



American Indian
Cancer Foundation®

Health Systems Best Practices: Empowerment, Mobilization & Policy Development

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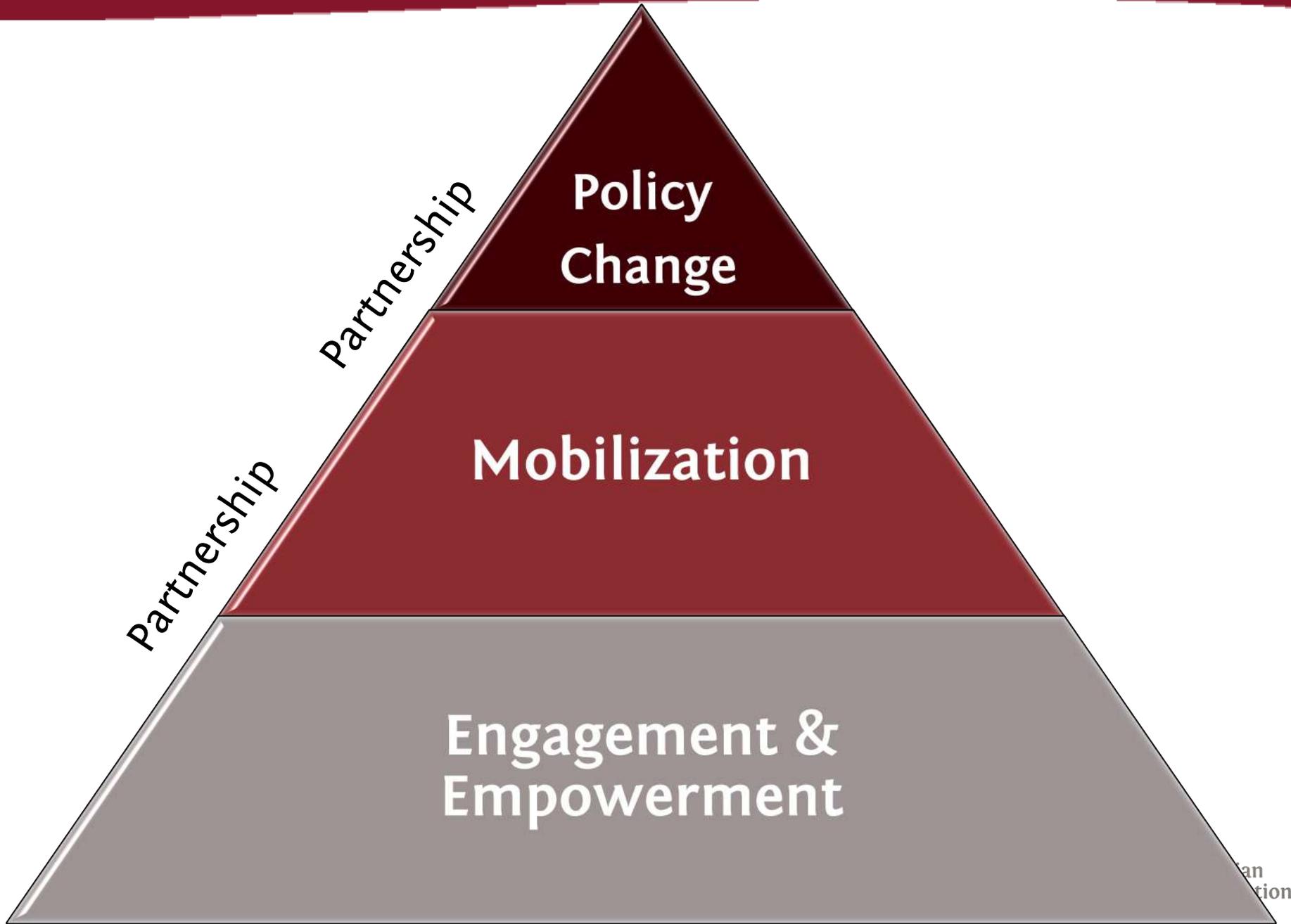
Overview

AICAF Background

Engagement & Empowerment

Mobilization

Policy Change



**Policy
Change**

Partnership

Mobilization

Partnership

**Engagement &
Empowerment**



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WHO WE ARE

American Indian Cancer Foundation

American Indian Cancer Foundation (AICAF) is a national non-profit established to address tremendous cancer inequities faced by American Indian and Alaska Natives.



Mission:

To eliminate cancer burdens on American Indian and Alaska Native people through improved access to prevention, early detection, treatment and survivor support.

