American Indian Cancer Foundation's

#SacredBreathMonth

2026 CAMPAIGN TOOLKIT

INTRODUCTION



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.

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

SACRED BREATH



Every November, AICAF has raised lung cancer awareness through our Sacred Breath campaign during National Lung Cancer Awareness Month.

Lung cancer is the leading cause of cancer-related death for Native people; our communities also have the highest smoking rate in the nation.

Throughout the month, we aim to improve lung health in our communities by:

- Raising awareness of lung cancer disparities in Indian Country.
- Encouraging community members to engage in healthy lung practices, like getting screened or participating in traditional activities or movement.
- Keeping traditional tobacco sacred through the promotion of commercial tobacco avoidance and cessation.

Because this national campaign happens on a digital platform, community members are able to participate from anywhere!



CAMPAIGN 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 Sacred Breath.

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

November Holidays and Observances

When planning your content for November, it's important to consider the special days and weeks dedicated to raising awareness about various topics. This is particularly relevant for the Sacred Breath campaign, where the focus is on lung cancer and the role of honoring our bodies emotionally, spiritually, mentally, and physically.

By aligning your posts with these special days, you can keep your content consistent, relevant, and engaging. This strategic planning not only enhances the impact of your messaging but also saves you time in the long run. Here's a list of key dates in November to keep in mind:

- Nov. 8-15: Rocs Your Mocs
- Nov. 11: Veteran’s Day
- Nov. 8-14: National Nurse Practitioner Week
- Nov 14. National Lung Cancer Screening Day
- Nov. 16: Great American Smokeout
- Nov. 19: Red Shawl Day
- Nov. 18: Sacred Breath Virtual Mini Summit
- Nov. 26: Thanksgiving, National Family Health History Day
- Nov. 29: Native American Heritage Day

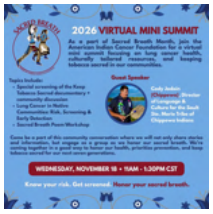


Please note that this is not a complete list of resources that are available and information is subject to change.

Social Media Calendar

Tag AICAF in your social media posts so we can share and support your programs!

americanindiancancer.org /AmericanIndianCancer

Topic	Media	
Support Sacred Breath	 (Download)	By protecting our lungs from commercial tobacco use, limiting exposure to secondhand smoke, and ensuring we have radon-safe environments, we commit to ensuring every Native person has the chance to breathe strong and healthy for generations to come. To honor our lungs means protecting them from harm: • Commercial tobacco use, • Secondhand smoke, which still affects too many of our homes and community spaces. • Radon exposure, an invisible but deadly gas that is the second leading cause of lung cancer. Reclaiming traditional tobacco, avoiding commercial tobacco, and creating healthy, smoke-free, and radon-safe environments are ways we protect both our breath and the breath of the next seven generations. Learn how to get involved at americanindiancancer.org
Virtual Mini Summit	 (Download)	As a part of Sacred Breath Month, join the American Indian Cancer Foundation for a virtual mini summit focusing on lung cancer screening, culturally tailored resources, and keeping tobacco sacred in our communities. Come be a part of this November 18th community conversation that will not only share stories and information, but engage as a group as we honor our sacred breath. Let's come together in a good way to honor our health, prioritize prevention, and keep tobacco sacred for our next seven generations. Register at https://us02web.zoom.us/meeting/register/Og1PZE-TQrSFKY9oOttqdA
Lung Cancer Awareness	 (Download)	We know our breath is sacred, yet many of us may not know the warning signs of lung cancer. Early detection is key, but awareness is the first step. AICAF's #SacredBreath campaign is here to remind us to pay attention to our bodies and seek regular screenings. Let's protect our lungs, our breath, and our future.
Keeping Tobacco Sacred	 (Download)	Tobacco is a sacred gift from the Creator, offered in prayer, gratitude, and respect. But commercial tobacco use threatens our health and the sacredness of our breath. This November, the #SacredBreath campaign calls on us to honor our ancestors by raising awareness of lung cancer and promoting healthy lung practices. Learn more about the difference between traditional and commercial tobacco and how to protect our sacred breath by visiting AICAF's Traditional Tobacco website at www.traditionaltobacco.org #KeepTobaccoSacred #ReclaimingSacredTobacco #SacredBreath

RESOURCES

MEDIA ASSETS



SB Graphic Square (Download)



SB Graphic Banner (Download)

