

Blue Beads for CRC Media Toolkit:



**A colorectal cancer awareness toolkit for health
professionals & communications teams**



For Immediate Release

March 1, 2020

health@aicaf.org

AICAF Strives to Prevent Colorectal Cancer in Indian Country

MINNEAPOLIS, MN - American Indian Cancer Foundation (AICAF) is taking action against colorectal cancer (CRC) in Indian Country by launching its second annual Blue Beads initiative. During National Colorectal Cancer Awareness Month this March, AICAF encourages Native people everywhere to get screened, raise awareness about the importance of screening, and show support for our CRC survivors and caregivers.

Colorectal cancer is the second most common cancer among Indigenous people, and is the second leading cause of cancer death. American Cancer Society reports show that only 39% of people ages 50-75 in Indian Health Service areas have been screened for colon cancer compared to 68% of the overall U.S. population. AICAF advocates that all Native men and women - especially those with a family history of CRC or polyps - should get screened at age 45 instead of the recommended age of 50. AICAF CEO Kris Rhodes (Bad River & Fond du Lac Band of Chippewa) says “multiple approaches are critical to addressing colorectal cancer screening rates, but the greatest necessity to building the momentum lies in joint partnerships.”

Join us in eliminating these health disparities across our communities, and help spread the word that CRC screening saves lives! Here’s how to get involved:

Wear Blue.

Wear blue beadwork or clothing to raise awareness of colorectal cancer in our communities and the importance of screening, and to honor relatives who have faced or are currently facing a diagnosis.

Get Screened.

Talk to your health care provider to schedule your next screening, and learn more about ways to lower your risk. Talk to your loved ones about the importance of early detection and encourage them to get screened.

Learn.

Engage with AICAF the entire month of March as we provide new colon cancer resources, toolkits, webinars and podcasts. Stay informed about colorectal cancer prevention and share our educational materials with loved ones in your community!

Share.

Share a picture of yourself wearing blue beads or clothing on AICAF's social media channels. Post your photos using the hashtag [#BlueBeadsDay](#) so we can see how you are raising awareness!

Tell your friends, family, and coworkers about Blue Beads Day and ask them to wear blue to support colon cancer awareness in Indian Country.

Join Our Community.

Like the American Indian Cancer Foundation on Facebook, follow us on Twitter and Instagram, and sign up for our newsletter to stay up to date on the latest cancer education resources and activities.

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The **American Indian Cancer Foundation** (AICAF) created the *Blue Beads for CRC Media Toolkit* that includes sample social media posts for Facebook and Twitter. The following content can be easily copied and pasted into the social media platform of your choice. Please feel free to personalize these posts with pictures and information that is unique to your community! Our team celebrates several brave cancer champions throughout the month. We encourage you to share their stories, and uplift the voices of the cancer survivors in your community.

Date	Facebook	Twitter
3.1.20	<p>March is Colorectal Cancer Awareness Month! Colon cancer is the second most common cancer among Indigenous people, and the second leading cause of cancer death. #GetBehindCRCScreening to help us end colon cancer in Indian Country! http://ow.ly/ABTX30nL6OE</p>	<p>March is Colorectal Cancer Awareness Month! Colon cancer is the second most common cancer among Indigenous people, and the second leading cause of cancer death. #GetBehindCRCScreening to help us end colon cancer in Indian Country! http://ow.ly/ABTX30nL6OE</p>
3.2.20	<p>#BlueBeadsDay happens Wednesday, March 25th! Help us raise awareness about colorectal cancer in Indian Country by wearing blue beads and spreading the word to #GetBehindCRCScreening! Join our event: http://ow.ly/nRO150ytK97</p>	<p>#BlueBeadsDay happens Wednesday, March 25th! Help us raise awareness about colorectal cancer in Indian Country by wearing blue beads and spreading the word to #GetBehindCRCScreening! Join our event: http://ow.ly/nRO150ytK97</p>
3.3.20	<p>Most colorectal cancer starts as non-cancerous growths or polyps, which can be detected with regular screenings and removed with a colonoscopy. Screening is highly recommended for Native men and women ages 45-75. #GetBehindCRCScreening and talk to your doctor about when screening is right for you! http://ow.ly/38Rv50ypBK4</p>	<p>#GetBehindCRCScreening for today, tomorrow & for future generations! Most CRC starts as non-cancerous growths or polyps, which can be detected with regular screenings & removed with a colonoscopy. Talk to your doctor about when screening is right for you! http://ow.ly/38Rv50ypBK4</p>
3.4.20	<p>Learn the #CRC basics! Watch AICAF's "Colorectal Cancer 101" webinar to get informed about the signs, risk factors, prevention methods, and screening guidelines for CRC: http://ow.ly/L4lk50ypCfX</p>	<p>Learn the #CRC basics! Watch AICAF's "Colorectal Cancer 101" webinar to get informed about the signs, risk factors, prevention methods, and screening guidelines for CRC: http://ow.ly/L4lk50ypCfX</p>

