

AMERICAN INDIAN CANCER FOUNDATION'S
INDIGENOUS PINK *Social Media Toolkit*



**A National Breast Cancer Awareness Month
media guide for Indigenous communities**

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About the Toolkit

October is National Breast Cancer Awareness Month and American Indian Cancer Foundation (AICAF) invites you to join us for Indigenous Pink, a national campaign that raises awareness of breast cancer burdens in Indian Country. Get involved by educating your community about the importance of early detection and screening, and by celebrating the strength and resilience of breast cancer survivors and caregivers everywhere. This toolkit provides a framework for hosting Native-focused breast cancer social media campaigns. It includes useful resources, information, and sample posts that can be customized with information unique to your audience.

Don't have the time or capacity to implement this toolkit? Don't worry! You can still engage your audience by resharing messages from AICAF.

Who Should Use the Toolkit?

We should all take action to raise awareness and honor Indigenous breast cancer survivors and caregivers. Public health and cancer control professionals, coalitions, clinics, and community-based organizations that serve our cancer survivors are especially encouraged to use and adapt this toolkit to meet the needs of their community.

For additional assistance with Indigenous Pink event planning and implementation, please contact AICAF's Cancer Equity Team at health@aicaf.org.

Breast Cancer Information

Cancer Basics

Cancer occurs when cells in the body start growing out of control and interfere with the body's normal functions. Cancer cells compete against healthy cells and, in doing so, cause increased death of healthy cells. With the death of these healthy cells they can form lumps or masses called tumors. Unfortunately, if left undetected or untreated these can lead to metastasis, which means the cancer has moved from where it originally formed within the body and has spread to other areas.

There are a variety of different risk factors that can make an individual more susceptible to developing cancer:

- External factors can include: smoking commercial tobacco, chemicals, radiation, infectious organisms
- Internal factors can include: hormones, inherited genes, older age
- External and internal factors can act together or in sequence to start the development of cancer

All bodies are at risk for cancer. Whether you are male, female, old, young, healthy or unhealthy, cancer does not discriminate. Risks increase as we get older. Most cancer occurs in people over the age of 55, but it can happen to a person at any age.

Breast Cancer Facts

- Breast cancer is the most diagnosed cancer in Native women
- Breast cancer develops when cells grow out of control and form a tumor in the breast



- Breast cancer forms in tissues of the breast, usually the ducts and lobules
- Native women have a 7% higher chance of developing breast cancer than non-Hispanic white women
- Native women have a 10% higher death rate from breast cancer than non-Hispanic white women
- There is currently no breast cancer data for Indigenous people of other sexes and genders

Importance of Screening

Your doctor is the best person to start a conversation with about breast cancer screening. People should look to and rely on their doctor to provide accurate screening recommendations. We should also be aware of when we may be due or overdue for preventative health screenings. Easy ways to keep track of when you are due is to write it on your fridge board or set a calendar reminder in your phone.

Early and regular breast cancer screening provides the best chance for successful treatment. Screening tests include mammography and clinical breast exams (CBE's).

- A mammogram is an x-ray of the breast that is taken by a trained specialist. The breast is placed between two plates that press together to spread the breast tissue. After several images are taken of each breast, a radiologist will look over the x-ray
- CBE's are done by a provider during a regular checkup. However, they aren't always recommended due to the higher chance of having a false-positive. When thinking about CBE's, it is important to know your body and be aware of any changes that may occur

For some women at a higher risk of breast cancer, breast MRI's may also be used.

- Breast MRI's use magnetic fields to create images of the breast and are used for breast cancer diagnosis and staging. This is often an exam that is used for women who are at higher risk for breast cancer

Breast Cancer Screening Guidelines

- From the ages of 40-44, women have the option to begin annual screening
- From the ages of 45-54, women should start to receive annual screening
- From the age of 55 and over, women can receive screening every two years with an option to screen yearly

Doctors should conduct an organ based routine cancer screening for all transgender patients in accordance with the guidelines identified. As a rule, if an individual has a particular body part or organ and otherwise meets criteria for screening based on risk factors or symptoms, screening should proceed regardless of hormone use. Therefore, an ongoing and thorough medical and surgical history is crucial to determine an individual patient's screening needs.