AICAF LUNG HEALTH AND INDIGENOUS LIFEWAYS RESOURCES

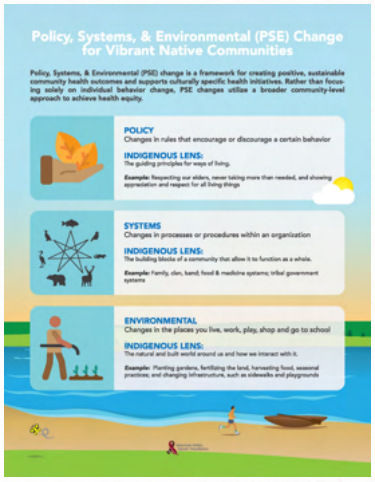
AICAF offers culturally tailored resources to support our realtives in their physical, emotional, and spiritual well-being. From sharing Indigenous lifeways to healthy eating and physical activity, we promote holistic health through Policy, Systems, and Environmental (PSE) change.



Keeping Tobacco Sacred (Download)



Lungs Are Important (Download)



PSE for Vibrant Native Communities (Download)



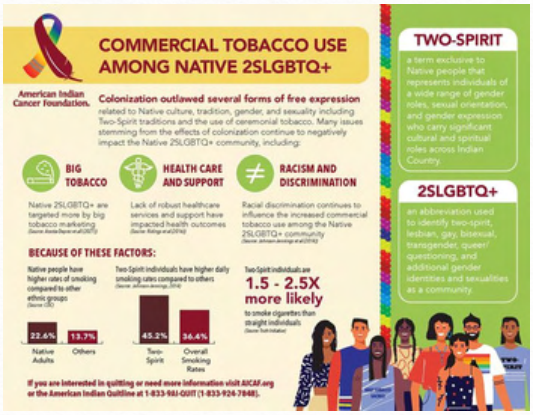
Keep It Tradish (Download)

Explore more culturally tailored resources at AmericanIndianCancer.org or visit our YouTube page to share our PSA's and webinars!

AICAF RESOURCES (continued)



E-cigarettes Are Not Our Tradition (Download)



Commercial Tobacco Use Among Native 2SLGBTQ+ (Download)



DIY Fillable Quit Kit (Download)



Indigenous Lifeways Are Prevention (Download)

POLICY IN ACTION

In order to model positive cancer prevention for our communities and Native organizations, AICAF has developed polices to address cancer prevention and early detection.

Use these templates to promote policy, systems and environmental change in your workplace!

For a full list of policy templates, visit AmericanIndianCancer.org.

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.

Sacred Breath Branding



AMERICAN INDIAN CANCER FOUNDATION (AICAF)

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

ABOUT THE SACRED BREATH CAMPAIGN

For the last seven years, AICAF has raised lung cancer awareness through our Sacred Breath campaign during November's National Lung Cancer Awareness Month.

Lung cancer is the leading cause of cancer-related death for Native people; our communities also have the highest smoking rate in the nation.

Throughout the month, we aim to improve lung health in our communities by:

- Raising awareness of lung cancer disparities in Indian Country.
- Encouraging community members to engage in healthy lung practices, like getting screened or participating in traditional activities or movement.
- Keeping traditional tobacco sacred through the promotion of commercial tobacco avoidance and cessation.

Because this national campaign happens on a digital platform, community members are able to participate from anywhere!

BRANDING- THEMES, COLORS, FONTS



AICAF RED #862633	BLUE BEADS BLUE #0129a7	SKY BLUES	WHITE

Red: As the primary color of our organization, red represents our identity and mission to eliminate cancer burdens among Native people. It serves as a powerful reminder of our commitment to supporting those affected by lung cancer and our ongoing efforts to improve health outcomes. “Healing with Culture. Reclaiming Indigenous Health”

Blue: Shades of blue are frequently associated with lung health, symbolizing the air we breathe and the importance of clean air, which is crucial for lung health.

White: this is the official color for lung cancer awareness

Maintaining a Cohesive Color Scheme for Sacred Breath:
The Sacred Breath campaign is recognized by its colors which have become synonymous with our efforts to raise lung cancer awareness in Native communities. To ensure a consistent and professional look across all campaign elements, including the virtual run/walk, I propose that we keep the color scheme of red, white, and blue for all visuals and materials.

Using a unified color palette will:
- Strengthen the visual identity of the Sacred Breath campaign.
- Make our materials easily recognizable and professionally aligned.
- Enhance overall brand cohesion and impact.

HEADING: FONTIN BOLD
SUBHEADING: FONTIN REGULAR
BODY: TREBUCHET MS



American Indian Cancer Foundation®

34 13th Ave NE, Suite 112
Minneapolis, MN 55413
612.314.4848
communications@aicaf.org

www.AmericanIndianCancer..org