Our Vision



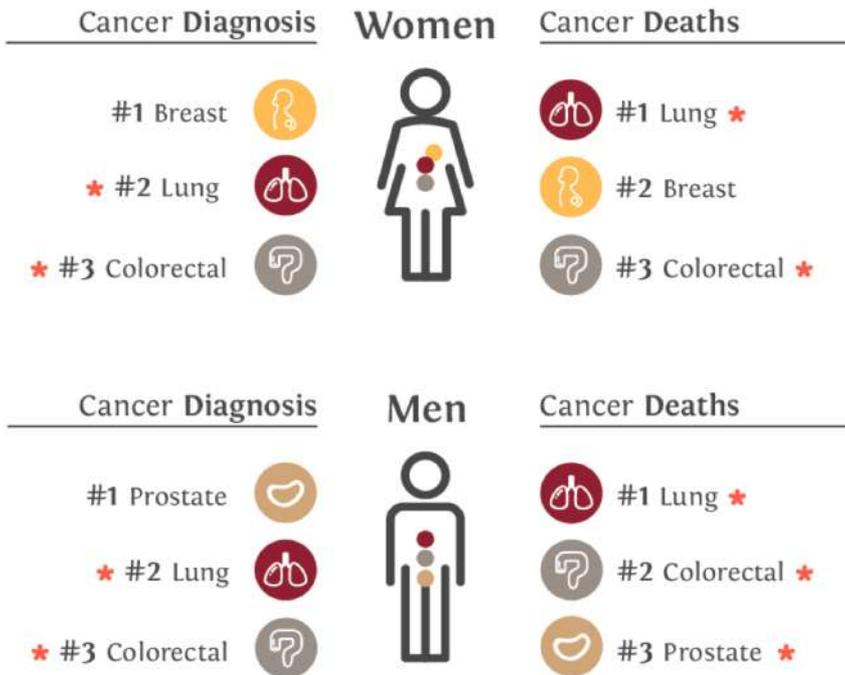
Our vision is a world where cancer is no longer a leading cause of death for American Indian and Alaska Natives.

Through hard work, culturally appropriate community-based programs, and policy change that affords Native people access to the best prevention and treatment strategies, we see a day where American Indian communities are free from the burdens of cancer.

Northern Plains



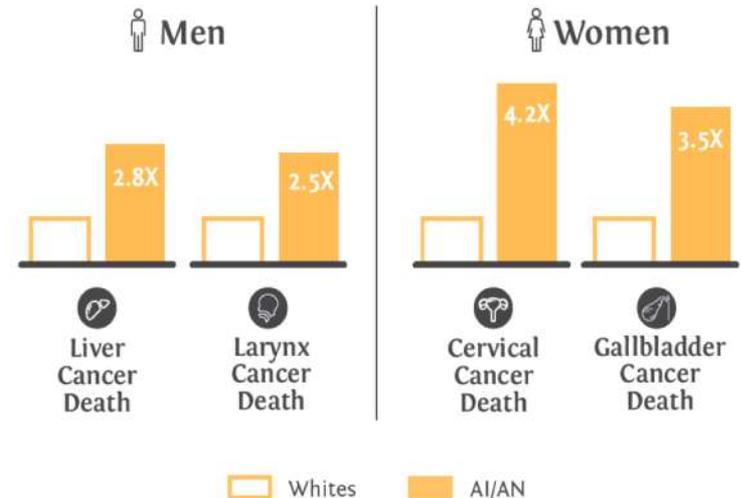
Most Common Cancers: Northern Plains



* Indicates higher rates for AI/AN than Whites

AI/AN in the Northern Plains experience some of the highest cancer diagnoses and death rates in the United States.

Cancer Disparities for AI/AN vs. Whites: Northern Plains



**Policy
Change**

Mobilization

**ENGAGEMENT &
EMPOWERMENT**

Our Approach



We believe...

Native communities have the wisdom to find the solutions to cancer inequities, but are often seeking the organizational capacity, expert input and resources to do so.

Building Relationships



What AICAF brings as a partner

- A neutral convener committed to building on:
 - Cultural and community strengths
 - Public health evidence
 - Policy, systems & environmental approaches
- Background data, information & resources
- Support specific to tribal needs and readiness
- Ongoing support (technical assistance)

AICAF Technical Assistance

- Culturally tailored resources:
 - Screening guidelines
 - Disease prevention
 - Small media tools
- Trainings (available continuing education credits):
 - Community health programs: Train the trainer
 - Clinic systems: Screening best practices
 - Health Equity
 - PSE Change
- Quality improvement strategies:
 - Policy templates
 - Motivational interviewing
 - Process mapping