Social Media Guide

The first step when designing your social media strategy should be to identify and learn about your audience. Ask yourself:

- Who is my intended audience? Be as specific as possible
- What health issue(s) affect(s) my audience?
- What action(s) do I want my audience to take and why?
- What social media platforms does my audience use?
- How does my audience prefer to be reached with health messaging?
- What message(s) will be most effective for my audience?
- What language(s) and tone(s) resonate(s) best with my audience?

Social Media Channels

Twitter, Facebook, Instagram, LinkedIn, Snapchat, Pinterest, and more - social media is growing every day, along with opportunities for outreach and engagement. Below are best practices for some of the most popular social media platforms, but many of the tips can be applied to other digital media like blogs, websites, or phone apps.

Facebook Best Practices

- ❑ Facebook algorithms prioritize “meaningful interactions” over unrelated content. This means posting content that feels personal, conversation, and authentic
- ❑ Shorter posts get up to 60% more distribution than longer posts
- ❑ Post consistently and with a variety of different content types like video or photos to maximize reach and make your content stand out
- ❑ Acknowledge follower and visitor interactions and comments on your page. Use Facebook analytics and insights to learn how your audience is interacting with your comments
- ❑ Vary your post type. Users don’t engage the same way with every post
- ❑ Consider turning on comment filters to prevent harassment in your comment section, and to avoid identifying people in photos without their consent

Twitter Best Practices

- ❑ Keep tweets below the 280 character limit. This allows users to retweet while adding their own comments
- ❑ Add colorful photos, videos, infographics, or other illustrations whenever possible
- ❑ Post regularly and make sure content is useful and relevant to your audience
- ❑ Don’t just talk at your audience, interact with them. Ask questions and listen to build engagement
- ❑ Tweet at an author or organizational Twitter handle, when possible
- ❑ Use Twitter, Sprout Social, Hootsuite or other social media scheduling tools to shorten links as you write tweets
- ❑ Promote engagement with other organizations by liking or retweeting their content - you can even add your own comments before retweeting. Likewise, be responsive and recognize retweets, mentions, and when others share your content
- ❑ Remember that tweets cannot be edited once they are posted, so proofread before you post



Sample Social Media Posts

Date	Facebook Post	Tweet
10.1.20	October is #IndigenousPink month! We're reminding Native communities that all bodies have breast tissue and are at risk for breast cancer. Engage with us all month long as we raise awareness of Indigenous breast cancer disparities, encourage our sacred relatives to get screened, and honor the strength and resilience of breast cancer survivors everywhere. Use the #IndigenousPink calendar to get involved: ow.ly/QaUe50BEck8	October is #IndigenousPink month! Raise awareness of Indigenous breast cancer disparities, encourage relatives to get screened, and celebrate the strength and wisdom of #breastcancersurvivors everywhere. Engage all month long: ow.ly/QaUe50BEck8 #AllBodiesHaveBreastTissue
10.2.20	Current breast cancer screening guidelines recommend most Native women ages 45-54 have annual mammograms. However, all bodies have breast tissue and should be screened if symptoms are present. Learn how to check your chest for common breast cancer signs and symptoms. Talk to your doctor if you notice any abnormalities. ow.ly/NXuq50Bl1D	Screening guidelines recommend most Native women ages 45-54 have annual mammograms. However, #AllBodiesHaveBreastTissue and should be screened if symptoms are present. #CheckYourChest for these common symptoms and see a doctor if you notice any changes. ow.ly/NXuq50Bl1D
10.3.20	Breast cancer is the second leading cause of cancer death for Native women. While we know that all bodies are at risk for breast cancer, currently there is no data that tells the story of mortality rates for Native people as a whole. Still, getting screened saves all lives by detecting breast cancer in the early stages before it can spread. Talk to your doctor to learn about your options. ow.ly/gS850Bmjff	Breast cancer is the 2nd leading cause of cancer death for Native women. Currently, this data doesn't exist for the entire population. Still, #AllBodiesHaveBreastTissue and should be screened for cancer. Talk to your doctor to learn about your options. ow.ly/gS850Bmjff
10.6.20	It's normal to feel nervous about an upcoming mammogram. Alleviate your fears about breast cancer screening by learning from this #IndigenousPink webinar! Find out what you can expect, and how to prepare for your next appointment: ow.ly/W9xj50wmKbE	Nervous about an upcoming mammogram? Alleviate your fears about #breastcancerscreening by watching this #IndigenousPink webinar! Learn what you can expect, and how to prepare for your next appointment: ow.ly/W9xj50wmKbE #AllBodiesHaveBreastTissue #CheckYourChest
10.7.20	#IndigenousPinkDay happens Thursday,	#IndigenousPinkDay happens Thursday,



