

American Indian Cancer Foundation

TURQUOISE



2026 CAMPAIGN TOOLKIT

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PLANNING

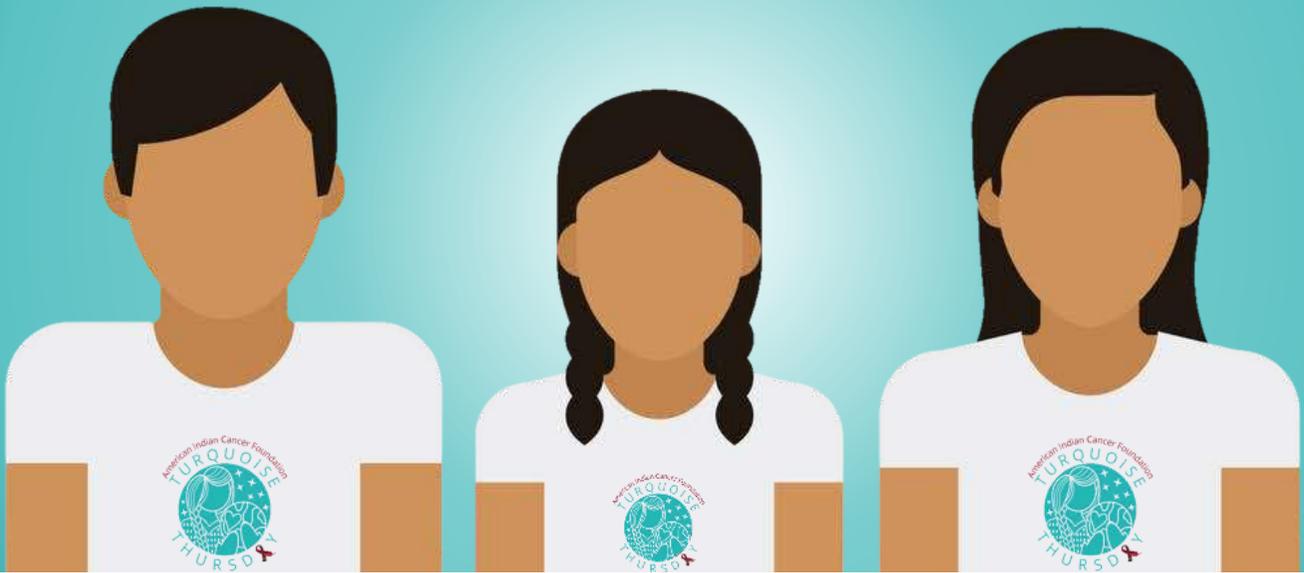
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INTRODUCTION



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

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 f @ @ /AmericanIndianCancer

Topic	Message
SUPPORT TURQUOISE THURSDAY	<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! Pledge Link</p> <p>#CancerScreeningSavesLives #CervicalCancerAwareness</p>
WEAR TURQUOISE	<p>Reminder: The official awareness day for #TurquoiseThursday is on January 15. 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>
TURQUOISE THURSDAY PLEDGE	<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 Pledge Link</p> <p>#CancerScreeningSavesLives #CervicalCancerAwareness</p>
CERVICAL CANCER	<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! Pledge Link</p> <p>#CervicalCancerAwareness #CancerScreeningSavesLives</p>
HPV PREVENTION	<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 AICAF.ORG.</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.



Pick What's Important - Choose where to focus.

After looking around, we see where health problems come from. We need evidence to set goals to fix them. Look at data to find the exact problem to focus on first. The community health plan helps.



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!

