

AMERICAN INDIAN CANCER FOUNDATION'S



2025 BREAST CANCER AWARENESS CAMPAIGN SUMMARY

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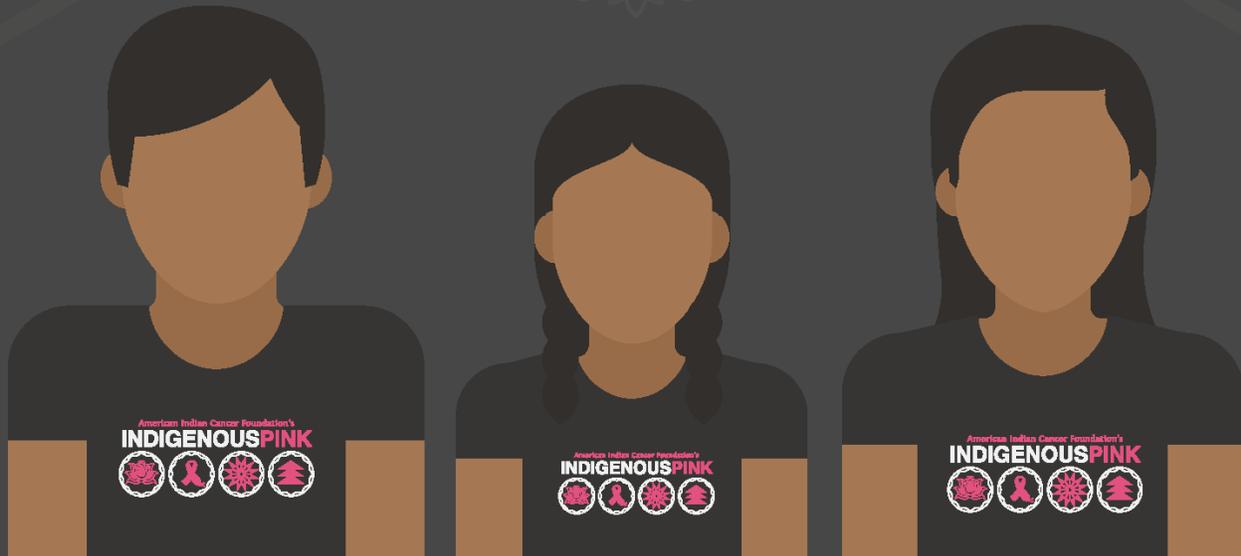
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ABOUT THE CAMPAIGN

The American Indian Cancer Foundation (AICAF) is committed to educating and empowering American Indian and Alaska Native communities to understand Breast Cancer risks and raising awareness about the importance of early detection and regular screenings. AICAF honors this commitment and our relatives who have survived Breast Cancer during the month of October, National Breast Cancer Awareness Month, with the annual Indigenous Pink Campaign. 2025 marks the 11th annual Indigenous Pink campaign. This year's call to action focused on educating women on Breast Cancer risk with a focus on women ages 18-40, training health care providers to assess these risks, and encouraging women over 40 who have not been screened to get a mammogram.

2025 CAMPAIGN GOALS

1. Host one webinar with at least 50 registrants for women to learn about their Breast Cancer risk and learn how they can advocate for their health, and for healthcare professionals to learn how to talk about and complete Breast Cancer risk assessments.
2. Develop one modifiable Breast Cancer resource surrounding barriers to screening.
3. Develop one modifiable Breast Cancer resource for high-risk individuals.
4. Have at least 50 Breast Cancer screening pledges completed.
5. Offer 10 microgrants of \$500 for clinics or community partners to host their own Indigenous Pink awareness events.

INDIGENOUS PINK CAMPAIGN HIGHLIGHTS

WEBINAR

There were 131 registrants and 72 attendees for this year's webinar
"The Power of Pink: Educate. Empower. Assess"



96% of survey respondents strongly agreed or agreed that the webinar was useful



100% of survey respondents strongly agreed or agreed that the webinar met expectations



83% of survey respondents are confident this webinar will influence how they engage their community

TAKEAWAYS:

"Hearing an Indigenous perspective on care and health because we often do not hear community voices. There should be more warmth and sensitivity within the medical field itself."

"The importance of the mental part of breast cancer and finding ways to improve the experience for patients with cancer."

