

# *Oral Cancer Awareness Month*

## *Media Toolkit*



*April 2017*

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The American Indian Cancer Foundation (AICAF) is a nonprofit organization that was established to address the tremendous cancer inequities faced by American Indian and Alaska Native communities. AICAF's mission is to eliminate the cancer burdens on American Indian/Alaska Native families through education, prevention, early detection, treatment and survivor support. It is with hard work, policy change, authentic community partnership and the wisdom of our ancestors that we hope to eliminate inequities and improve health outcomes.

Spreading awareness about cancer in our American Indian / Alaska Native communities is an important part of cancer prevention. Our American Indian Oral Cancer Prevention Project is designed to prevent oral cancer in American Indian communities. AICAF builds capacity by creating and sharing culturally appropriate resources such as this one.

As part of the American Indian Oral Cancer Prevention Project, AICAF has created this media toolkit. It includes a sample press release, our *Prevent Oral Cancer in Indian Country* resource and Facebook, Twitter and Instagram posts. The 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 about your own community.

We respectfully ask that you acknowledge AICAF wherever materials are used by including the following message: **Content provided by the American Indian Cancer Foundation.**

If you have any questions or concerns, please contact Chris Johnson at [cjohnson@aicaf.org](mailto:cjohnson@aicaf.org)

Enjoy!

For Immediate Release  
Date  
Contact: [NAME] [JOB TITLE]  
[PHONE NUMBER]  
[EMAIL]

## Celebrate Oral Cancer Awareness Month with [YOUR ORGANIZATION]

[YOUR CITY] - [YOUR ORGANIZATION] is celebrating Oral Cancer Awareness Month this April. Oral cancer is the 6th most commonly diagnosed cancer in American Indian men in the Northern Plains. Oral cancer can be prevented through increased awareness and regular oral cancer screenings.

[YOUR ORGANIZATION] urges everyone to take part in Oral Cancer Awareness Month in the following ways:

### **Get screened.**

Talk to your oral health care provider to learn more about oral cancer screenings and routine care. If found early, 75% of people survive. If found late, 20% survive.

### **Avoid commercial tobacco.**

Tobacco exposes the mouth to cancer-causing chemicals. Learn more about tobacco cessation at [AICAF.org/quit](http://AICAF.org/quit).

### **Get the HPV vaccine.**

Boys and girls ages 9-26 can prevent HPV-related cancers like oral cancer by getting the HPV vaccine. Learn more about the HPV vaccine at [AICAF.org/hpv](http://AICAF.org/hpv).

### **Chat with us.**

Join us and the [American Indian Cancer Foundation](http://AmericanIndianCancerFoundation.org) for a #OralCancer411 Twitter Chat on April 11 at 1pm CST to learn more about ways to prevent oral cancer in your community.

### **Learn.**

Discover resources on oral cancer in American Indians at [AICAF.org/oral-cancer](http://AICAF.org/oral-cancer).

### **Join our community.**

Like the [YOUR ORGANIZATION] on Facebook, follow us on Twitter, like us on Instagram and sign up for our newsletter.