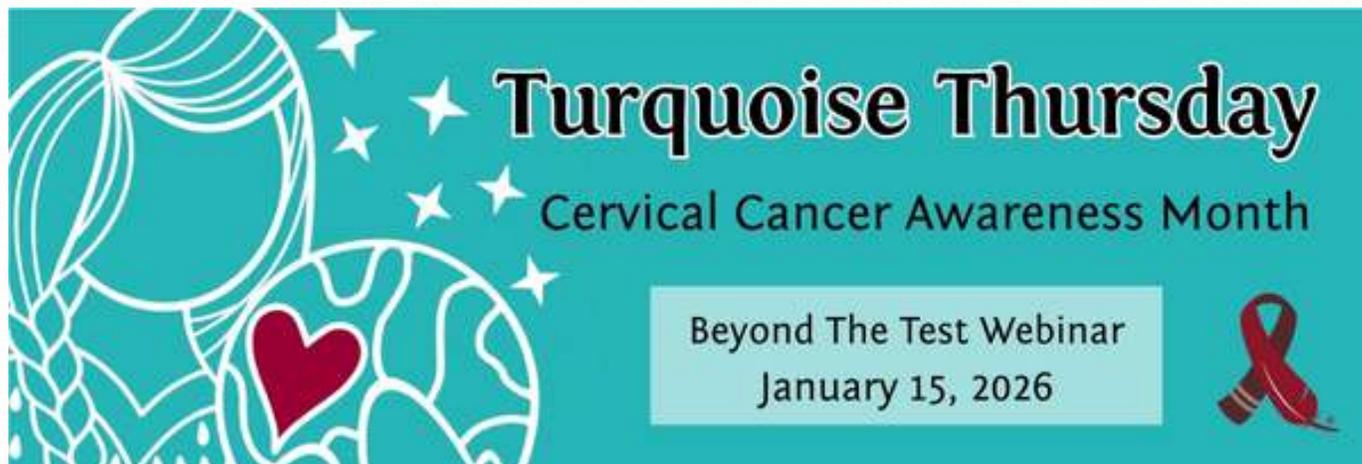
The first 5 steps lead up to taking action on health changes. Carry out activities that directly help reach the goals.

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

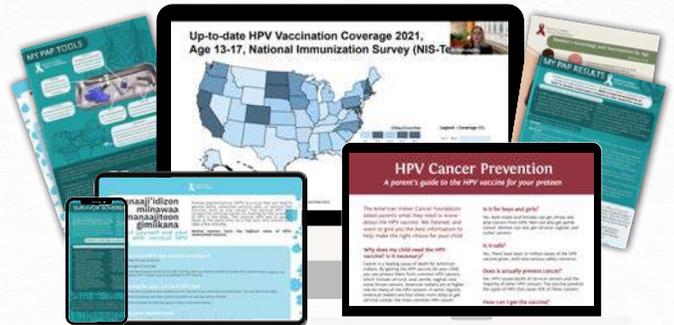


Use our Turquoise Thursday social media graphics to help us spread the word about turning Turtle Island Turquoise on January 15th!

Right-click the image to save now or email 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 <https://americanindiancancer.org/resource-category/cervical-cancer/> to explore our library of resources or visit our YouTube page to share our PSA's and webinars!

Honoring Your Health
Cervical Health & HPV

1.5X
American Indian and Alaska Native (AIAN) 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 feel informed and confident in advocating 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
- Insurance/Out of pocket costs
- Timeline of Screening results
- Body Sovereignty

Educate, Prevent, and Advocate for Cervical Health
For more information visit: 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, cause cancer. You can safely and effectively protect your body against these types.

Practice safe sex!
Practicing safe sex protects our bodies by reducing the spread of HPV and other STIs, while fostering wellness and connection.

Embrace the cultural traditions!
Use them as a source of strength to avoid the negative health outcomes while fostering wellness and connection.

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

American Indian Cancer Foundation

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 screening?
- Do you have any resources or educational opportunities to help your young relatives understand cervical health?
- What steps can I take to promote good cervical health for my young relatives?
- Are there any other vaccines or preventive measures I should discuss with 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 my child doesn't get the second dose?
- 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 getting 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

HPV Cancer Prevention
A parent's guide to the HPV vaccine for your preteen

The American Indian Cancer Foundation asked parents what they need to know about the HPV vaccine. We listened, and want to give you the best information to help make the right choice for your child.