"The emphasis on community engagement and education as pivotal tools in addressing cancer disparities. The insights shared by the speakers highlighted not only the importance of awareness but also the need for culturally relevant approaches to health education. This perspective is essential in empowering individuals to take charge of their health and well-being."

Staff developed a **high-risk breast cancer** resource that was positively received and identified by partners for wider community dissemination.

Know Your Nak we ni ye tah* ***Know Your Breast Cancer Risk***

**Story in Creek*



What does it mean if I am told I am at high-risk for breast cancer?

You may be more likely to develop breast cancer due to certain factors such as:



Genetics



Family History



Dense Breast Tissue

Here are some questions you can ask your doctor about your risk:

-  **Can you explain what makes me high risk for breast cancer?**
-  **Should I start screening earlier or more frequently than others?**
-  **What type of screening is best for me? E.g., (mammogram, MRI, ultrasound)**
-  **What are signs and symptoms I should watch for?**
-  **Are there support groups or resources available for individuals at high risk?**



Learn more!

learn about your specific risk factors

It's important to talk with your doctor about your risk and getting screened for breast cancer.



American Indian
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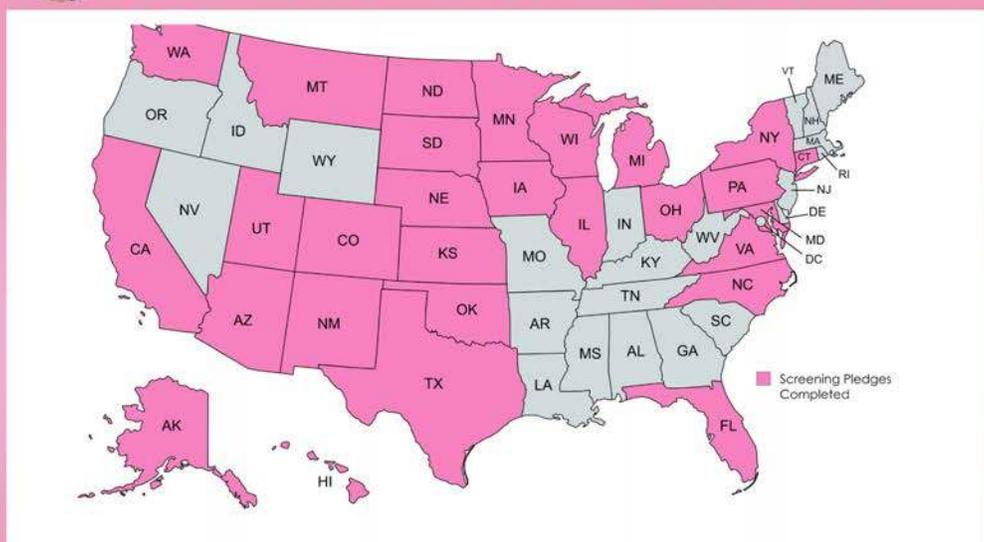
**Know your risk, stay informed, and get screened,
because reclaiming Indigenous health starts with us.**

We acknowledge the Centers for Disease Control and Prevention, for its support of the American Indian Cancer Foundation staff, and the printing and distribution of the monograph under cooperative agreement #NU58DP007169 awarded to the American Indian Cancer Foundation. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of CDC.

SCREENING PLEDGES



PAINT IT PINK



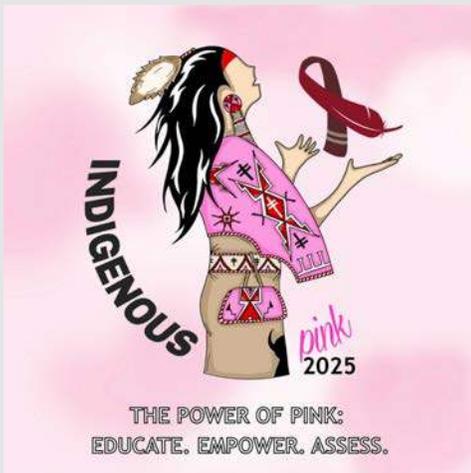
146 people took the Indigenous Pink Breast Cancer screening pledge, representing **28 states** across the United States.

This is the highest level of engagement to date, and three times more than last year!

