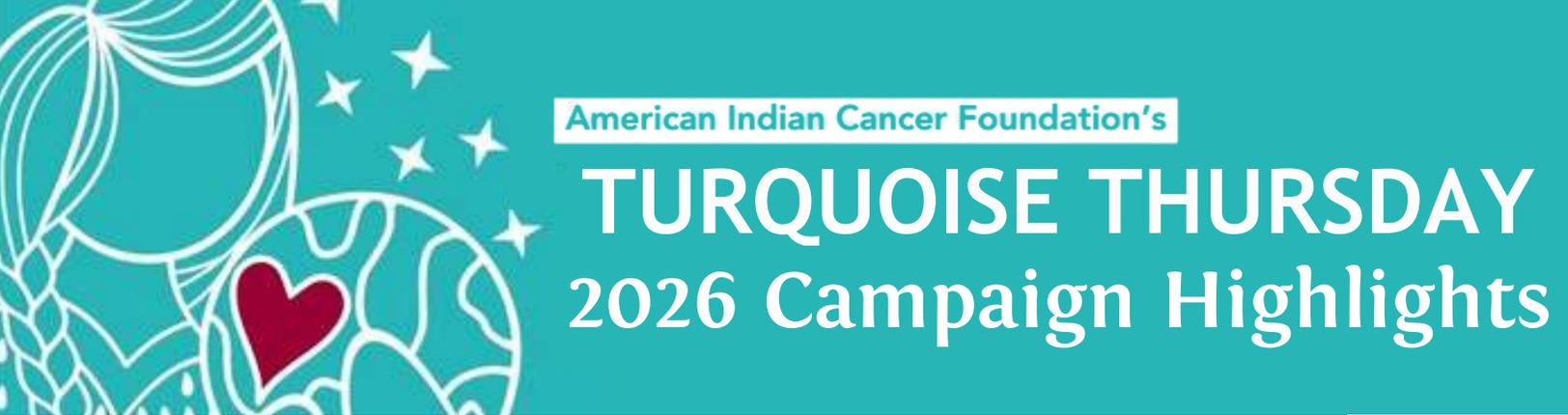




2026

AWARENESS CAMPAIGN SUMMARY



American Indian Cancer Foundation's

TURQUOISE THURSDAY 2026 Campaign Highlights

In the United States, early detection and routine screening have significantly reduced the incidence and mortality of cervical cancer. Yet these gains have not been experienced equitably. Cervical cancer continues to disproportionately impact Native communities, and Native women are more than 1.5 times as likely to develop cervical cancer compared to White women. Barriers such as limited access to care, underfunded health systems, geographic isolation, and the ongoing impacts of historical trauma contribute to these disparities.

In response, relatives from across Indian Country answered the call to stand with AICAF during January's National Cervical Health Awareness Month through our Turquoise Thursday campaign. Together, we raised awareness about HPV vaccination, regular Pap tests, and the importance of early detection—centering culture, community, and collective responsibility in protecting the health of Native women and future generations.



A heartfelt wopida/ketabi/miigweh (thank you) to our relatives who participated in this year's #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://www.aicaf.org) or contact health@aicaf.org to get involved.



TURQUOISE THURSDAY 2026 Campaign Highlights

AICAF is dedicated to fostering community-driven solutions. We're honored to continue to partner with cancer survivors and Clinic Champions across Indian Country. The goal of this month's campaign was:

RESPECT. PROTECT. PREVENT.

Breaking stigma. Enhancing knowledge. Advancing culturally competent care through trusted guidelines.

