

*Lungs are important. Breathing is sacred.*



## Lung Cancer Awareness Month Social Media Toolkit

*A media planning resource for community members, public health professionals & leaders working towards cancer equity*



## American Indian Cancer Foundation.

The American Indian Cancer Foundation (AICAF) created the **#LungCancerAwarenessMonth Social Media Toolkit** to engage community members, public health professionals, and leaders working towards cancer equity in raising awareness of lung health in American Indian and Alaska Native (AI/AN) communities. AICAF will celebrate Lung Cancer Awareness Month throughout November, sharing new infographics, webinars, and lung health information. It will also host the *Say No to Commercial Tobacco Meme Competition* for youth ages 13-17. The Toolkit shares AICAF-specific events and culturally-tailored resources, and includes sample posts for Facebook and Twitter that can easily be copied and pasted into the social media platform of your choice. We encourage you to personalize these posts with pictures and information that is unique to your community! Remember to follow AICAF on social media, and visit [aicaf.org](http://aicaf.org) to learn more about this campaign.

**Hashtags** #LungCancerAwarenessMonth #LCAM #SacredBreath #SacredBreathDay #KeepTobaccoSacred #KeepItSacred #SacredTobacco

Date	Facebook	Twitter
11/4	November is #LungCancerAwarenessMonth! Help us raise awareness about lung health in Native communities by sharing our new resources, attending educational webinars and engaging in activities that improve lung health! Learn more on AICAF's lung health page: <a href="http://ow.ly/PSXA50x0BnC">http://ow.ly/PSXA50x0BnC</a>	November is #LungCancerAwarenessMonth! Help us raise awareness about lung health in Native communities by sharing our new resources, attending educational webinars and engaging in activities that improve lung health! Learn more on AICAF's lung health page: <a href="http://ow.ly/PSXA50x0BnC">http://ow.ly/PSXA50x0BnC</a>
11/5	Design a meme for AICAF's Say No to Commercial Tobacco Meme Competition! Youth ages 13-17 can win a prize when they submit an original meme by 11/25 highlighting: keeping tobacco sacred, or avoiding use of commercial tobacco and e-cigarettes. Learn more: <a href="http://ow.ly/hXlt50x0BVP">http://ow.ly/hXlt50x0BVP</a>	Design a meme for AICAF's Say No to Commercial Tobacco Meme Competition! Youth ages 13-17 can win a prize when they submit an original meme by 11/25 highlighting: keeping tobacco sacred, or avoiding use of commercial tobacco and e-cigarettes. Learn more: <a href="http://ow.ly/hXlt50x0BVP">http://ow.ly/hXlt50x0BVP</a>
11/6	Lung cancer is the leading cause of cancer death for AI/AN people; smoking rates are also higher in our communities. If you have a history of commercial tobacco use, talk to your doctor about whether screening is right for you: <a href="http://ow.ly/Yy8t50wYwg4">http://ow.ly/Yy8t50wYwg4</a> #SacredBreath #LCAM	Lung cancer is the leading cause of cancer death for AI/AN people; smoking rates are also higher in our communities. If you have a history of commercial tobacco use, talk to your doctor about whether screening is right for you: <a href="http://ow.ly/Yy8t50wYwg4">http://ow.ly/Yy8t50wYwg4</a> #SacredBreath #LCAM