SOCIAL MEDIA



Indigenous Pink had 138,150 reaches (clicks) & impressions across LinkedIn, Facebook, and Instagram.





SOCIAL MEDIA ANALYTICS

Platform	# of posts	Impressions	Clicks	Reactions	Comments	Repost
Facebook	12	119,331	2,689	2,530	163	358
Instagram	8	10,264	4,151	178	11	68
LinkedIn	7	1,667	48	57	0	3
Total	27	131,262	6,888	2,765	174	429

CLINIC CHAMPION HIGHLIGHTS



CLINIC CHAMPIONS

10 Tribal & Urban Indian Clinics were awarded funding from AICAF for their innovative, community-based Breast Cancer solutions.



SCHEDULED SCREENS

At least **196 Breast Cancer screenings** were scheduled through Tribal and Urban Indian Clinics



COMPLETED SCREENS

At least **120 Breast Cancer screenings** were completed through Tribal and Urban Indian Clinics



RESOURCES CREATED

More than **32 resources** were created to raise awareness about Breast Cancer.



RESOURCES DISSEMINATED

More than **2,250 resources** were disseminated throughout Tribal and Urban Indian Clinics.



REACH

More than **1,000 community members** participated in Indigenous Pink events.



SOCIAL MEDIA REACH

Tribal and Urban Indian Clinics reached more than **17,539 people** through their social media posts.



CLINIC CHAMPION SUMMARIES

American Indian Health Service of Chicago

AIHSC hosted an event called “Sacred Strength,” an event centering connection, culture, and care in honor of Breast Cancer Awareness Month. This event drew about 30 women and girls of all ages and featured a provider talk as well as a pink jewelry exchange. There was strong engagement throughout the event, with participants asking questions about challenging topics and sharing stories of resilience and grief. Outreach was conducted on social media as well as through personalized messages and phone calls to regular event attendees, and 40 flyers promoting the importance of regular Breast Cancer screenings were distributed at the event. AIHSC provided dinner and had giveaway bags with chocolates, artisan soaps, bracelets, pens, magnets, pins, and lip balm. A highlight of the event was the raffle, which featured a beautiful ribbon skirt with pink ribbons for breast cancer adorning the fabric as well as a matching tote bag.

Confederated Tribes of Grand Ronde

The Confederated Tribes of Grand Ronde hosted two events during October that underscored the importance of regular breast cancer screenings and early detection. A focus of these events - and of the entire month - was to celebrate women and their impact on Native American culture and community. There was strong attendance with 80 community members present between both events, and 165 resources were distributed. The Community Health team partnered with a mobile mammogram unit to provide mammograms to Grande Ronde community members. As a result, 25 people were screened for Breast Cancer. This partnership has already been secured for next year with even greater capacity, which will help accomplish the goal of providing 100 mammograms to women on campus in 2027. In addition to those present at the event, resources were also shared to social media to reach a total of 1,780 people.





Iowa Tribe of Oklahoma

The Iowa Tribe of Oklahoma successfully hosted its third annual Women's Health Fair this October, focused on women's health promotion, disease prevention, and breast cancer awareness. There were 28 vendor representatives from 15 groups - each offering disease prevention resources with an emphasis on women's health - as well as on-site influenza vaccinations. Women were invited to take a Health Pledge to prioritize their health over the next year, which encouraged them to schedule annual women's health exams, including Breast Cancer screenings. If participants did not already have a primary care provider, they were connected with providers at the Perkins Family Clinic. Lunch was provided and everyone went home with a reusable pink insulated tote filled with educational materials and resources from AICAF including handouts on Breast Cancer, Cervical health, Lung Cancer, HPV prevention, and mammograms. There were 145 participants, and over 1500 resources were distributed. This event received overwhelmingly positive feedback from both participants and vendors, which the Iowa Tribe of Oklahoma attributes to the combination of culturally relevant health messaging and accessible clinical resources.

Leech Lake Band of Ojibwe Maternal Child Health Program

Leech Lake Health Division hosted a breast cancer awareness walk/run at the Migizi Trailhead in Cass Lake, Minnesota. Although the day was cold and rainy, there were still 27 participants who showed up to walk in honor of Breast Cancer awareness. There were light refreshments offered, and the morning began with a drum opening and prayer before the walk. Everyone there received a t-shirt and Breast Cancer ribbon pins, as well as breast self-exam guides that are waterproof so they can be kept in the shower for convenience.