♥ **GOAL 1: By January 31, 2026 AICAF will host one webinar with at least 20 registrants for healthcare providers on trust-building and pap education**

128 people attended this year's webinar: "Beyond the Test: Building Trust & Enhancing Cervical Cancer Screening Outcomes in Native Communities"

♥ **GOAL 2: Develop & debut one Pap resource and one HPV resource during the month**

Two new resources were created this month to educate the community on HPV screenings, Pap tests, and cervical health

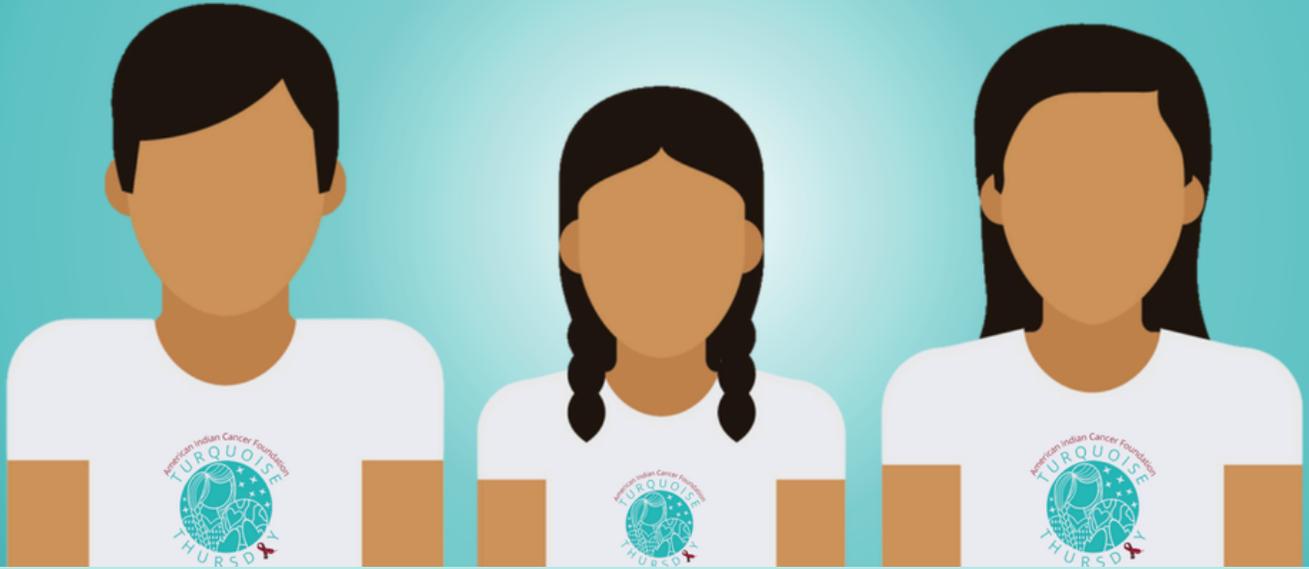
♥ **GOAL 3: By January 31, 2026 AICAF will have 50 cervical cancer screenings pledges completed**

36 people across 20 states took the Turquoise Thursday Screening Pledge

♥ **GOAL 4: Develop a video with AICAF staff on Myths of cervical cancer by December 15, 2025**

AICAF staff challenged each other to a game of "Fact or Myth: Cervical Cancer Edition" for a video posted to social media. Overall, Turquoise Thursday social media had almost **50,000** reaches & impressions





Communications

With support from our partners, AICAF shared knowledge and awareness about cervical cancer and our Turquoise Thursday campaign through a number of different communication channels. This included an email blast in January with information about the 2026 Turquoise Thursday webinar with Native gynecologic oncologists; custom Turquoise Thursday merchandise including hoodies, t-shirts, mugs, and tote bags; links directing recipients to AICAF's [resource library](#) full of resources on HPV self-tests, Pap tests, webinar links, social media toolkits, and educational infographics; and social media connections.

AICAF's communications stressed the importance of prevention, particularly through the HPV vaccine, which is safe and effective in preventing up to 90% of HPV-related cancers. We call 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.

CALL TO ACTION



Get the HPV vaccine



Talk to your provider



Get screened



Sign the pledge

Turquoise Thursday 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

This year's webinar had **259 registrants** and **128 attendees**. There were **67 additional** views on the video posted to [AICAF's YouTube channel](#).