Areas of Expertise

Colorectal
Cancer

Tobacco
Cessation

Breast
Health

Cervical
Health

Oral Cancer

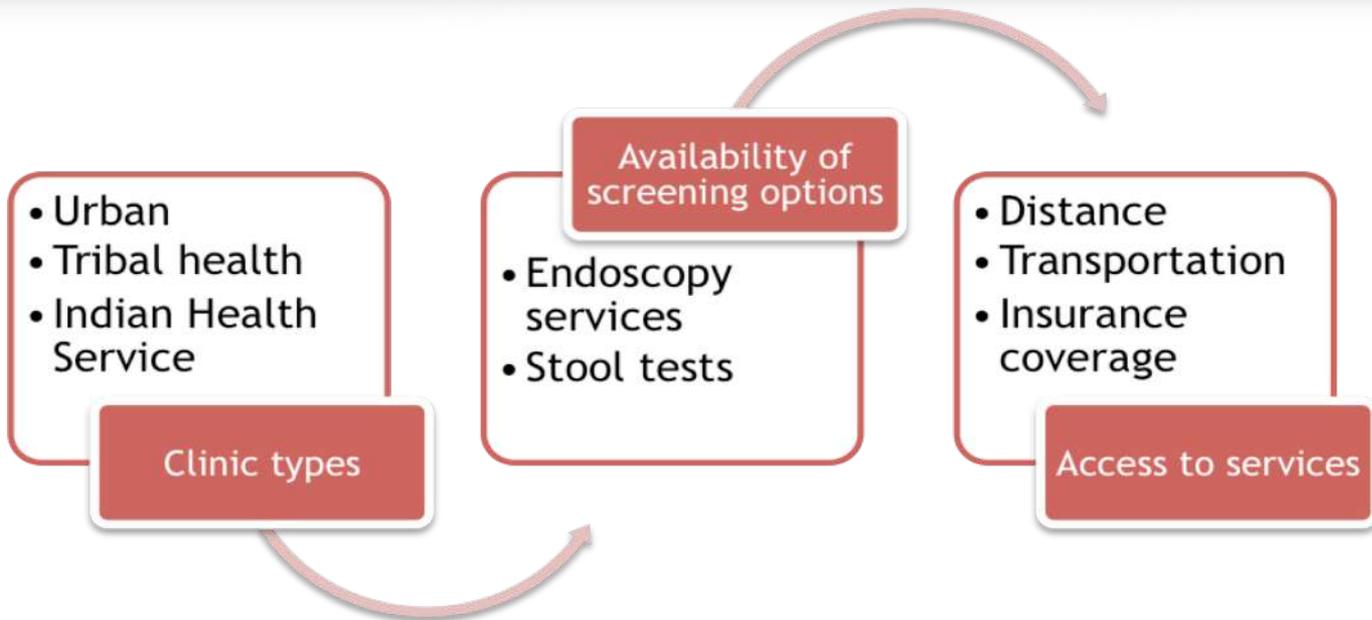
HPV
Vaccination

Survivorship

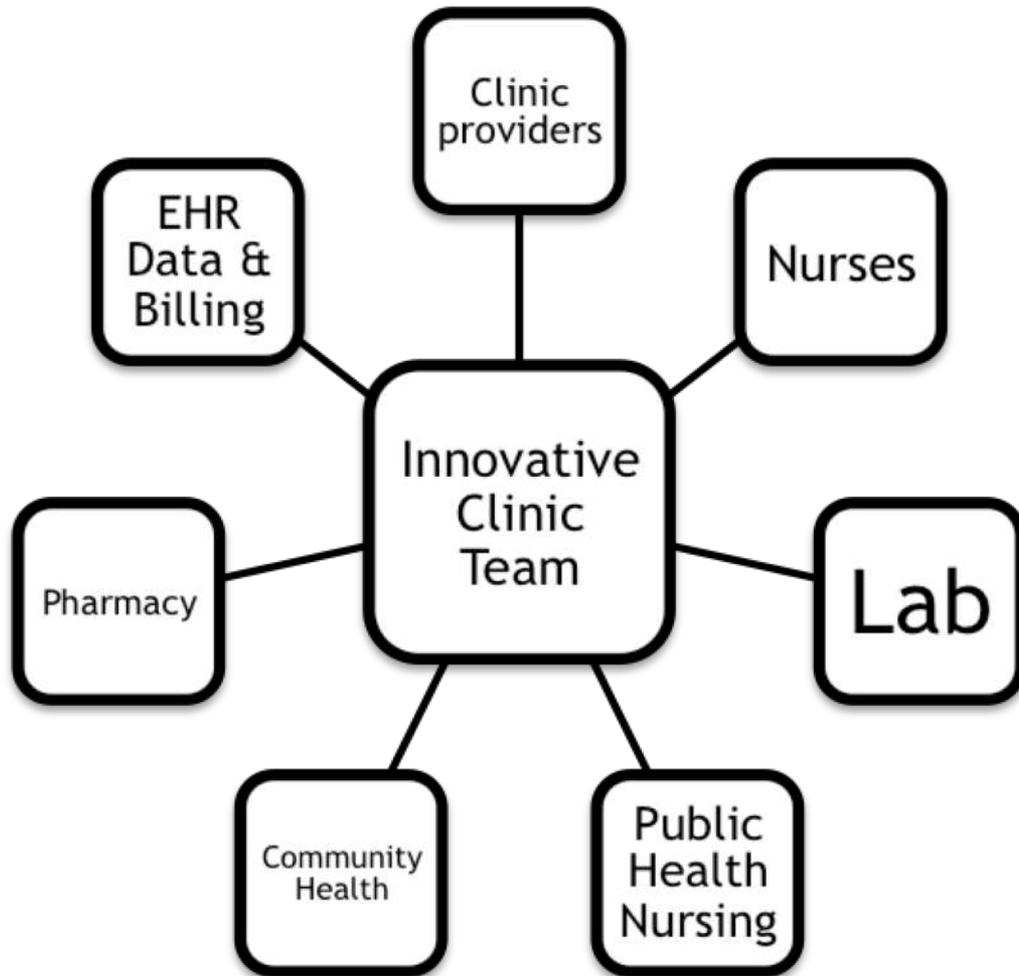
Coalition
building

PSE Change

Assessment



Interdepartmental Teams



Coalition Building



Knowledge is Power

Reaching the Community:

Prevention & screening

- Patient brochure
- Infographic
- Media messaging (public television, radio interviews)

Providers & Clinic Team:

USPSTF guidelines & best practices

- CRC AI-specific CME/CEU credit training
- Clinic team identification of level of readiness to improve strategies

Community Health Workers

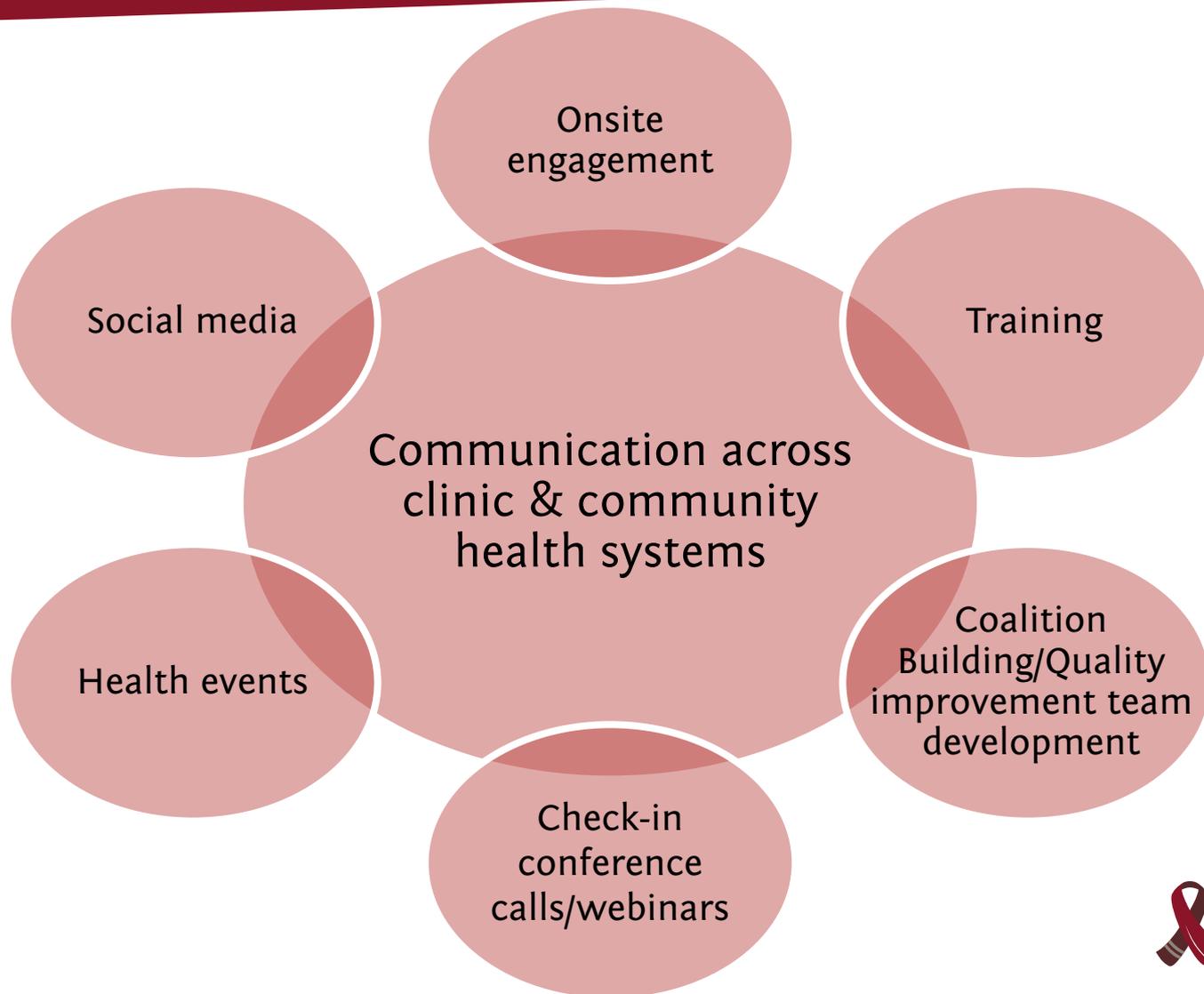
Colon health & clinic-community health linkages

- CHR training
- CRC Technical Assistance Program
- Distribution of 1:1 education tools & resources

Educate, educate, educate



Communication across systems





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*Colon cancer screening is
easier than you think.*

*American Indians are at higher
risk to get colon cancer earlier
compared to other populations.*

INNOVATIVE ENGAGEMENT STRATEGIES

QUIT CONNECTIONS

Your path to quitting smoking

American Indian Cancer Foundation | AICAF.org

Smoking increases your risk of being infected with a high-risk HPV infection and making it harder for your body to fight cell changes that may cause HPV-related cancers.



