



# AWARENESS CAMPAIGN SUMMARY

## 2025



American Indian Cancer Foundation's

# TURQUOISE THURSDAY 2025 Campaign Highlights

In the United States, early detection and screening have greatly reduced the impact of cervical cancer among all women. However, cervical cancer continues to disproportionately affect Native communities and Native women are over 1.5 times as likely to develop cervical cancer compared to White women. This year, relatives from across Indian Country answered the call to support AICAF's Turquoise Thursday campaign in January during National Cervical Health Awareness Month.

Our community took action by encouraging their relatives with a cervix to get the human papillomavirus (HPV) vaccine and take the Turquoise Thursday Pledge by scheduling a Pap smear – two crucial steps in combating cervical cancer. HPV is an infection that can cause cervical, throat, penile, anal, and vulvar cancers. Immunization is recommended for both children and adults to help prevent 90% of HPV-causing cancers. The HPV vaccine helps protect against cervical cancer, one of the most preventable and treatable forms of cancer, when detected early.

AICAF is dedicated to fostering community-driven solutions. We're honored to continue to partner with cancer survivors and Clinic Champions across Indian Country. Explore more ways AICAF spread the word about Indigenous cervical cancer burdens. This year's accomplishments include:



## RESOURCE BOXES

Created and shared five resource boxes with clinic partners, including a youth serving organization.



## CAMPAIGN MERCH

To help promote the campaign, custom clothing and stickers were designed for purchase, elevating opportunities to show support for the month.



## PLEDGES

38 people took the Turquoise Thursday Screening Pledge online.



## SOCIAL MEDIA

Turquoise Thursday had over 239,000 reaches & impressions!



## WEBINAR SERIES

The series aimed to increase awareness about Indigenous cervical cancer burdens and solutions, bringing in a total of 80 attendees.