Why does my child need the HPV vaccine? Is it necessary?
Cancer is a leading cause of death for American Indians. By getting the HPV vaccine for your child, you can protect them from common HPV cancers, which include cervical, anal, penile, vaginal, and some throat cancers. American Indians are at higher risk for many of the HPV cancers. In some regions, American Indians are four times more likely to get cervical cancer, the most common HPV cancer.

What is the best age to get the vaccine?
The vaccine is designed to be most effective for children ages 11-12. A child can get the vaccine at age 9. It's possible to get the vaccine after age 12, but it is not as effective. Getting the vaccine now, when it is most effective, will protect your child from cancers later in life.

What is HPV, and what does it have to do with cancer?
HPV is a common infection that can lead to several types of cancers. HPV is passed from skin-to-skin, usually during sex. Almost all people will come into contact with HPV in their lives. It is important to get the vaccine before coming into contact with HPV, which can develop into cancer.

Is it for boys and girls?
Yes. Both males and females can get throat and anal cancers from HPV. Men can also get penile cancer. Women can also get cervical, vaginal, and vulvar cancers.

Is it safe?
Yes. There have been 53 million doses of the HPV vaccine given, with zero serious safety concerns.

Does it actually prevent cancer?
Yes. HPV causes 99.9% of cervical cancers and the majority of other HPV cancers. The vaccine prevents the types of HPV that cause 70% of these cancers.

How can I get the vaccine?
Talk to your doctor about the HPV vaccine, even if they don't bring it up. The vaccine is free for all American Indians through the Vaccines for Children program.

American Indian Cancer Foundation
www.aicaf.org

REGISTER FOR OUR WEBINAR

BEYOND THE TEST: BUILDING TRUST AND ENHANCING CERVICAL CANCER SCREENING OUTCOMES IN NATIVE COMMUNITIES

THURSDAY, JANUARY 15 | 12:00 PM CST



**DR. AMANDA
BRUEGL**

Gynecologic Oncologist
Oregon Health & Science University



**DR. JESSICA
DISILVESTRO**

Gynecologic Oncologist
Tufts Medical Center, Boston MA

REGISTRATION LINK

https://us02web.zoom.us/webinar/register/WN_52jKb39aTuSTHf63NIMiww#/

ABOUT THE PRESENTERS:

DR. AMANDA BRUEGL

Dr. Amanda Bruegl is an Associate Professor and Gynecologic Oncologist in the Department of Obstetrics and Gynecology at Oregon Health & Science University (OHSU) and, as a citizen of the Oneida Nation and a descendant of the Stockbridge-Munsee Nation, is one of four American Indian Gynecologic Oncologists in the country. She practices as a Gynecologic Cancer Specialist at the OHSU Knight Cancer Institute and at the Confederated Tribes of Warm Springs Health and Wellness Center, a reservation-based clinic in central Oregon. Her work with sovereign Tribal nations demonstrates that meaningful research requires an understanding of culture and history.

DR. JESSICA DISILVESTRO

Jessica Buck DiSilvestro, MD (Caddo/Seminole) is a Gynecologic Oncologist at Tufts Medical Center in Boston, MA. She completed her Gynecologic Oncology fellowship and Obstetrics & Gynecology residency training at Brown University/Women & Infants Hospital after earning her medical degree from Weill Cornell Medical College. Her undergraduate studies were performed at Harvard University. Her clinical and research interests are in the prevention and treatment of HPV-based cancers, quality improvement efforts and alleviating health disparities. As a citizen of the Caddo Nation of Oklahoma, she is passionate about improving the health of American Indian people. During her training, she has received several teaching, surgical excellence, and research awards.



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](#)





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AICAF.ORG