87% of survey respondents agree or strongly agree that they are likely to change a specific aspect of their patient-provider communication based on today's session



86% of survey respondents improved their knowledge of trauma-informed care principles during cervical cancer screenings



74% of survey respondents improved their ability to use specific strategies to build and sustain trust during patient-provider conversations



77% of survey respondents improved their knowledge of current cervical cancer screening guidelines and HPV testing updates



100% of survey respondents agree or strongly agree that this webinar's content and materials were culturally appropriate



Resources



CERVICAL CANCER SCREENING SAVES LIVES.

HPV Self Testing (human papillomavirus)

Many native women are at a higher risk for cervical cancer, but it doesn't have to be our story, there is now a self test.

What is HPV?
HPV is a virus that can lead to cervical cancer. You may not feel sick, so the only way to know if you have the virus is to test.

Who should test?
If you are between 30 – 65 years old and haven't had a Pap or HPV test in the last few years, talk to the clinic about self-testing.

How often?
If your result is normal, you only need to test every 3 years.

Why self-testing?

- ✓ It's safe.
- ✓ It's private
- ✓ Takes less than 5 minutes

"When the doctor said I could take the test myself at the clinic, I felt more comfortable and in control."

Take Control of your health
Ask your clinic if a self-test is available. Protecting your health is one way to honor your family and your Indigenous health starts with you.

We acknowledge the Centers for Disease Control and Prevention, for its distribution of the monograph under cooperative agreement #NUS8OP00 solely the responsibility of the authors and do not represent the views of the CDC.

- ♥ In honor of Cervical Cancer Awareness Month, we launched two new culturally tailored resources.
- ♥ Designed to address disparities and promote early detection, these materials focus on HPV screening, Pap tests, and overall cervical health, empowering Native women and families with accessible, culturally relevant information.
- ♥ Visit our website to explore our full library of cervical cancer resources.

Understanding Pap Tests & Cervical Health

FEMALE REPRODUCTIVE SYSTEM

WHAT IS A PAP TEST?

A Pap Test is a preventative cancer screening that collects cells from the cervix to be examined for cancer or other cell changes. The test may make you feel uncomfortable, but the test is quick and taking care of your body and health is a gift to yourself.

A Pap Test and STD tests are different. A Pap Test does not test for STDs.

A Pap Test can find:

- Cervical cancer at an early stage when it is easier to treat
- Certain types of human papillomavirus (HPV), a common infection that increases the risk of cervical cancer

How often should people get a Pap Test?

- 21-29 year olds every 3 years
- 30-65 year olds every 3 years or every 5 years depending on if the health care provider tested for HPV

The timing of your Pap Test could change based on your results, always talk to your health care provider to decide which schedule is right for you.

WWW.AICAF.ORG FOR MORE INFO

WHY PAP TESTS MATTER
Screening Saves Lives

24%

24.2% of women ages 21-65 are not up to date with cervical cancer screening

90%

More than 90% of cervical cancers are caused by HPV

Cervical cancer screening can prevent cancer or help catch cervical cancers at earlier stages, when they are easier to treat

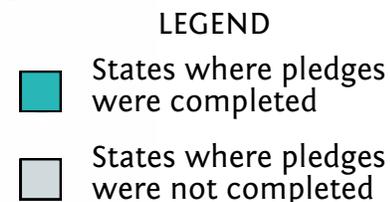
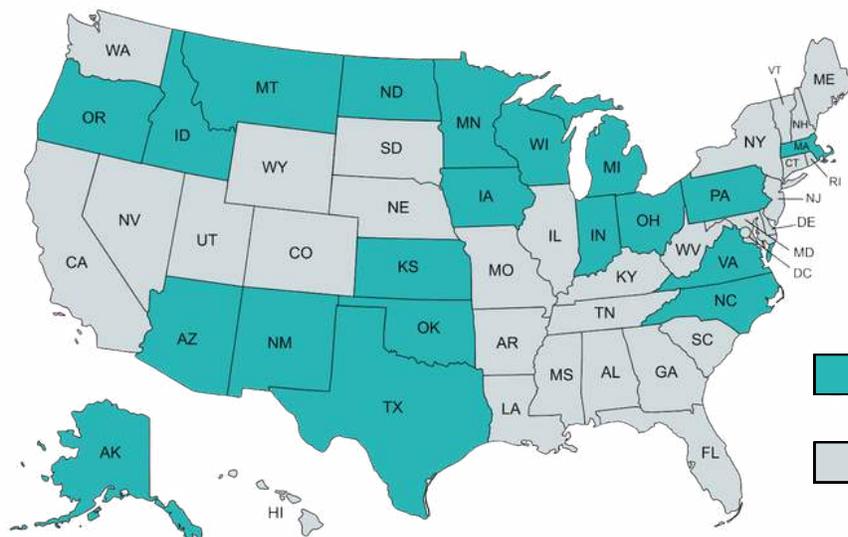
Honoring Our Bodies & Protecting Our Health
Our bodies carry the stories of who we come from. Caring for them is an act of love for ourselves, our families, and our Nations.