Native American Community Clinic

Native American Community Clinic had to cancel their event last minute but had planned a mobile mammogram event with 27 women scheduled to receive mammograms through NACC. There was even greater interest than there was capacity, so NACC had worked to refer an additional 14 women to receive mammograms at other sites. With the cancellation of the event, all women scheduled were rescheduled for the next mobile mammogram event through NACC or were referred elsewhere and have standing appointments. In addition, NACC provided multiple education sessions and promotions in the clinic lobby as well as through personalized calls and texts throughout the month of October. There were over 150 resources distributed related to breast cancer education and other resources highlighting the importance of Breast Cancer screenings.





Native Healthcare Center

The Native Healthcare Center honored Breast Cancer Awareness Month with several events. They kicked off October with 15 days of Virtual Bingo to raise awareness about Breast Cancer in Indigenous communities, featuring daily Breast Cancer educational questions posted to social media and prizes. A highlight of the month was the Indigenous Pink Trunk or Treat, with costume contests and a craft table for children, a contest for the best decorated trunk, lots of health and social resources, and a raffle. Additionally, the Native Healthcare Center collaborated with Salvadoreñas En El Exterior to put on an event called “A Pink Afternoon” to honor Breast Cancer survivors and offer free Breast Cancer screenings. Overall, the Native Healthcare Center scheduled 41 community members for Breast Cancer screenings and completed 20 of these. There will also be a mammogram bus on December 15 to offer additional testing opportunities for the community.

Northern Cheyenne Tribe

The Northern Cheyenne Tribe planned an Indigenous Pink Boo Bee Bingo, which was a collaborative effort with several other programs from Northern Cheyenne Tribal Health. This event opened with a prayer and featured food donated by Heart Fund, emceed by Northern Cheyenne THIP, a Halloween themed photo booth, a best costume and pumpkin decorating contest, and a guest speaker who shared her survival story with Breast Cancer. There were also vendors present to provide health information by taking blood pressure, checking blood sugar, and providing flu vaccinations. A particularly memorable part of the evening was the door prizes, five of which were donated by community members who had lost a family member to Breast Cancer or were cancer survivors themselves. There were 271 attendees, including many with personal or family experiences with Breast Cancer, and 30 staff from various tribal programs who helped support. The AICF pamphlets and Indigenous Pink cookbooks were big hits, and this event felt very powerful overall, with several attendees already asking to contribute door prizes for the following year in honor of their family members.





Nottawaseppi Huron Band of the Potawatomi

Throughout Indigenous Pink Month, the Nottawaseppi Huron Band of the Potawatomi successfully hosted three mobile mammogram events, screening 56 women total over these three days. Of these participants, 46% reported that they would not have otherwise received a mammogram this year if it were not for these events and having access to the mobile unit. Mammograms can be a stressful experience for many, but NHBP provided gifts, education, and a fun, supportive environment which transformed this experience into a positive and empowering one for both participants and staff. While 56 women were screened, there were a total of 91 community members in attendance and over 100 resources were distributed with an emphasis on Breast Cancer education and early detection. Social media spread the word even wider, with a reach of over 9,000 people.

The Wichita and Affiliated Tribes

The Wichita and Affiliated Tribes hosted an Indigenous Pink Fashion Show highlighting unity, awareness, and the importance of Breast Cancer screenings and early detection. The models, designers, and families brought so much positive energy, and the cultural elements incorporated into every part of the evening imbued the whole event with power and meaning. 150 resources were distributed educating the community on Breast Cancer awareness, and social media posts had a reach of almost 1,400 people. This event stood out as a beautiful celebration of the community's warriors and survivors, with everyone who showed up bringing tremendous love, support, and strength in honor of Breast Cancer awareness.

