming a Clinical Pharmacy Coordinator at the Oklahoma City Indian Clinic in 2020. Danica supervises five pharmacist-managed clinics focusing on various health issues and has a strong passion for HPV vaccination and cervical cancer prevention. Outside of work, she enjoys volleyball, indoor cycling, and spending time with friends, family, and her dog, Patrick.

#### REBECCA SIMON, MD

Rebecca Simon (she/her) is a Family Medicine Physician currently based in Philadelphia, PA. She completed her medical school and residency training at Thomas Jefferson University in Philadelphia. After she completed training she moved to Zuni, New Mexico where she worked at the Zuni Comprehensive Community Health Center practicing full spectrum Family Medicine with a special interest in Women's and Reproductive Health. Her career and life in Zuni has inspired her current work with AICAF.



## TAKE THE TURQUOISE THURSDAY SCREENING PLEDGE!

Native women are over 1.5 times more likely to develop cervical cancer than white women, but all people with a cervix are at risk. Screening saves lives!

If you're between ages 21 and 65+, talk with your health care provider about the best cervical cancer screening options for you—and encourage your loved ones to do the same.

Make a commitment to your health today. Use our pledge as a starting point to discuss screening options with your provider.

Pledge now to get screened and protect your health!

[SIGN THE PLEDGE](#)





# American Indian Cancer Foundation®

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[AICAF.ORG](http://AICAF.ORG)