What is the cervix?
It's the lower part of the uterus. The cervix is a small opening at the end of the uterus a baby passes through here as well as your moon cycle (your period) and then out through your vagina.

American Indian Cancer Foundation

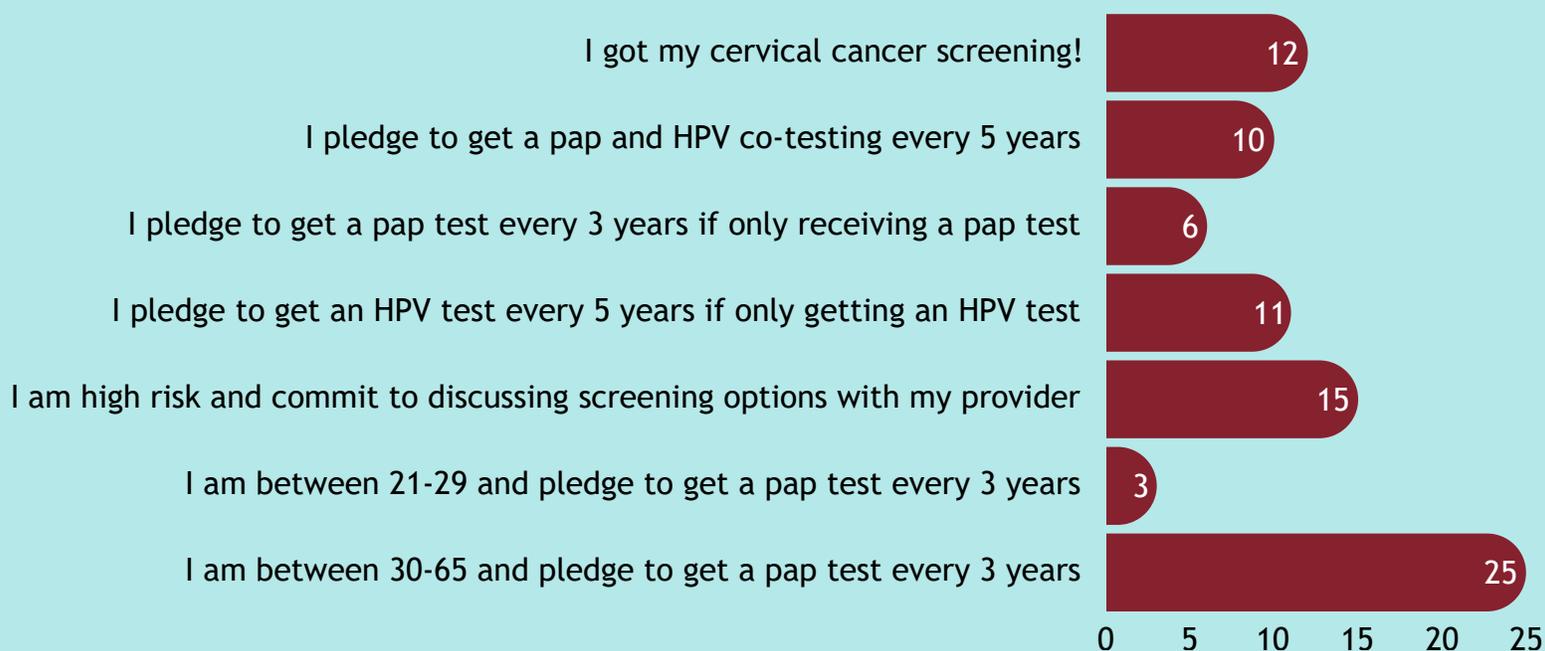
Sources: Centers for Disease Control and Prevention (CDC) and National Cancer Institute cervical cancer screening data (cdc.gov, progressreport.cancer.gov).