Tunica Biloxi

Tunica Biloxi commemorated Indigenous Pink Day with two events: the first was a "Full Hearts" event that celebrated Tribal members who are Breast Cancer survivors, and the second featured a speaker from the Mary Bird Perkins Foundation who spoke to the importance of self-examinations and regular testing. There were 90 participants between both events, an impressive turnout considering the size of the Tribe. Banners were created for both, and educational materials and other resources highlighting the critical importance of early detection were distributed widely amongst attendees. These events were an opportunity to introduce the newest provider to the community, with the hope that having a woman on staff will encourage members to feel more comfortable seeking advice and care. Additionally, Indigenous Pink Day was recognized digitally with Tunica Biloxi's clinician sharing health advice and opportunities for screening at the Health Clinic to further spread awareness of Breast Cancer and prevention.



READY TO PLAN YOUR OWN EVENT? START HERE!

To support your own efforts now or in the future, here are a few strategies and ideas you can use to plan your own event, inspired by successful activities implemented by Tribal and Urban Indian Clinic Champions over the past several years.

Before selecting activities, clinics found it helpful to clarify their goals (e.g., increasing screening knowledge, supporting mammogram scheduling, or fostering community connection), set a realistic budget that leveraged partnerships and in-kind support, engage key partners such as mobile mammography providers, tribal programs, and community organizations, and choose activities that aligned with local culture, schedules, and community interests.

The activities below highlight ways clinics and community partners have successfully raised awareness, encouraged screening, and fostered meaningful community engagement. Activities range from screening-focused efforts to creative, family-friendly, and digital approaches that can be adapted to local context, capacity, and community interest.



Screening-Focused Activities

1. *Mobile Mammography Events*

Clinics host a mobile mammography unit at a clinic site or community location such as a community center, tribal office, or event space. Events may be scheduled for a single day or over multiple days, with clinic staff or navigators available on-site to assist with check-in, questions, and follow-up logistics.

2. *“Well Woman” Days or Women’s Health Fairs*

Designated clinic days that bring together multiple services and resources in one setting. These events may include scheduled appointments, drop-in tables, informational materials, and space for community partners. Many clinics incorporate food, giveaways, or informal activities to create a welcoming atmosphere.

3. *Appointment Scheduling Drives*

Short-term scheduling efforts held in clinic lobbies, at events, or during outreach activities. Staff or navigators assist participants with booking appointments, verifying eligibility, and identifying preferred appointment times. Incentives or raffles are sometimes offered to encourage participation.

4. *Evening or After-Hours Screening Events*

Screening events held outside of standard clinic hours, such as evenings or weekends. These may include additional supports like food, childcare activities, or transportation coordination to accommodate different schedules.

Community Events & Gatherings

5. *Breast Cancer Bingo (In-Person or Virtual)*

Bingo events hosted at community spaces or online platforms. Games are interspersed with brief announcements, acknowledgements, or messages, and prizes are often donated by local businesses or partners. Some clinics host recurring bingo nights over several weeks.

6. *Indigenous Pink Fashion Shows or Ribbon Skirt Showcases*

Community events featuring ribbon skirts, regalia, or pink-themed attire. Participants may model their own clothing or designs, and events can include music, emcees, and opportunities for photos. These are often intergenerational gatherings with strong community attendance.

7. *Walks, Runs, or Community Days*

Organized walks, runs, or community days that may include opening or closing prayer, drumming, or reflection. These events are typically held outdoors and may be paired with tables, food, or informal gathering time before or after the activity.

8. *Survivor Honor Events or Storytelling Circles*

Structured gatherings that center on honoring survivors and remembering loved ones. Formats vary and may include open-mic storytelling, facilitated circles, candlelight moments, or displays recognizing individuals and families.

Education & Awareness Activities

9. *Lunch-and-Learn Sessions*

Short presentations held during lunch hours for clinic staff, partner organizations, or community members. Sessions may be in person or virtual and typically include time for questions and discussion.

10. *Tabling at Powwows, Health Fairs, and Community Events*

Indigenous Pink tables set up at existing events, staffed by clinic representatives or volunteers. Tables often include printed materials, conversation prompts, giveaways, and sign-up sheets for follow-up or future events.

11. *Clinic Lobby Displays and Educational Boards*

Temporary or month-long displays placed in clinic waiting areas. Displays may include posters, artwork, photographs, community messages, or interactive elements such as message boards or take-home cards.

12. *Cooking Demonstrations Using Indigenous Pink Recipes*

Live or recorded cooking demonstrations featuring recipes from the Indigenous Pink cookbook. Demonstrations may be hosted at community spaces, clinics, or events and often include tasting samples or printed recipes.