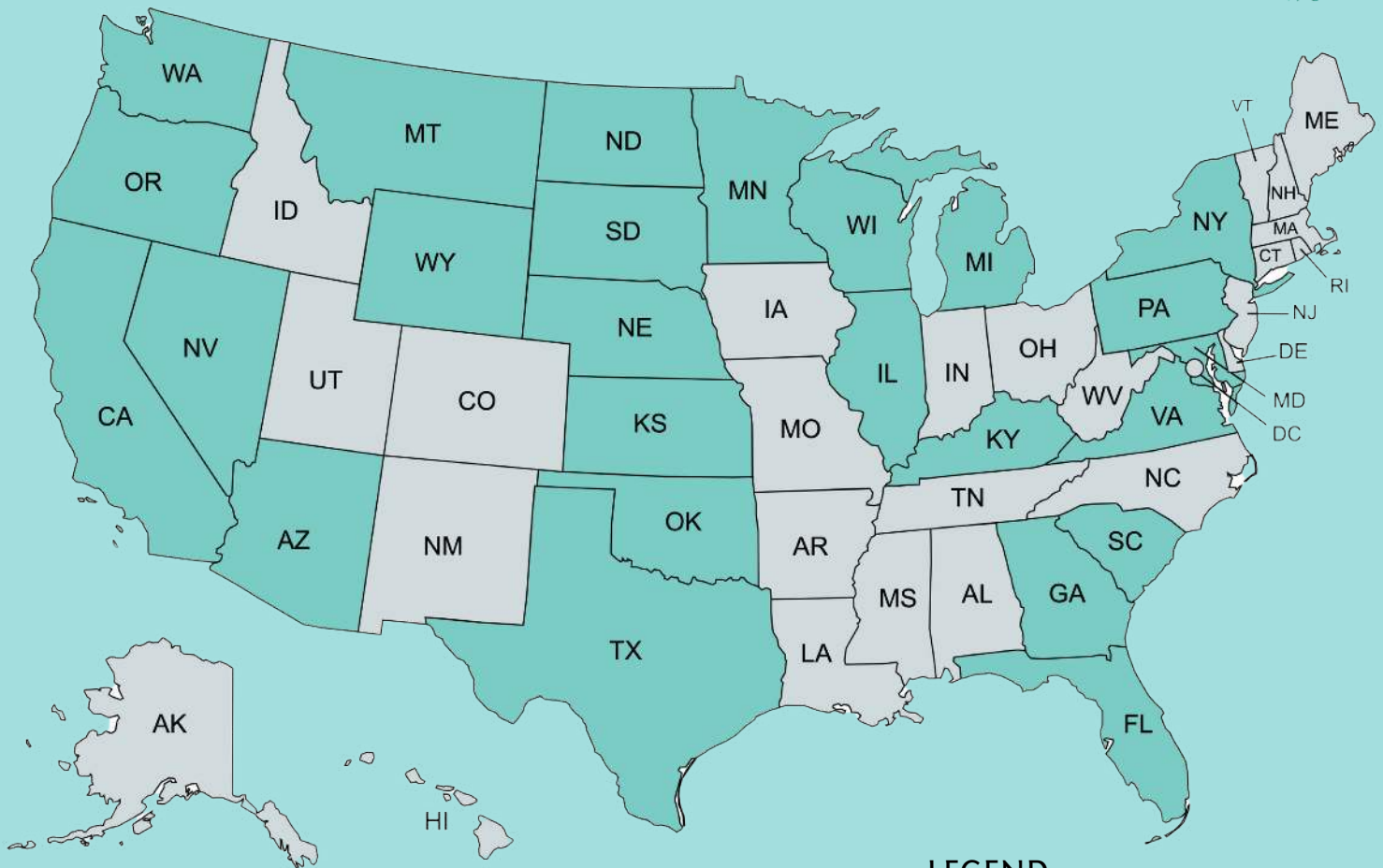


## RESOURCES



Two new resources were created for partners and our relatives to share culturally tailored messaging and resources.

✦ ✦ A heartfelt ketabi to our relatives who participated in #TurquoiseThursday, supporting cervical health and wellness in Indian Country. Your involvement helps create healthier ✦ ✦ futures for our communities. Keep the momentum going—learn more at [AICAF.org](https://aicaf.org) or contact [health@aicaf.org](mailto:health@aicaf.org) to get involved.

# Screening Pledge



## LEGEND

-  States where pledges were completed
-  States where pledges were not completed

As a way to engage the community in awareness months and encourage discussion and public acknowledgement of commitments to screening, AICAF has developed a Screening Pledge. The Pledge starts with a short assessment of risk factors, guiding individuals through current guidelines to understand their screening timeline and need. The map above represents the locations of the 38 individuals who have chosen to sign a pledge, aiming to spur discussions, encourage broader engagement, and make the commitment to cervical cancer prevention more visible. Publicly acknowledging where pledges come from helps inspire others to take action, strengthens community accountability, and reinforces the collective effort to reduce cervical cancer disparities in Native communities. Help us connect with more relatives next year and increase screening participation by securing pledges from every state.



# Press Release

In January, AICAF released a press release through the Turquoise Thursday Cervical Cancer Awareness Campaign, emphasizing the urgent need to address health disparities in Native communities. The press release highlighted the disproportionate impact of cervical cancer on American Indian and Alaska Native women, noting that most cervical cancers are caused by human papillomavirus (HPV), a common virus that can lead to several types of cancer, including cervical, throat, penile, anal, and vulvar cancers.

AICAF stressed the importance of prevention, particularly through the HPV vaccine, which is safe and effective in preventing up to 90% of HPV-related cancers. The press release called on Native communities to take action by getting screened, discussing HPV vaccination with healthcare providers, and completing the Turquoise Thursday Screening Pledge. This initiative not only raises awareness but also encourages public engagement to promote discussions, promote screening, and make the commitment to cervical cancer prevention more visible.

The press release reinforced AICAF's commitment to ensuring Native communities have the knowledge and resources to protect future generations, while continuing to advocate for culturally grounded, community-led efforts to reduce health disparities and promote cancer prevention.

