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## **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.

### **About 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.

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