Daanis Chosa

May 11

Congratulations to Diane Smokeyday for winning our monthly Quit Connections drawing! The beautiful gift baskets are made by Red Lake Nation Foods.

You can still take the Quit Connections survey here:

https://survey.co1.qualtrics.com/jfe/form/SV_0HyMoZ2lhCMoqA5

Please continue to post to our page for chances to win more drawings and stay motivated to quit!



#ICanBreatheAgain
#TakingBackControl
#BreakingFree
#KickTheAddiction
#CancerPrevention
#4FutureGenerations
#KeepTobaccoSacred
#StartLiving
#Natives4Health



Indigenous Pink Social Media Campaign





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MAMMOGRAPHY BUS

Culturally Tailored Resources

Indigenous Pink Breast Health

1 in 8



women will get breast cancer in their lifetime

Increased Risks

GENDER
Being female



BREAST DENSITY
High density breasts



GENETICS
Inherited DNA changes in genes



FAMILY HISTORY
Mother, sister, daughter has had breast cancer



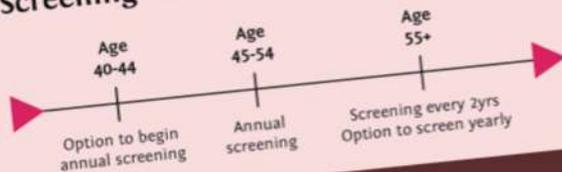
AGE
Getting older



CONTACT YOUR HEALTH CARE PROVIDER IF YOU HAVE ONE OR MORE OF THESE RISKS

Breast cancer usually has no symptoms when the tumor is small and most treatable.

Screening Guidelines/Recommendations



Talk to your health care provider about when screening is best for you.



Breast cancer is the 2nd leading cause of cancer death for American Indian women. A mammogram may save your life.

What can I do?

BREASTFEED
Breastfeeding reduces estrogen exposure that helps prevent breast cancer



REGULAR MAMMOGRAMS
Women 40+ should have the option to have a mammogram once a year



REGULAR BREAST EXAMS
Speak to your health care provider for options



WEIGHT CONTROL
Overweight or obese women are at a higher risk



EXERCISE
Exercising 3 days/week may lower your risk



LIMIT ALCOHOL USE
Alcohol can increase estrogen which can increase risk



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Culturally Tailored Resources

Mother's Milk

▶▶ *medicine for cancer prevention*



Cancer is the leading cause of death for American Indian and Alaska Native women in the U.S.

Breastfeeding can reduce the risk of cancer and cancer risk factors:

MOM

- ▶ breast cancer
- ▶ ovarian cancer
- ▶ heart disease
- ▶ high cholesterol
- ▶ hypertension
- ▶ type II diabetes

BABY

- ▶ obesity
- ▶ type I diabetes
- ▶ type II diabetes
- ▶ leukemia and other childhood cancers



Feeding baby only breast milk for the first 4-6 months, with continued breastfeeding along with solid foods up to 2 years of life is recommended by the American Academy of Pediatrics.



Mother's milk contains cells, hormones, antibodies and cancer-fighting cells that protect babies from illness by improving their immune response.

IT MAY BE POSSIBLE TO BREASTFEED AS A CANCER SURVIVOR, TALK TO YOUR HEALTHCARE PROVIDER ABOUT YOUR OPTIONS.



Partner and family support:

- ▶ **LET HER KNOW** you support her choice to breastfeed
- ▶ **BE PROACTIVE** and ask about her needs
- ▶ **TAKE CARE OF** other baby needs: change diapers, prepare feeding space, hold baby when not nursing, etc.
- ▶ **MAKE SURE** mom is getting plenty of fluids, food and rest
- ▶ **CHEER** her on, it's not always easy
- ▶ **TAKE THE LEAD** in daily chores
- ▶ **SHOP AND COOK** for the family
- ▶ **CARE FOR** older children

Where to turn for help:

- ▶ Your healthcare provider
- ▶ Local WIC program or call the national number at 703-305-2746
- ▶ National Breastfeeding Helpline 800-994-9662
- ▶ International Lactation Consultant Association – www.ilca.org
- ▶ La Leche League and their local support group – www.llli.org

PLAN AHEAD, TALK WITH YOUR FAMILY AND PROVIDER ABOUT BREASTFEEDING SO YOU ARE READY WHEN BABY ARRIVES!



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  /AMERICANINDIANCANCER
  @AICAP_ORG

AmericanIndianCancer.org



Turquoise Tuesday Social Media Campaign



 **American Indian Cancer Foundation** created a poll. January 23 at 9:48am · 🌐

How are YOU celebrating #TurquoiseTuesday?

- I am wearing turquoise to raise awareness for cervical cancer 
- I am talking to the women in my life about cervical cancer screening 
- I am scheduling my next cervical cancer screening 





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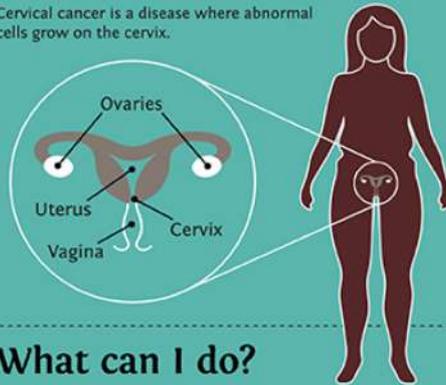
TURQUOISE TUESDAY SCREENING EVENT

Culturally Tailored Clinic Resources

End Cervical Cancer ▶▶▶▶ in Indian Country

What is cervical cancer?