	<p>October 15, and we're reminding our relatives that all bodies have breast tissue! Help AICAF raise awareness of breast health in Indian Country by wearing pink and encouraging your loved ones to get screened. Learn more on our event page: ow.ly/xqHL50BrPgM</p>	<p>October 15, and we're reminding our relatives that #AllBodiesHaveBreastTissue! Help us raise awareness of breast health in Indian Country by wearing pink and encouraging your loved ones to get screened. Learn more: ow.ly/xqHL50BrPgM</p>
10.9.20	<p>Emily Wheeler (Absentee Shawnee Tribe) never thought breast cancer was possible at 29. Now as a survivor, she encourages Native people to start making their health a priority, and wants them to know they're "worth that extra trip to the doctor." Read more #IndigenousPink survivor stories: ow.ly/gog150BmtZc</p>	<p>Emily Wheeler (Absentee Shawnee Tribe) never thought she'd get breast cancer at 29. Today as a survivor, she wants Native people to know they're "worth that extra trip to the doctor." Read more #IndigenousPink survivor stories: ow.ly/gog150BmtZc #CancerScreeningSavesLives</p>
10.11.20	<p>Using commercial tobacco and e-cigarettes can increase our risk for developing breast cancer, and can cause complications during breast cancer treatments. Keep tobacco sacred, and keep our families healthy across Indian Country. Get started on your quitting journey: ow.ly/sZic50Bmwln</p>	<p>Using commercial tobacco and e-cigs can increase our risk for developing #breastcancer, and can cause complications during breast cancer treatments. #KeepTobaccoSacred, and keep our families healthy across Indian Country. Get help quitting today: ow.ly/sZic50Bmwln</p>
10.12.20	<p>Happy Indigenous People's Day! Today we celebrate the culture of Native people. We learn from and respect their historical truths about the genocide and oppression that has impacted the health of communities across the nation. Native people currently experience some of the highest rates of cancer in the world. Honor our relatives today by making a commitment to reclaim Indigenous wellness. Take the pledge to get screened for breast cancer: ow.ly/1zen50BrFG4</p>	<p>On #IndigenousPeoplesDay we learn and respect historical truths of genocide and oppression that has impacted health in our communities. Honor our relatives by making a commitment to reclaim #Indigenouswellness. Pledge to get screened for breast cancer: ow.ly/1zen50BrFG4</p>
10.13.20	<p>It's Metastatic Breast Cancer Awareness Day! Nearly 30% of women diagnosed with early-stage breast cancer develop metastatic disease, where the cancer spreads to other parts of the body. Being diagnosed with metastatic breast cancer can be overwhelming, but there are a wide variety of treatment options and new</p>	<p>In nearly 30% of women diagnosed with early-stage breast cancer, the disease will spread to other parts of the body. Living with #metastaticbreastcancer can be overwhelming, but the variety of advanced treatment options can help you live a fulfilling life: ow.ly/yYhG50Bnecc</p>