# ORAL CANCER AWARENESS MONTH

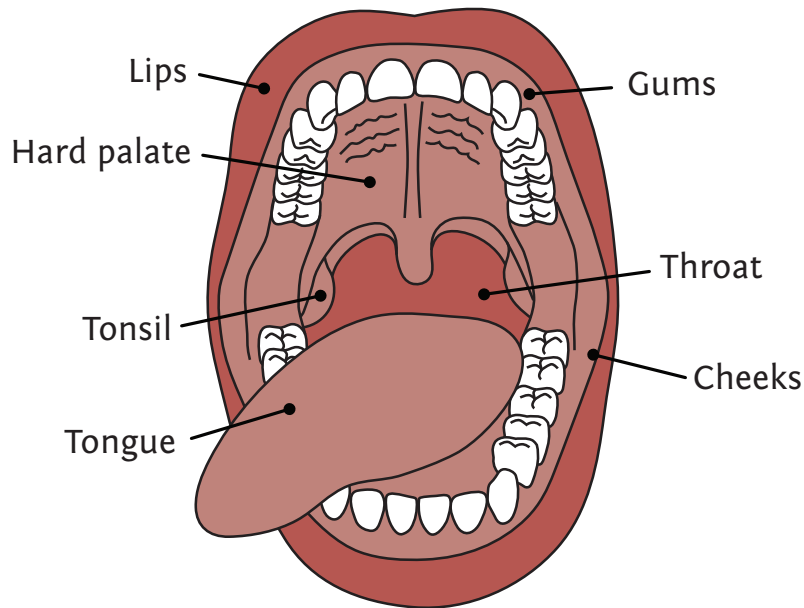
# #NativeOralCancer

	Facebook	Twitter	Instagram
Week 1	<p>April is Oral Cancer Awareness Month. Roughly 50,000 people in the US will be diagnosed with oral cancer this year. Oral cancer is a disease in which cancer cells form in the mouth, including the lips, cheeks, gums, tongue, hard palate, tonsils and throat. Join us this month as we discuss the prevalence of oral cancer in Indian Country and what we can do to prevent it. <a href="#">IMAGE OF MOUTH</a></p> <p>Oral Cancer is one of the top ten most commonly diagnosed cancers for American Indian men. Commercial tobacco use and an unhealthy diet can increase one's risk of oral cancer. Learn more about what you can do to prevent oral cancer in Indian Country at <a href="http://aicaf.org/oral-cancer">aicaf.org/oral-cancer</a>.</p>	<p>April is #OralCancerAwarenessMonth. About 49,750 people in America will be diagnosed with oral cancer this year.</p> <p>Oral cancer is a disease in which cancer cells form in the mouth, including lips, cheeks, gums, tongue, hard palate, tonsils and throat.</p> <p>Oral Cancer is one of the top ten most commonly diagnosed cancers for American Indian men. #NativeOralCancer</p> <p>Learn more about what you can do to prevent oral cancer in Indian Country at <a href="http://aicaf.org/oral-cancer">aicaf.org/oral-cancer</a> #NativeOralCancer</p>	<p>April is Oral Cancer Awareness Month. Roughly 49,750 people in America will be diagnosed with oral cancer this year. Oral cancer is a disease in which cancer cells form in the mouth, including the lips, cheeks, gums, tongue, hard palate, tonsils and throat. Join us this month as we discuss the prevalence of oral cancer in Indian Country and what we can do to prevent it. <a href="#">IMAGE OF MOUTH</a></p>
	<p>Join AICAF on April 11th from 1pm-2pm CST for an #OralCancer411 Twitter chat. Get the 411 on oral cancer in Indian Country and what we can do to prevent it. Follow @AICAF_Org and track #OralCancer411 to join in. <a href="https://twitter.com/AICAF_Org">https://twitter.com/AICAF_Org</a> <a href="#">IMAGE OF SAVE THE DATE</a></p> <p>Take action to prevent oral cancer! What can you do? To lower your risk of oral cancer: avoid commercial tobacco, limit your alcohol use, get vaccinated for HPV, use a lip balm with sunscreen, maintain a healthy weight and stay active. <a href="#">IMAGE OF ACTION ITEMS</a></p>	<p>Join us April 11th from 1-2pm CST for #OralCancer411 Twitter chat!</p> <p>Today is #OralCancer411! Join us from 1-2pm CST as we talk about how we can reduce rates of oral cancer in Indian Country</p> <p>To prevent oral cancer: avoid commercial tobacco, limit alcohol use, get the HPV vaccine, maintain a healthy weight, and stay active.</p> <p>It's important to limit your sun exposure to avoid oral cancer. Use a lipbalm with sunscreen in it to protect your lips from the sun.</p>	<p>Take action to prevent oral cancer! What can you do? To lower your risk of oral cancer: avoid commercial tobacco, limit your alcohol use, get vaccinated for HPV, use a lip balm with sunscreen, maintain a healthy weight and stay active. <a href="#">IMAGE OF ACTION ITEMS</a></p>
Week 3	<p>The HPV vaccine is an important action you can take to prevent oral cancer. The Human papillomavirus can infect oral cells and mucus membranes of the mouth, which can lead to oral cancer. The vaccine is recommended for all boys and girls ages 9-26. To learn more about the HPV vaccine, visit: <a href="http://aicaf.org/hpv">aicaf.org/hpv</a></p> <p>Commercial tobacco exposes the mouth to cancer causing chemicals. 3 out of 4 people who have oral cancer have used tobacco, alcohol or both. Oral Cancer Awareness Month is the perfect time to quit smoking. For support and resources on your quitting journey, visit: <a href="http://aicaf.org/quit">aicaf.org/quit</a></p>	<p>HPV can infect oral cells and mucus membranes of the mouth which can lead to oral cancer. #NativeOralCancer</p> <p>The HPV vaccine is recommended for all children ages 11-12. Get your child vaccinated to prevent against oral cancer. #NativeOralCancer</p> <p>Commercial tobacco exposes the mouth to cancer causing chemicals. Quit smoking now to reduce your risk for oral cancer. #NativeOralCancer</p> <p>3 out of 4 people who have oral cancer have used tobacco, alcohol or both. Avoid using commercial tobacco and limit your alcohol use</p>	<p>Commercial tobacco exposes the mouth to cancer causing chemicals. 3 out of 4 people who have oral cancer have used tobacco, alcohol or both. Oral Cancer Awareness Month is the perfect time to quit smoking. <a href="#">IMAGE OF QUIT CONNECTIONS INFOGRAPHIC</a></p>
	<p>Oral cancer screening checks the mouth for abnormalities that indicate early signs of cancer. Screening is important because the five-year survival rate for oral cancer diagnosed early is 75%, but this is only 20% if diagnosed late. Be sure to talk to your dental provider about oral cancer screening. <a href="#">IMAGE OF TONGUE BEING SCREENED.</a></p> <p>What happens during an oral cancer screening? A dentist or hygienist will examine your face, neck, lips, tongue, mouth and the back of your throat for abnormalities. This screening is typically quick, painless and performed during your routine dental examinations. Be sure to ask for an oral cancer screening from your dental provider if you do not receive one. <a href="http://youtu.be/e-rMN82XreE">youtu.be/e-rMN82XreE</a></p>	<p>Oral cancer screening checks your mouth for early signs of cancer. Talk to your dentist about screening for oral cancer. #NativeOralCancer</p> <p>Oral cancer screening is important because the 5-year survival rate for oral cancer diagnosed early is 75%, but only 20% if diagnosed late.</p> <p>During an oral cancer screening a dentist or hygienist will examine your face, neck, lips, tongue, mouth, &amp; back of throat for abnormalities.</p> <p>Oral cancer screening is quick, painless, and performed during dental visits. Ask your dentists for a screening if you don't receive one.</p>	<p>What happens during an oral cancer screening? A dentist or hygienist will examine your face, neck, lips, tongue, mouth and the back of your throat for abnormalities. This screening is typically quick, painless and performed during your routine dental examinations. Be sure to ask for an oral cancer screening from your dental provider if you do not receive one. <a href="#">IMAGE OF SCREENING GUIDELINES</a></p>
Week 4			