## CALL TO ACTION



Get the HPV vaccine



Talk to your provider



Get screened



Sign the pledge



#CancerScreeningSaveLives





# Social Media Campaign



**American Indian Cancer Foundation**

Jan 8 •

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.

Sign the [#TurquoiseThursday](https://ow.ly/3T4n50Ufn97) Pledge now to get screened and protect your health! <https://ow.ly/3T4n50Ufn97>

[#CervicalCancerAwareness](#)  
[#CancerScreeningSavesLives](#)



**American Indian Cancer Foundation**

Jan 28 •

We're excited to share our latest resources focused on Cervical Cancer Awareness and the importance of HPV Vaccination and Prevention for maintaining cervical health.

Stay informed, protect your health, and share this vital information with your community. Together, we can make a difference!

**Honoring our ancestors by protecting our future**  
This resource, along with the questions below, is designed to guide conversations with your health care provider, empowering you to best understand and advocate for your young relatives' cervical health.

**HOW TO USE THIS RESOURCE**

- When should my child start having cervical health screening?
- Do you have any resources or educational opportunities to help me better understand HPV and cervical health?
- What steps can I take to ensure good cervical health for my child as they grow?
- Are there any other resources or preventive measures I should consider for my child's overall health?

**HPV Vaccine**

- Is the HPV vaccine recommended for children of all ages?
- How many doses of the HPV vaccine are needed? What happens if the schedule is interrupted?
- Why is the HPV vaccine so important when my child isn't sexually active?
- Are there any medical conditions that might prevent my child from receiving the HPV vaccine?

**Additional Considerations**

- Vaccination Side Effects
- Additional health resources
- Talking to your young relatives about HPV and cervical health

**Honoring Your Health**  
Cervical Health & HPV

**Do you have an upcoming appointment for yourself or your young relative?**  
Scan here for questions to ask your health care provider.

**Get screened regularly for cervical cancer.**  
Talk to your doctor about how often you should get screened and what type of screening is right for you.

**HPV vaccination in children and young adults can help protect against cervical cancer.**  
Start the conversation with your child early to learn our bodies and prevent cancer.

**What is HPV? HPV is short for Human Papillomavirus and is a very common virus. Some types of the virus may cause cancer. You can safely and effectively protect your body against these types by receiving the HPV vaccine.**

**Practice safe sex!**  
Practicing safe sex protects our bodies by reducing the risk of HPV and other diseases, including preventing cancer like cervical, anal, and vaginal cancer.

**Embrace the cultural teachings from our traditional plants and medicine.**

**1.5X**  
American Indian and Alaska Native (AI/AN) women are over 1.5 times as likely to develop cervical cancer compared to White women.

**HOW TO USE THIS RESOURCE**

This resource, along with the questions below, is designed to guide conversations with your health care provider, empowering you to best understand and advocate for your cervical health.

**Cervical Health**

- What is HPV? Can I get tested?
- How often should I get screened for cervical cancer?
- What can I do to maintain cervical health?
- Do I still need to get a Pap test, if I completed my HPV vaccine series?
- What are the signs or symptoms of cervical health issues?

**HPV Vaccine**

- What is the HPV vaccine, how does it work, and when should I get it?
- How many doses of the HPV vaccine are needed?
- Should I get the HPV vaccine if I've already been sexually active?

**Additional Considerations**

- Screening Preparation
- Timeline of Screening results
- Insurance/Cost of patient costs
- Body Savers



**American Indian Cancer Foundation**

Jan 9 •

Join us for a special [#TurquoiseThursday](https://ow.ly/7npZ50Uk3Si) webinar on January 16th where you will learn about the vital role of HPV prevention in Native communities. Register now at <https://ow.ly/7npZ50Uk3Si>

**Who Should Attend:** Medical professionals, coalitions, health directors, clinic staff, elected officials, and Tribal council members.