11/7	Happy #SacredBreathDay! Help raise awareness about lung health in our communities by encouraging loved ones to get screened, quit smoking & engage in healthy lung practices. Post a picture of yourself in AICAF's Facebook event for a chance to win a prize: <a href="http://ow.ly/QC2150wVPj4">http://ow.ly/QC2150wVPj4</a>	Happy #SacredBreathDay! Help raise awareness about lung health in our communities by encouraging loved ones to get screened, quit smoking & engage in healthy lung practices. Post a picture of yourself in AICAF's Facebook event for a chance to win a prize: <a href="http://ow.ly/QC2150wVPj4">http://ow.ly/QC2150wVPj4</a>
11/9	Knowing the early warning signs of lung disease can help our Native families receive treatment before a disease becomes serious. Talk to your doctor right away if you experience any of these lung disease signs or symptoms: <a href="http://ow.ly/BE0C50wWpUq">http://ow.ly/BE0C50wWpUq</a> #SacredBreath #LCAM	Knowing the early warning signs of lung disease can help our Native families receive treatment before a disease becomes serious. Talk to your doctor right away if you experience any of these lung disease signs or symptoms: <a href="http://ow.ly/BE0C50wWpUq">http://ow.ly/BE0C50wWpUq</a> #SacredBreath #LCAM
11/10	Stay informed about lung cancer burdens in our communities! Watch this 'Lung Cancer Screening in Indian Country' webinar to learn about evidence-based resources and the effective strategies that can improve lung health for our families: <a href="http://ow.ly/8z0v50wWDDs">http://ow.ly/8z0v50wWDDs</a>	Stay informed about lung cancer burdens in our communities! Watch this 'Lung Cancer Screening in Indian Country' webinar to learn about evidence-based resources and the effective strategies that can improve lung health for our families: <a href="http://ow.ly/8z0v50wWDDs">http://ow.ly/8z0v50wWDDs</a>
11/11	Electronic cigarettes like JUUL pods hold the same amount of nicotine as 20 conventional cigarettes. For younger users with developing brains, nicotine can have harmful impacts on the parts of the brain that control attention, learning, mood, and impulse control. Learn more about the dangers of e-cigs and join us in our mission to #KeepTobaccoSacred <a href="http://ow.ly/llaE50wWreG">http://ow.ly/llaE50wWreG</a>	E-cigs like JUUL pods hold the same amount of nicotine as 20 conventional cigarettes. Nicotine can have harmful impacts on developing brains, especially parts that control attention, learning, mood & impulse control. Learn the dangers: <a href="http://ow.ly/llaE50wWreG">http://ow.ly/llaE50wWreG</a> #KeepTobaccoSacred
11/12	Join AICAF today from 2-2:30PM CST for a #LCAM webinar! Expert Melissa Jim, MPH (Dine) will provide insight on recent American Indian and Alaska Native lung cancer data, and answer questions about current incidence and mortality rates. Register here: <a href="http://ow.ly/9jPP50wVQNG">http://ow.ly/9jPP50wVQNG</a>	Join AICAF today from 2-2:30PM CST for a #LCAM webinar! Expert Melissa Jim, MPH (Dine) will provide insight on recent American Indian and Alaska Native lung cancer data, and answer questions about current incidence and mortality rates. Register here: <a href="http://ow.ly/9jPP50wVQNG">http://ow.ly/9jPP50wVQNG</a>