Youth & Family-Friendly Engagement

13. *Trunk-or-Treat or Seasonal Family Events*

Family-focused events such as Trunk-or-Treats or seasonal celebrations that include games, candy, and giveaways. Indigenous Pink materials and activities are incorporated alongside the broader event.

14. *Craft Stations and Hands-On Activities*

Drop-in craft stations offering activities such as ribbon-making, jewelry, or small medicine bag creation. These stations are typically set up at community events or clinics and are designed for participants of all ages.

Social Media & Digital Outreach

15. *Wear Pink Days and Digital Campaigns*

Coordinated days or weeks where staff and community members wear pink and share photos online. Clinics may also post themed content such as trivia, short videos, event reminders, or community photos across social media platforms.

Indigenous Pink Evaluation

AICAF approaches evaluation as a relational, reflective, and community-centered practice grounded in Indigenous values. We understand impact not only through numbers, but through stories, relationships, cultural resonance, and how well our work supports wellness, sovereignty, and responsibility to future generations.

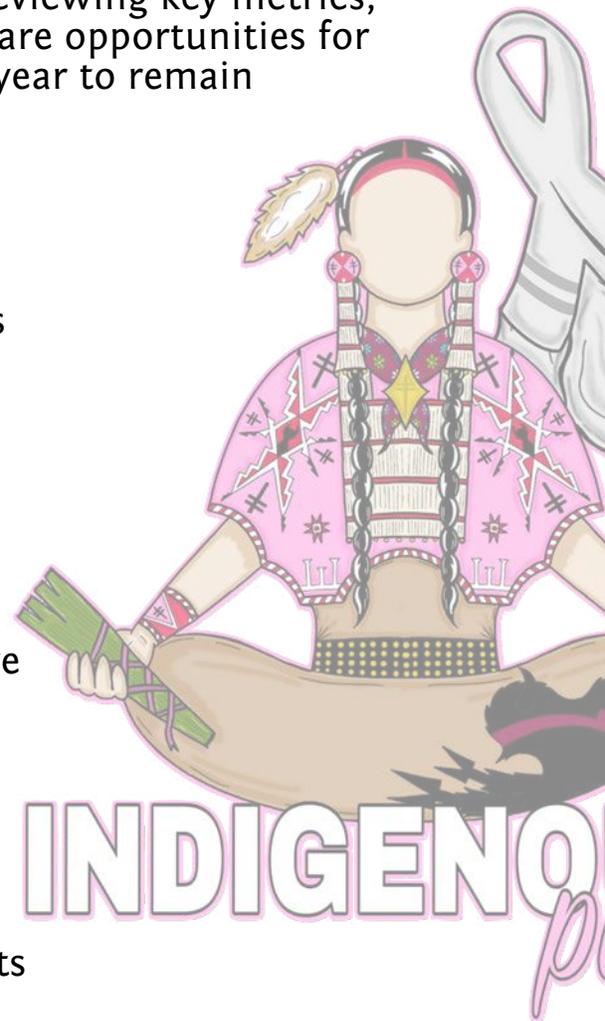
Evaluation of Indigenous Pink Month centers the guiding question: How is this campaign supporting Native people in to understand breast cancer risks and raising awareness about the importance of early detection and regular screenings?

To answer this question, we actively monitor, measure, analyze, and reflect on both quantitative and qualitative indicators, including participation data, digital engagement metrics, and community feedback.

By listening closely to community voices and reviewing key metrics, we identify what is working well, where there are opportunities for growth, and how to refine the campaign each year to remain responsive, culturally relevant, and impactful.

Our evaluation is aligned with this year's Breast Cancer campaign core intentions to:

- Raise awareness of Breast Cancer risk across the lifespan, with a focus on educating women ages 18–40 about risk factors and early prevention
- Build provider and patient capacity for early detection by supporting Breast Cancer risk assessment and culturally responsive conversations
- Encourage screening and self-advocacy, particularly among women over 40 who have not been screened
- Reduce barriers to screening and care through adaptable Breast Cancer education resources, including tools for high-risk individuals
- Activate community engagement and action through screening pledges and microgrants supporting Indigenous Pink awareness events





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