Cervical cancer is a disease where abnormal cells grow on the cervix.



What can I do?



GET VACCINATED

The human papillomavirus (HPV) vaccine is recommended for everyone ages 9-26 to protect against HPV cases that lead to 9 out of 10 cervical cancers. *Learn more at: AICAF.org/hpv*



PRACTICE SMART SEX

Use protection and talk with your sexual partners: anyone who has ever had anal, vaginal or oral sex can get HPV.



QUIT SMOKING

Smoking weakens the immune system, making it harder for the body to fight HPV infection. *Learn more at: AICAF.org/quit*



GET SCREENED

Cervical cancer is highly curable when detected and treated early.



American Indian women are nearly **2X** more likely to develop cervical cancer than white women.

Screening Tests

- ▶ **PAP TESTS** look for cell changes on the cervix during a pelvic exam. Regular Pap tests are the **ONLY** effective way to find cancer early
- ▶ **HPV TESTS** look for HPV that can cause cell changes that may lead to cervical cancer

When should I get screened?



THESE ARE SCREENING GUIDELINES FOR AVERAGE-RISK WOMEN WITH NORMAL TEST RESULTS. TALK TO YOUR HEALTH CARE PROVIDER ABOUT GUIDELINES WITH ABNORMAL TEST RESULTS.

Abnormal Pap? Don't panic!

An abnormal Pap test is not a diagnosis of cervical cancer. Follow up with your health care provider to discuss your screening results and recommendations.



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AmericanIndianCancer.org

Powwow for Hope Honoring Survivors & Caregivers



**POWWOW
FOR HOPE™**

SAVE THE DATE! MAY 5, 2018

American Indian Cancer Foundation's 7th Annual

Powwow for Hope: Dancing for Life, Love & Hope

Base Camp Facility, 201 Bloomington Rd., Minneapolis, MN 55111

POWOW
FOR HOPE™

2018 MAY 5
MINNEAPOLIS, MN
2018 MAY 5

Community Wisdom Survivor Interviews



americanindiancancer • Following

americanindiancancer “Had I not had a Pap test, [the cancer] would have progressed.” The American Indian Cancer Foundation’s CEO Kris Rhodes, MPH (Bad River and Fond du Lac Chippewa), is speaking out about her cervical cancer experience for the first time in recognition of Cervical Cancer Awareness Month. “My message is that regular screening meant an early diagnosis for me. I had minimal treatment compared to someone with a more advanced cancer stage diagnosis.” Thank you, Kris Rhodes for sharing your story. Follow AICAF on Instagram [@AmericanIndianCancer](#) for more Cervical Cancer Awareness Month [#SurvivorStories](#) or visit our website (link in bio).

americanindiancancer .



55 likes

JANUARY 3, 2017

Add a comment...



Community-specific Media Tools

- Radio public service announcements
 - Designed for tribal radio stations to broadcast on getting screened
- Digital Storytelling
 - Teaching tool used to provide education and awareness through visual messaging
- Medicine Wheel Public Access Show



Engagement: Activity

- Groups of 2-3
- 15 minutes
- Apply prior knowledge and new information provided from presentation
- Brainstorm a unique engagement strategy to improve a health outcome in your clinic/community (i.e. cancer screening rates, tobacco cessation, healthy eating, etc.)



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5 Minutes



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Group Discussion

**Policy
Change**

MOBILIZATION

Engagement & Empowerment

Students Become Teachers

Reaching the Community:

- Share print resources
- Initiate hard conversations with family and friends
- Participate in social media campaigns
- Hold leaders accountable
- Serve on coalitions

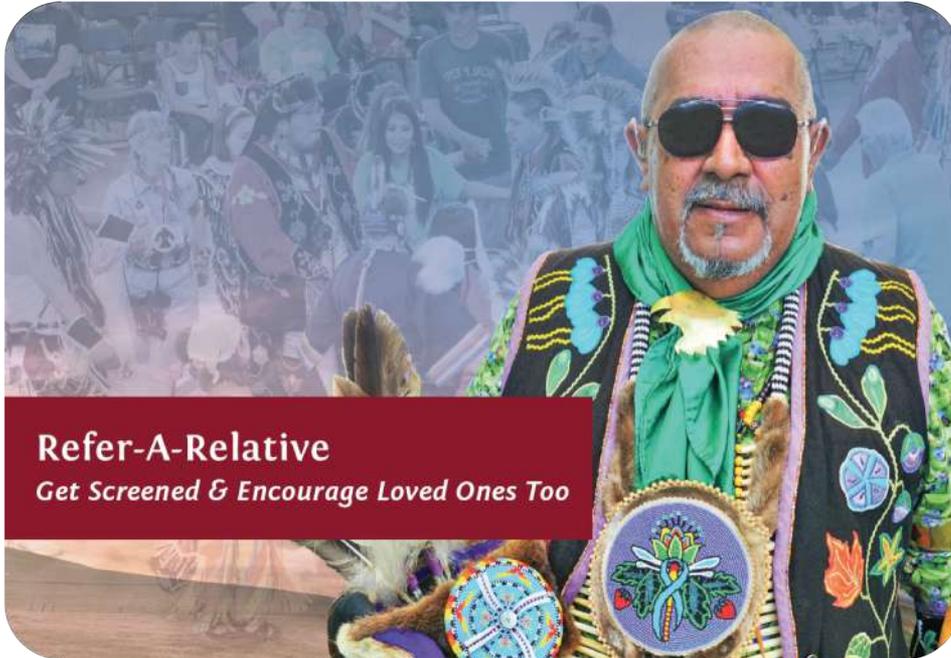
Providers & Clinic Team:

- Educate patients
- Identification of level of readiness to improve strategies
- Identification of systems changes to implement
- Implement systems change
- Resource sharing

Community Health Workers

- 1:1 education
- Resource sharing
- Navigation

Refer-A-Relative - \$20 gift card



Help Your Community
END Colon Cancer.

Refer-a-Relative seeks to:

- Increase colon cancer awareness in the American Indian community
- Offer a \$20 gift card for American Indians who complete a screening of their choice
- Give anyone who Refers-A-Relative and they completed their screening a \$15 give card. Please encourage 2 of your friends or family to get screened and you can get up to **\$20 in GIFT CARDS.**
- For more details about Refer-A - Relative, talk to your provider or call 612.xxx.xxxx

Interdepartmental Teams



Coalition Building



**POLICY
CHANGE**

Mobilization

Engagement & Empowerment

Going Upstream to Achieve Health Equity



Application of Policy & Systems Change

Setting	Traditional Approach	PSE Approach
School	Teach a unit on healthy nutrition.	Provide fruits and vegetables on the lunch menu.
Workplace	Offer health screenings once a year.	Provide access to a gym on site, and offer free fitness classes for employees.
Community	Organize annual races or walks to raise awareness of diseases.	Increase the community's access to green space and public transport; create walking and biking paths.

Policy Change

Western- Rules that encourage or discourage a certain behavior

Example: departmental policy that requires healthy foods to be served at all meetings

Indigenous - unwritten cultural rules and norms in AI/AN communities

Example: Respect your elders

Hybrid Example: Tribal tobacco policy prohibiting commercial tobacco use at ceremonies and events



Systems Change

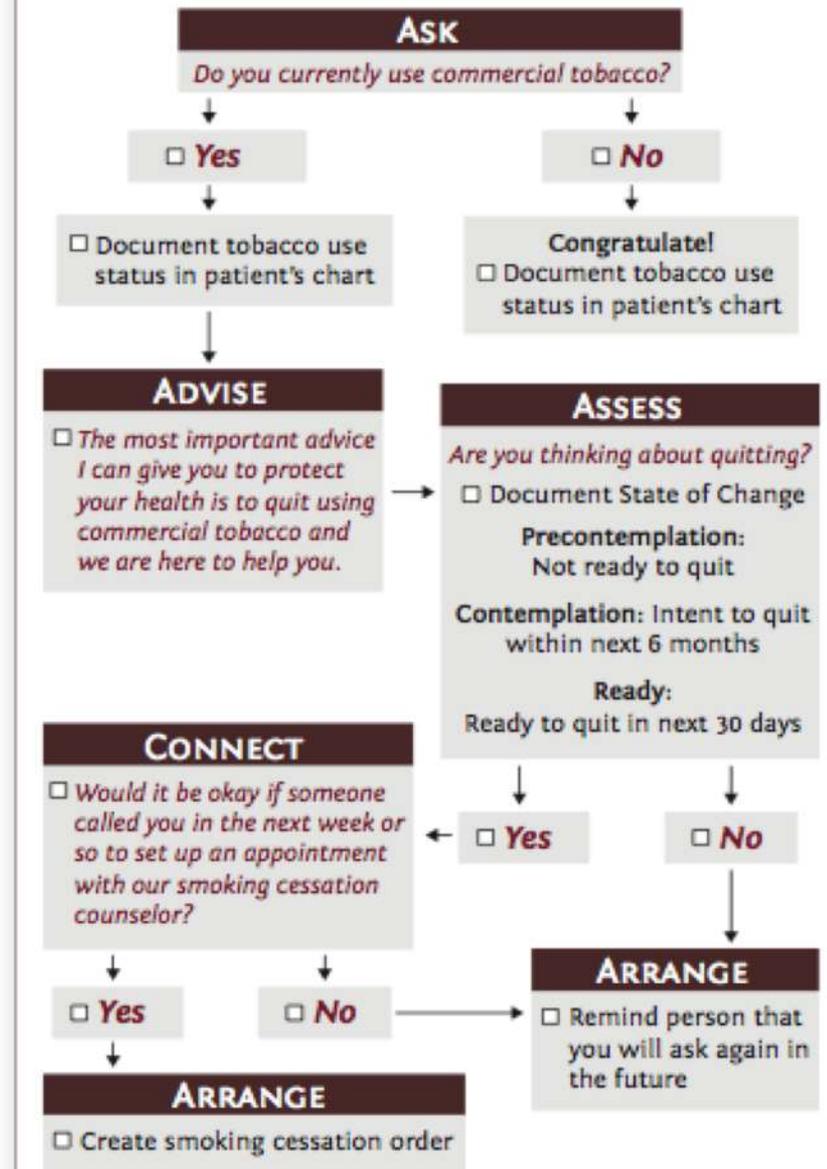
Western – Changing how things are done at an organization or setting