11/13	Lungs are important. Breathing is sacred. Use AICAF's new Lung Cancer Signs & Symptoms resource to learn about the warning signs of lung disease. Talk to your doctor right away if you experience any of these symptoms: <a href="http://ow.ly/skAC50x1Pji">http://ow.ly/skAC50x1Pji</a> #SacredBreath #LCAM	Lungs are important. Breathing is sacred. Use AICAF's new Lung Cancer Signs & Symptoms resource to learn about the warning signs of lung disease. Talk to your doctor right away if you experience any of these symptoms: <a href="http://ow.ly/skAC50x1Pji">http://ow.ly/skAC50x1Pji</a> #SacredBreath #LCAM
11/16	Radon is an invisible, odorless, tasteless gas that comes from uranium breakdown inside the earth. It is also the number one cause of lung cancer among nonsmokers. Test kits can reveal levels of radon in your home and help prevent its dangerous exposure: <a href="http://ow.ly/LhmU50wWAl0">http://ow.ly/LhmU50wWAl0</a>	Radon is an invisible, odorless, tasteless gas that comes from uranium breakdown inside the earth. It is also the number one cause of lung cancer among nonsmokers. Test kits can reveal levels of radon in your home and help prevent its dangerous exposure: <a href="http://ow.ly/LhmU50wWAl0">http://ow.ly/LhmU50wWAl0</a>
11/18	Quitting smoking isn't easy. Native people have the highest smoking rates in the nation, but more than half want to quit. Use AICAF's Quit Connections resource for guidance and support on your quitting journey: <a href="http://ow.ly/vKa450wYwD8">http://ow.ly/vKa450wYwD8</a> #KeepItSacred #LCAM	Quitting smoking isn't easy. Native people have the highest smoking rates in the nation, but more than half want to quit. Use AICAF's Quit Connections resource for guidance and support on your quitting journey: <a href="http://ow.ly/vKa450wYwD8">http://ow.ly/vKa450wYwD8</a> #KeepItSacred #LCAM
11/20	Nationwide, young people share a misconception that e-cigs are less harmful than conventional cigarettes, and vaping is an effective form of commercial tobacco cessation. Share AICAF's new e-cig resource to teach loved ones about the dangers of vaping: <a href="http://ow.ly/mMSZ50x1PoX">http://ow.ly/mMSZ50x1PoX</a>	Nationwide, young people share a misconception that e-cigs are less harmful than conventional cigarettes, and vaping is an effective form of commercial tobacco cessation. Share AICAF's new e-cig resource to teach loved ones about the dangers of vaping: <a href="http://ow.ly/mMSZ50x1PoX">http://ow.ly/mMSZ50x1PoX</a>
11/21	Join AICAF for the Great American Smokeout®! Quitting commercial tobacco isn't easy, but you don't have to quit in one day. Start making strides toward a smoke-free life today to reduce your cancer risks and improve lung health: <a href="http://ow.ly/J9qy50wWJ5K">http://ow.ly/J9qy50wWJ5K</a> #KeepTobaccoSacred	Join AICAF for the Great American Smokeout®! Quitting commercial tobacco isn't easy, but you don't have to quit in one day. Start making strides toward a smoke-free life today to reduce your cancer risks and improve lung health: <a href="http://ow.ly/J9qy50wWJ5K">http://ow.ly/J9qy50wWJ5K</a> #KeepTobaccoSacred
11/21	Join AICAF today from 2-3PM CST for a #LCAM webinar! Oglala Sioux Tribe leaders and health professionals will discuss Policy, Systems, and Environmental change strategies for e-cigarette use in Native communities. Register here: <a href="http://ow.ly/RUDs50wYwMB">http://ow.ly/RUDs50wYwMB</a> #SacredTobacco	Join AICAF today from 2-3PM CST for a #LCAM webinar! Oglala Sioux Tribe leaders and health professionals will discuss Policy, Systems, and Environmental change strategies for e-cigarette use in Native communities. Register here: <a href="http://ow.ly/RUDs50wYwMB">http://ow.ly/RUDs50wYwMB</a> #SacredTobacco
11/23	Secondhand smoke is harmful to both children and adults. Since 1964, approximately 2.5 million nonsmokers have died from health problems caused by its exposure. Learn the steps you can take to protect our families from secondhand smoke <a href="http://ow.ly/R2LV50wWl03">http://ow.ly/R2LV50wWl03</a> #SacredBreath #LCAM	Secondhand smoke is harmful to both children and adults. Since 1964, approximately 2.5 million nonsmokers have died from health problems caused by its exposure. Learn the steps you can take to protect our families from secondhand smoke <a href="http://ow.ly/R2LV50wWl03">http://ow.ly/R2LV50wWl03</a> #SacredBreath #LCAM
11/25	It's the last day to submit a meme for AICAF's Say No to Commercial Tobacco Meme Competition! Youth ages 13-17 can win a prize when they submit a meme highlighting: keeping tobacco sacred, or avoiding use of commercial tobacco and e-cigs. Learn more: <a href="http://ow.ly/hXlt50x0BVP">http://ow.ly/hXlt50x0BVP</a>	It's the last day to submit a meme for AICAF's Say No to Commercial Tobacco Meme Competition! Youth ages 13-17 can win a prize when they submit a meme highlighting: keeping tobacco sacred, or avoiding use of commercial tobacco and e-cigs. Learn more: <a href="http://ow.ly/hXlt50x0BVP">http://ow.ly/hXlt50x0BVP</a>
11/29	Listen to this podcast from Native America Calling to learn tips from health experts on ways to protect our lungs and keep them healthy. Tune into the "Keep breathing: Maintaining healthy lungs" podcast here: <a href="http://ow.ly/Keky50wWLoT">http://ow.ly/Keky50wWLoT</a> #SacredBreath #LCAM	Listen to this podcast from Native America Calling to learn tips from health experts on ways to protect our lungs and keep them healthy. Tune into the "Keep breathing: Maintaining healthy lungs" podcast here: <a href="http://ow.ly/Keky50wWLoT">http://ow.ly/Keky50wWLoT</a> #SacredBreath #LCAM