**Led by two expert presenters, this webinar will:**

- Showcase HPV vaccination's role in reducing cancer risks
- Share effective vaccination strategies
- Highlight culturally informed approaches for Native communities

Gain practical insights and join a network dedicated to advancing health for Native women and their families.

**American Indian Cancer Foundation**  
**TURQUOISE THURSDAY WEBINAR**  
**EMPOWERING WELLNESS: HONORING WOMEN AND THE VITAL ROLE OF HPV VACCINATION IN COMMUNITY HEALTH**  
**THURSDAY, JANUARY 16 | 12:00 PM CST**

**ABOUT THE PRESENTERS**

**DANICA BROWN, PharmD, MHA, 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 AI/AN.



**American Indian Cancer Foundation**

Jan 23 •

Today, we're calling on our relatives with a cervix to take charge of their health and protect future generations. Signing the Turquoise Thursday Screening Pledge is a powerful step toward raising awareness and preventing cervical cancer in our communities.

Your health matters. Your story matters. Let's protect our future by committing to regular screenings and spreading the word.

Take the pledge today and join the movement at <https://ow.ly/3T4n50Ufn97>

**American Indian Cancer Foundation**  
**TURQUOISE THURSDAY**

**SCREENING SAVES LIVES—PLEDGE TO MAKE IT A PRIORITY.**

Screening Pledges are already "turning turquoise" across the nation! Join us by pledging to get screened here: <https://ow.ly/3T4n50Ufn97>

TURQUOISE THURSDAY SOCIAL MEDIA ANALYTICS

Platform	Reach/Impressions	Engagment
Facebook	234,696	7.1%
Twitter	52	3.8%
Instagram	1,641	8.7%
LinkedIn	2,640	6.8%
Total	239,029	26.42%



# Turquoise Thursday Webinar



The Turquoise Thursday Webinar, Empowering Wellness: Honoring Women and the Vital Role of HPV Vaccination in Community Health, was a resounding success, exceeding expectations in both attendance and engagement. The high turnout demonstrated a strong commitment from community members and healthcare professionals alike to address cervical cancer disparities and promote HPV vaccination.

The webinar was designed to amplify the call to action set forth in AICAF's Turquoise Thursday campaign and align with the organization's broader vision of eliminating cancer disparities in Native communities. By focusing on the importance of HPV vaccination, the event reinforced the urgency of preventative health measures and community-driven solutions.

Featured speakers Danica Brown, PharmD, MHCA, BCPS and Rebecca Simon, MD, brought valuable expertise and represented both the voices of the community and the medical field. Their insights provided practical knowledge and culturally relevant perspectives, reinforcing the importance of accessible and equitable healthcare.

The discussions were rich and thought-provoking, with audience questions sparking meaningful dialogue on HPV prevention, HPV vaccines, and community engagement. Attendees left with an increased understanding of the role vaccination plays in reducing cervical cancer risks and a renewed commitment to sharing this knowledge within their own networks. This webinar advanced AICAF's mission and empowered Indigenous communities to take charge of their health.



## TURQUOISE THURSDAY WEBINAR

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

THURSDAY, JANUARY 16 | 12:00 PM CST



**DANICA BROWN,  
PHARM.D, MHCA, BCPS**  
Clinical Pharmacy  
Coordinator



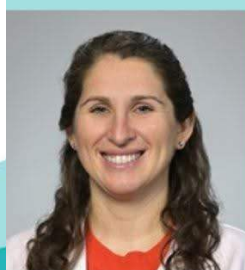
**REBECCA SIMON, MD**  
Family Medicine  
Physician

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# Resources

A key component of the Turquoise Thursday campaign was the development of culturally tailored educational materials designed for easy distribution in clinics and community spaces.

These resources were created to ensure that health information is both accessible and reflective of Indigenous values, traditions, and identities. Always cited as a highlight by our clinic partners, these materials provide critical education on cervical cancer prevention, HPV vaccination, and the importance of regular screening. By aligning with the cultural and community-specific needs of Native populations, these resources help build trust, encourage engagement, and empower individuals to take charge of their health.