Screening Pledge



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 36 individuals who have chosen to sign a pledge.

What is our community pledging?



Social Media Campaign



American Indian Cancer Foundation
January 11 at 8:05 AM

Reminder! 📢
Our Turquoise Thursday webinar is THIS Thursday!
There's still time to register here: <https://ow.ly/ujc850XUzbi>
And...have you gotten your 🌟Turquoise Thursday🌟 merch yet?! Support the work we're doing while also finding your new favorite hoodie, shirt, or coffee mug: <https://aicaf-store.printful.me/>

THE AMERICAN INDIAN CANCER FOUNDATION PRESENTS
BEYOND THE TEST: BUILDING TRUST AND ENHANCING CERVICAL CANCER SCREENING OUTCOMES IN NATIVE COMMUNITIES

Join us for a one-hour webinar designed for medical professionals serving Native communities. Learn how to build community trust through culturally grounded care while implementing evidence-based cervical cancer screening and follow-up practices. Hear from our esteemed presenters - Dr. DiVestro and Dr. Bruge - as they share expertise to strengthen timely, effective, and culturally responsive care across the full screening continuum.

WEBINAR DETAILS:
January 15, 2026
12-1p CST
Register Here:

Questions? Email health@aicaf.org. To learn more about AICAF, visit AmericanIndianCancer.org.

MERCH LINE
A part of the official AICAF merch store!

- Crewnecks
- Hoodies
- Tote Bags
- Coffee mugs
- V-necks
- and more!

American Indian Cancer Foundation
January 21 at 9:02 AM

Did you know that cervical cancer screening guidelines have been updated? This month, we've partnered with our friends at **Teal Health** to tell you all about it! You now have the option to screen from home or continue screening in-clinic.

Both ways are accurate, but now you can choose. We have 3 simple asks this month:

- 1 Know your screening options.
- 2 Schedule your screening or put a reminder on the calendar.
- 3 Tell the group chat (because friends don't let friends skip screenings).

See which option is right for you at YourScreeningOptions.com
#DontDelayIt #YourScreeningOptions #CervicalCancerAwarenessMonth #ScreeningSavesLives #AICAF #HonorYourHealth

CERVICAL CANCER AWARENESS MONTH

HPV TEST, PAP SMEAR, CERVICAL CANCER SCREENING...

However you say it,
JUST DON'T DELAY IT

It's gotten easier

YourScreeningOptions.com

American Indian Cancer Foundation
January 9 at 8:00 AM

We're spending a lot of time talking about screening for cervical cancer this month, so we challenged some of our team members and partners to a game of fact or myth: cervical cancer edition! 🟢

Watch here for some commonly asked questions, as well as explanations from Dr. Rebecca Simon!

#TurquoiseThursday #ScreeningSavesLives #NativeHealthcare #AICAF #HonorYourHealth #CervicalCancerAwarenessMonth

Cervical Cancer Fact or Myth with AICAF

0:05 / 3:28

American Indian Cancer Foundation
January 27 at 9:10 AM

As a part of Turquoise Thursday, the team at AICAF created some amazing new cervical cancer Resources:

- Screen Our Circle HPV Self-Testing Guide
- Understanding Pap Tests & Cervical Health

Download both, as well as all our other free cervical cancer resources here:
<https://americanindiancancer.org/resource.../cervical-cancer/>

CERVICAL CANCER SCREENING SAVES LIVES.
HPV Self-Testing (Human papillomavirus)

Many native women are at a higher risk for cervical cancer, but it doesn't have to be your story, there is now a self test.

What is HPV?
HPV is a virus that can lead to cervical cancer. This virus has 16 types, so the only way to know if you have the virus is to test.