3.5.20	<p>But(t) I don't have any symptoms! Indigenous people are often diagnosed with CRC in its later stages when symptoms are more obvious. Pay attention to your body and use AICAF's new resource to help you learn the signs and symptoms of CRC: http://ow.ly/yw9k50yvFct</p>	<p>But(t) I don't have any symptoms! Indigenous people are often diagnosed with CRC in its later stages when symptoms are more obvious. Pay attention to your body and use AICAF's new resource to help you learn the signs and symptoms of CRC: http://ow.ly/yw9k50yvFct</p>
3.6.20	<p>Today is #DressInBlueDay! This year more than 147,000 people will be diagnosed with colorectal cancer. Join our fight to end this preventable disease by wearing blue to honor all those impacted by CRC. Join the movement: http://ow.ly/DT9750ypDN2</p>	<p>Today is #DressInBlueDay! This year more than 147,000 people will be diagnosed with colorectal cancer. Join our fight to end this preventable disease by wearing blue to honor all those impacted by CRC. Join the movement: http://ow.ly/DT9750ypDN2</p>
3.7.20	<p>Are you wondering what you should expect at your upcoming colonoscopy? Read the blog post "Colonoscopy Prep" to help you understand what your experience might be like: http://ow.ly/JGIP50ypENN</p>	<p>Are you wondering what you should expect at your upcoming colonoscopy? Read the blog post "Colonoscopy Prep" to help you understand what your experience might be like: http://ow.ly/JGIP50ypENN</p>
3.8.20	<p>Colon cancer often has no signs or symptoms in its early stages. If found and treated early enough, 9 out of 10 people will survive. #GetBehindCRCScreening and talk to your doctor about which screening option is right for you: http://ow.ly/czcN30nSq1Z</p>	<p>Colon cancer often has no signs or symptoms in its early stages. If found and treated early enough, 9 out of 10 people will survive. #GetBehindCRCScreening and talk to your doctor about which screening option is right for you: http://ow.ly/czcN30nSq1Z</p>
3.9.20	<p>Does colorectal cancer run in your family? If so, you may be at an increased risk. Learn your family's health history and ask your doctor if you should be screened for CRC before the recommended age of 45. Use AICAF's Family History Tree to guide you: http://ow.ly/u8K650ypFFd</p>	<p>Does colorectal cancer run in your family? If so, you may be at an increased risk. Learn your family's health history and ask your doctor if you should be screened for CRC before the recommended age of 45. Use AICAF's Family History Tree to guide you: http://ow.ly/u8K650ypFFd</p>
3.10.20	<p>A lot can be learned from the wisdom of our elders. Read about the experiences and inspiring journeys of these brave colon cancer survivors: http://ow.ly/c1Qg50ypGuw</p>	<p>A lot can be learned from the wisdom of our elders. Read about the experiences and inspiring journeys of these brave colon cancer survivors: http://ow.ly/c1Qg50ypGuw</p>