# What is oral cancer?

Cancer is a disease where cells in the body grow out of control.

Oral cancer is a disease where cancer cells form in the mouth, lips, cheeks, gums, tongue, hard palate, tonsils and the throat.



# What can I do?



## **AVOID COMMERCIAL TOBACCO**

Tobacco exposes the mouth to cancer-causing chemicals. *Learn more at: [AICAF.org/quit](https://www.aicaf.org/quit)*



## **LIMIT ALCOHOL USE**

Alcohol can cause cancer by damaging DNA



## **GET VACCINATED AGAINST HPV**

HPV (human papillomavirus) infects oral cells. HPV often has no symptoms. Vaccinating is essential. *Learn more at: [AICAF.org/hpv](https://www.aicaf.org/hpv)*



## **LIMIT SUN EXPOSURE**

Sun exposure can cause lip cancer. Use a lip balm with sunscreen to protect your lips from harmful sun exposure



## **MAINTAIN HEALTHY WEIGHT AND BE ACTIVE**

Poor diet and lack of exercise can make it easier to develop cancer



# Screening saves lives

Talk with your dental provider about getting screened for oral cancer

- ▶ An oral cancer screening can detect early signs of cancer
- ▶ Early detection is important. If found early 75% of people survive. If found late 20% survive
- ▶ During the screening, a dentist or hygienist will examine your face, neck, lips, tongue, mouth and the back of your throat for abnormalities
- ▶ The screening is quick, painless and is performed during your regular dental appointment
- ▶ If your dentist does not give an oral cancer screening at every visit, ask for one



Delta Dental of Minnesota Foundation



American Indian  
Cancer Foundation.

 @AMERICANINDIANCANCER  /AMERICANINDIANCANCER  @AICAF\_ORG

 [AmericanIndianCancer.org](http://AmericanIndianCancer.org)

# Prevent Oral Cancer ▶▶▶▶ in Indian Country



American Indian  
Cancer Foundation.