Why self-testing?
It's safe
It's private
Takes less than 5 minutes

Who should test?
If you are between 20 - 65 years old and haven't had a Pap or HPV test in the last five years, talk to your clinic about self-testing.

How often?
If your result is normal, you only need to test every 3 years.

Understanding Pap & Cervical Health
THE REPRODUCTIVE SYSTEM
UTERUS UTERINE CERVIX VAGINA

WHAT IS A PAP TEST?
A Pap Test is a preventative cancer screening that looks for cells that have changed or are abnormal for cancer or other conditions. The test may require you feel uncomfortable, but the test is quick and taking care of your body and health is a good reward.

A Pap Test and STD tests are different. A Pap Test does not test for STDs.

A Pap Test can find:
Cervical cancer at an early stage when it is treatable.
Certain types of human papillomavirus (HPV), a common infection that increases the risk of cervical cancer.

How often should people get a Pap Test?
• 21-29 year olds every 3 years
• 30-65 year olds every 3 years or every 5 years depending on the health care provider used for HPV.

Our Bodies B Protecting Our Health
Carry the burden of what we come from. Carrying the burden of fear for ourselves, our families, and our future.

Why Pap Matters
More than 100,000 women are diagnosed with cervical cancer every year. Most are preventable when they get a Pap Test.

WHY PAP MATTERS

Social Media Campaign



TURQUOISE THURSDAY SOCIAL MEDIA ANALYTICS			
Platform	Posts	Reach	Views
Instagram	10	1,950	3,607
Facebook	12	15,360	26,908
Total	22	18,967	30,515

AICAF's commitment to collaboration and engagement led to ongoing partnerships and efforts with Teal Health, Cervivor, and St. Jude Children's Research Hospital. These collaborations expanded AICAF's social media reach, with communications cross-posted across various platforms between these organizations.

AICAF's important work around cervical cancer prevention was highlighted in St. Jude HPV Cancer Prevention newsletter, and Turquoise Thursday social media posts were shared on Teal Health and Cervivor's social media pages, boosting awareness and engagement. Additionally, AICAF uplifted survivor's stories and expanded education around HPV tests, Pap smears, and cervical cancer screenings by sharing social media posts from Teal Health and Cervivor.

We look forward to continuing to further our reach and maximize engagement by deepening our relationships and collaborative efforts with organizations fighting hand in hand with us to reduce the impact of cervical cancer.



Collaborative Impact

The success of the Turquoise Thursday Cervical Cancer Awareness Campaign reflects the dedication, collaboration, and heart of AICAF's team and partners. This effort goes beyond awareness, it is a community-centered initiative grounded in Indigenous values, focused on addressing health disparities through education, advocacy, and action.

Over several months, AICAF intentionally engaged Native leaders, healthcare professionals, and community partners to ensure resources and outreach were culturally responsive, rooted in Indigenous knowledge, and centered on the lived experiences of our relatives. The impact of this campaign is made possible by the tireless commitment of our staff, clinic partners, and collaborators who are advancing health equity together.

We are especially grateful for our strong partnerships with Teal Health, Cervivor, and St. Jude, who amplified messaging and shared resources across their platforms to help raise awareness about cervical cancer risks and prevention in our communities.

Join Us

This work continues because of funders, partners, and advocates who share our vision for a healthier future. Your support expands outreach, strengthens culturally grounded programming, and helps save lives. AICAF's Awareness Month Sponsorship program offers opportunities for organizations and individuals to invest at levels ranging from \$10,000-\$20,000, with benefits including brand recognition, direct clinic support, and visibility across campaign materials and events.

Sponsorships fund Clinic Champion Microgrants, culturally tailored resources, screening incentives, and outreach materials, ensuring Indigenous communities have the tools to prioritize prevention. Sponsors also receive a tailored impact report highlighting engagement and measurable outcomes.

To explore sponsorship opportunities, contact Melissa Buffalo, CEO, at mbuffalo@americanindiancancer.org. Together, we can advance Indigenous-led solutions and create equitable access to prevention and early detection.



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