Example: DMV - grab a number and wait until it is called

Indigenous – Lifeways

Example: Clan system

Hybrid Example: Commercial tobacco use is systematically address at all clinic visits and assistance for cessation is offered

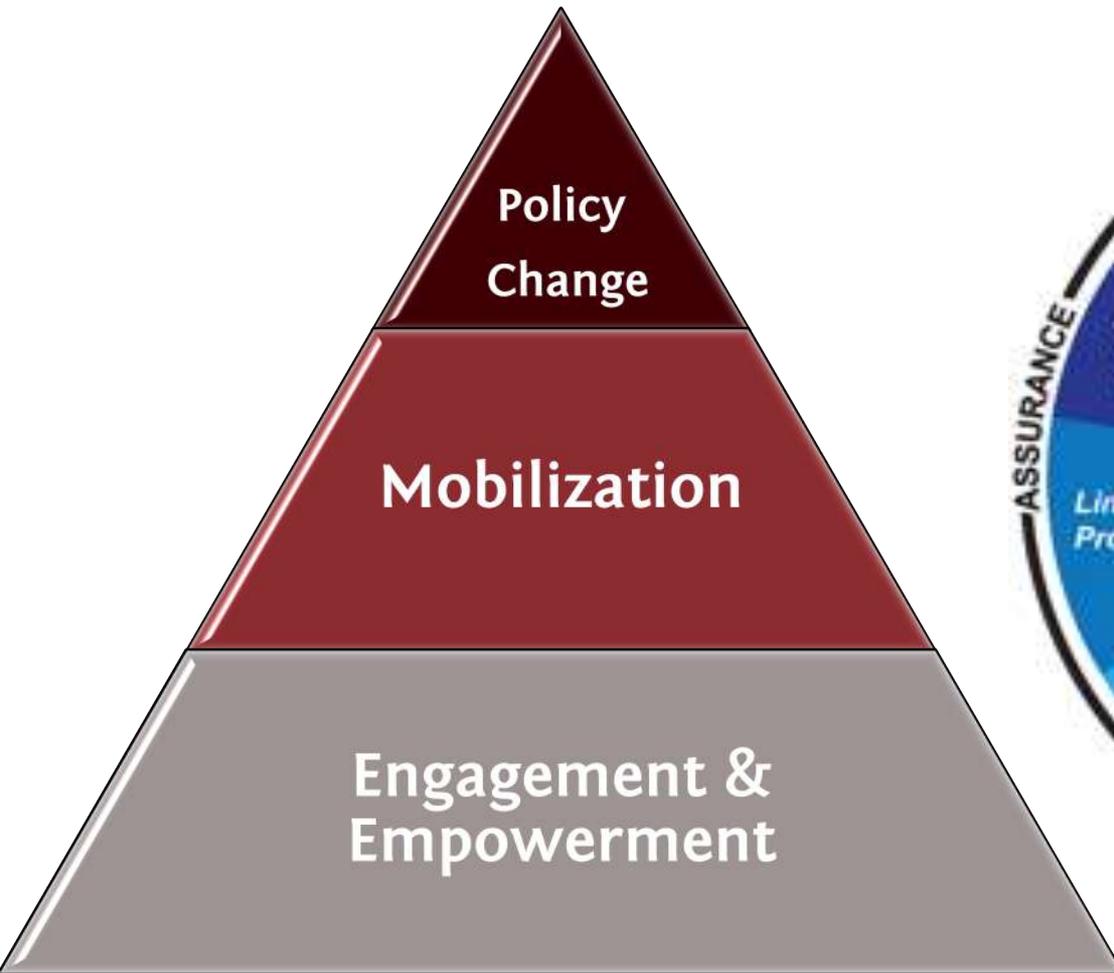


(Medical Version)

Clinic Systems Change

- Reduce structural barriers
- Patient & provider education
- Patient & provider reminders
- Process Mapping
- Patient navigation
- Provider assessment and feedback
- Interdepartmental quality improvement team

Pulling it all together



Policy: Activity

- Groups of 2-3
- 15 minutes
- Develop a systems or policy change as a solution for a health issue in your clinic or community (i.e. low cancer screening rates, high smoking prevalence, high obesity rates, etc.)



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5 Minutes



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Group Discussion

Thank you!

Questions?

Join our online community!



- Sign up for our quarterly newsletter!
- Visit www.AICAF.org for resources



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Please connect with us after the conference!

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