## Protecting our Young Relatives

### Cervical Health & HPV

#### Honoring our ancestors by protecting our future

Getting the HPV vaccine before individuals become sexually active enhances protection against five types of HPV-related cancers.

**HOW TO USE THIS RESOURCE**

This resource, along with the questions below, is designed to guide conversations with your health care provider, empowering you to feel informed and confident in advocating for your young relatives cervical health.

**Cervical Health**

- When should my child start having cervical health screenings?
- Do you have any resources or educational opportunities to help me better understand HPV and cervical health?
- What steps can I take to promote good cervical health for my child as they grow?
- Are there any other vaccines or preventive measures I should consider for my child's overall health?

**HPV Vaccine**

- Is the HPV vaccine recommended for children of all ages?
- How many doses of the HPV vaccine are needed? What happens if the schedule is interrupted?
- Why is this HPV vaccine so important when my child isn't sexually active?
- Are there any medical conditions that might prevent my child from receiving the HPV vaccine?

**ADDITIONAL CONSIDERATIONS**

- Vaccination Side Effects
- Talking to your young relatives about HPV and cervical health
- Additional youth resources

**Educate, Prevent, and Advocate for Cervical Health.**  
For more information visit: [AICAF.org](http://AICAF.org)






## Honoring Your Health

### Cervical Health & HPV

# 1.5x

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- How often should I get screened for cervical cancer?
- What can I do to maintain cervical health?
- Do I still need to get a Pap test, if I completed my HPV vaccine series?
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**HPV Vaccine**

- What is the HPV vaccine, how does it work, and when should I get it?
- How many doses of the HPV vaccine are needed?
- Should I get the HPV vaccine if I've already been sexually active?

**ADDITIONAL CONSIDERATIONS**

- Screening Preparation
- Insurance/Out of pocket costs
- Timeline of Screening results
- Body Sovereignty

**Educate, Prevent, and Advocate for Cervical Health.**  
For more information visit: [AICAF.org](http://AICAF.org)





## PROTECT OUR FUTURE

### Empower, Educate, and Prevent Cervical Cancer

**Know your family history & TALK about it!**

Connecting with our family is one of the most powerful ways to strengthen and protect our well being.

**Get screened regularly for cervical cancer.**

Talk to your doctor about how often you should get screened and what type of screening is right for you.

**HPV vaccination in children and young adults can help protect against cervical cancer.**

Start the conversation with our youth early to honor our bodies and prevent cancer.

What is HPV? HPV is short for Human Papillomavirus and is a very common virus. Some types of the virus may cause cancer. You can safely and effectively protect your body against these types by receiving the HPV vaccine.

**Practice safe sex!**


Practicing safe sex protects our bodies by reducing the risk of HPV and other diseases, including preventable cancers like cervical, anal, and oropharyngeal.

**Embrace the cultural teachings from our traditional plants and medicine.**

Use them as a source of strength to avoid the harms of commercial tobacco while fostering wellness and connection to our ancestral traditions.

**Reclaim Indigenous health by drawing strength from our community, cultural traditions, and wellness practices to protect against cancer.**






## Honoring Your Health

### Cervical Health & HPV

**Do you have an upcoming appointment for yourself or your young relative?**

Scan here for questions to ask your health care provider



The turquoise shades in this resource honor their cultural significance in Indigenous communities and align with teal, the color of cervical cancer awareness. For our Southwest relatives, turquoise symbolizes life, protection, and health, connecting earth to sky as the "sky stone." Similarly, teal represents hope, prevention, and the strength of survivors in the fight against cervical cancer.



## Protecting our Young Relatives

### Cervical Health & HPV

These questions were created to support our relatives across Indian Country in building trust and making informed decisions about cervical health and HPV vaccination.

**Scan Here for Questions to ask their Provider**









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Cancer Foundation®**

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