	<p>medicines being tested every day to help you live life to the fullest: ow.ly/yYhG50Bnecc</p>	
10.15.20	<p>Happy #IndigenousPinkDay! Help raise awareness about breast cancer in Native communities by wearing pink and encouraging your loved ones to check their chests! Show us your commitment to ending breast cancer in Indian Country by posting a picture of yourself using #IndigenousPink in AICAF's Facebook Event: ow.ly/xqHL50BrPgM</p>	<p>Happy #IndigenousPinkDay! Raise awareness about #breastcancer in Indian Country by wearing pink & encouraging loved ones to check their chests! Post a picture using #IndigenousPink in the event to show your commitment to ending Indigenous breast cancer burdens: ow.ly/xqHL50BrPgM</p>
10.16.20	<p>It's World Food Day! Nutrition plays a role in every aspect of our health, and is especially important for cancer survivors on their healing journey. Honor the Indigenous breast cancer survivors in your life by making a pink food inspired recipe from the #IndigenousPink Cookbook! ow.ly/9bjL50BnhLW</p>	<p>It's #WorldFoodDay! Nutrition plays a vital role in our health, and is especially important for cancer survivors on their healing journey. Honor Indigenous #breastcancersurvivors by making a pink food inspired recipe from the #IndigenousPink Cookbook! ow.ly/9bjL50BnhLW</p>
10.18.20	<p>Were your breast cancer screening results abnormal? Watch this #IndigenousPink webinar to learn how to follow up, and the questions to ask after an abnormal screening: ow.ly/cU8V50wmLsg</p>	<p>Were your #breastcancerscreening results abnormal? Watch this #IndigenousPink webinar to learn how to follow up, and the questions to ask after an abnormal screening: ow.ly/cU8V50wmLsg</p> <p>#AllBodiesHaveBreastTissue #CheckYourChest #CancerScreeningSavesLives</p>
10.19.20	<p>This week we celebrate the contributions professionals have made to improve healthcare quality, especially during the COVID-19 pandemic. Learn how we can continue improving culturally-relevant care for Indigenous breast cancer survivors by combining traditional healing with Western medicine: ow.ly/4vLT50BqGJx</p> <p>#NationalHealthcareQualityWeek</p>	<p>During #NationalHealthcareQualityWeek we celebrate the contributions professionals have made to improve healthcare quality. Learn how we can continue improving by providing culturally-relevant care to Indigenous #breastcancersurvivors: ow.ly/4vLT50BqGJx</p>
10.21.20	<p>National Health Education Week focuses on increasing awareness of major public health issues and promoting the importance of health education. Learning the breast cancer basics, like statistics, warning signs,</p>	<p>#NationalHealthEducationWeek aims to increase awareness of major public health issues and promote the importance of health education. Learn the #breastcancer basics to stay</p>



	and screening information, can help keep our communities informed and give them a better understanding of how to prevent it. Learn about breast cancer: ow.ly/4Kiz50Bnm85	informed and gain a better understanding of how to prevent it: ow.ly/4Kiz50Bnm85
10.23.20	Indigenous milk is medicine not only for our sacred babies, but also for birthers. Chest feeding can help lower the risk of diseases and chronic illnesses like breast cancer. Talk with your family and your doctor about chest feeding so you are ready when baby arrives! ow.ly/8g2g50Bnodd	#IndigenousMilksMedicine not only for our sacred babies, but also for birthers. Chest feeding can help lower the risk of chronic illnesses like #breastcancer. Talk with your family and your doctor about chest feeding so you are ready when baby arrives! ow.ly/8g2g50Bnodd
10.25.20	Having a mother, sister, daughter, or relative with breast cancer can increase your chances of getting it, too. Gather your family's breast health history and share the information with your doctor to find out if you're at a higher risk. ow.ly/mjFV50Bnpq5	Having a mother, sister, daughter, or relative with #breastcancer can increase your chances of getting it, too. Gather your family's breast health history and share the information with your doctor to find out if you're at a higher risk. ow.ly/mjFV50Bnpq5 #AllBodiesHaveBreastTissue
10.27.20	Men have breast tissue and are at risk for developing breast cancer. In fact, they carry a higher mortality than women because awareness among men is often much lower. Men, women, non-binary, and gender fluid people: be proactive and get screened if you feel something is wrong! ow.ly/yaGE50wlsbF	#AllBodiesHaveBreastTissue and are at risk for breast cancer. In fact, men carry a higher mortality rate than women because awareness is often much lower. Men, women, non-binary, and gender fluid people: get screened if you feel something is wrong! ow.ly/yaGE50wlsbF
10.29.20	Improving Indigenous breast cancer disparities should be a priority for every community. AICAF's Cancer Plan aims to achieve health equity across the cancer continuum; it provides strategies for reducing late stage breast cancer diagnosis by 2022. ow.ly/iztc50BrQmR	Improving Indigenous #breastcancer disparities should be a priority for every community. AICAF's Cancer Plan aims to achieve #healthequity across the cancer continuum; it provides strategies for reducing late stage breast cancer diagnosis by 2022. ow.ly/iztc50BrQmR
10.30.20	To reduce Indigenous breast cancer burdens, we must involve men, non-binary, and gender fluid people in the conversation. In this study, men agreed that opportunities exist to enhance awareness and support for their role in breast cancer education and screening decisions. Learn more: ow.ly/mqgO50BrKux	Involving men, non-binary and gender fluid people in #breastcancer conversations are necessary for reducing burdens across Indian Country. This study shows there are opportunities to enhance support for men's role in education and screening decisions: ow.ly/mqgO50BrKux