3.11.20	Which screening test is right for you? The 3 tests that most accurately identify CRC are the colonoscopy, flexible sigmoidoscopy, and the stool test. Use AICAF's new resource to help you determine which option is best for you: http://ow.ly/wlfu50yyPrJ	Which screening test is right for you? The 3 tests that most accurately identify CRC are the colonoscopy, flexible sigmoidoscopy, and the stool test. Use AICAF's new resource to help you determine which option is best for you: http://ow.ly/wlfu50yyPrJ
3.12.20	Last year colon cancer survivor Johnny Nelson (Navajo) shared his incredible journey with AICAF. We recently connected with him again to find out how he's been and learn about the work he does for his community. Listen to the podcast: http://ow.ly/SRbX50yxUVU	Last year colon cancer survivor Johnny Nelson (Navajo) shared his incredible journey with AICAF. We recently connected with him again to find out how he's been and learn about the work he does for his community. Listen to the podcast: http://ow.ly/SRbX50yxUVU
3.13.20	What we eat has a big impact on the health of our colon. Including more high-fiber fruits and vegetables, whole grains, and foods rich in Omega-3 fatty acids helps our systems function properly, and can prevent #ColorectalCancer: http://ow.ly/5zTq50yqG1t	What we eat has a big impact on the health of our colon. Including more high-fiber fruits and vegetables, whole grains, and foods rich in Omega-3 fatty acids helps our systems function properly, and can prevent #ColorectalCancer: http://ow.ly/5zTq50yqG1t
3.15.20	Screening is critical to improving colorectal cancer outcomes in Indian Country. AICAF developed the "Advancing Health Systems" provider toolkit to help tribal and urban clinic teams implement system changes to increase CRC screening in their communities: http://ow.ly/UdlM50ypRXT	Screening is critical to improving colorectal cancer outcomes in Indian Country. AICAF developed the "Advancing Health Systems" provider toolkit to help tribal and urban clinic teams implement system changes to increase CRC screening in their communities: http://ow.ly/UdlM50ypRXT
3.16.20	Create a #GetBehindCRCScreening Postcard for our relatives! AICAF invites youth to personalize our card with a message that reminds loved ones to get screened, or honors a survivor. We'll share these creations with clinics across Indian Country! Learn more http://ow.ly/xUkm50yz3To	Create a #GetBehindCRCScreening Postcard for our relatives! AICAF invites youth to personalize our card with a message that reminds loved ones to get screened, or honors a survivor. We'll share these creations with clinics across Indian Country! Learn more http://ow.ly/xUkm50yz3To
3.17.20	Join us today at 1pm CST for a live colorectal cancer webinar! In this two-part series, AICAF provides training on its "Advancing Health Systems" resource, a CRC screening toolkit for providers & clinic teams. Register for Part 1 now: http://ow.ly/hyY650yqSGS	Join us today at 1pm CST for a live colorectal cancer webinar! In this two-part series, AICAF provides training on its "Advancing Health Systems" resource, a CRC screening toolkit for providers & clinic teams. Register for Part 1 now: http://ow.ly/hyY650yqSGS

3.18.20	Watch this #ColorectalCancer webinar to learn why adding more high-fiber foods to your diet is important for preventing CRC: http://ow.ly/sZh350ywY2E	Watch this #ColorectalCancer webinar to learn why adding more high-fiber foods to your diet is important for preventing CRC: http://ow.ly/sZh350ywY2E
3.19.20	Smoking can put you at an increased risk for many types of illnesses - including some people might not immediately associate with cigarettes, like #ColorectalCancer. Use AICAF's Quit Connections resource to help you start your quitting journey today: http://ow.ly/hdQ550yqJft	Smoking can put you at an increased risk for many types of illnesses - including some people might not immediately associate with cigarettes, like #ColorectalCancer. Use AICAF's Quit Connections resource to help you start your quitting journey today: http://ow.ly/hdQ550yqJft
3.23.20	AICAF partnered with colon cancer survivor Robert DesJarlait (Red Lake Nation) for the Powwow Colon Cancer Initiative, where he visited six tribal communities across Minnesota to share his journey and advocate for Native people to #GetBehindCRCScreeing. http://ow.ly/3liV30nL7nJ	AICAF partnered with colon cancer survivor Robert DesJarlait (Red Lake Nation) for the Powwow Colon Cancer Initiative, where he visited six tribal communities across Minnesota to share his journey and advocate for Native people to #GetBehindCRCScreeing. http://ow.ly/3liV30nL7nJ
3.25.20	It's #BlueBeadsDay! Encourage friends and relatives in your community to #GetBehindCRCScreeing by rocking blue beads & clothing. Join AICAF's Facebook event to get involved and help raise awareness about colorectal cancer screening in Indian Country: http://ow.ly/nRO150ytK97	It's #BlueBeadsDay! Encourage friends and relatives in your community to #GetBehindCRCScreeing by rocking blue beads & clothing. Join AICAF's Facebook event to get involved and help raise awareness about colorectal cancer screening in Indian Country: http://ow.ly/nRO150ytK97
3.31.20	Join us today at 1pm CST for "Colorectal Cancer Screening Initiatives Across Indian Country." This webinar features a panel of health professionals that will explain how clinics are taking action to improve CRC screening in Native communities. Register: http://bit.ly/AIANCRC331	Join us today at 1pm CST for "Colorectal Cancer Screening Initiatives Across Indian Country." This webinar features a panel of health professionals that will explain how clinics are taking action to improve CRC screening in Native communities. Register: http://bit.ly/AIANCRC331

