

Protecting our Mamaqs: An Environmental Health Toolkit for Breast Cancer Prevention

Alaska Run For Women (AKRFW) Communications Plan October 2023

Background:

Protecting our Mamaqs (Mamaqs being the Yupik word for breast) is a toolkit on environmental links to breast cancer and how to reduce exposure/prevention of breast cancer. The toolkit includes facts about cancer-causing and hormone disrupting chemicals that can contaminate traditional foods, air, water, and land of Alaska Native peoples, as well as household and personal care items. The toolkit explores effects of chemicals on human health, and offers guidance on how to reduce exposure. Protecting our Mamaqs also provides an environmental health assessment tool to assist Community Health Aid Practitioners (CHA/P) identify patients' exposures.

Summary:

Protecting Our Mamaqs: An Environmental Health Toolkit for Breast Cancer Prevention is designed to train Community Health Aides/Practitioners (CHA/Ps), other health care professionals, and the people of Alaska about environmental contaminants found in the North and Arctic regions that are linked to breast cancer. ACAT believes this is a fundamental right-to-know issue and offers this toolkit to support people's ability to make their own decisions.

After finishing associated training modules in this text, community health aids and other tribal healthcare providers will have information necessary to: Help Alaska Native women reduce exposures to harmful chemicals associated with cancer, discuss risk reduction with patients, encourage friends, family, community members to follow their lead to develop plans to reduce exposure to harmful chemicals.

The long-term, overall goal of this project is a decline in the risk of breast cancer among Alaska Native women.

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CAMPAIGN GOALS

- I. Aid Alaska Native women in reducing exposures to chemicals that can cause breast cancer and hormone disruption
- II. Discuss/develop plans to reduce exposure - talk about risk reduction with patients as an important part of prevention - proactive not reactive
- III. Long term goal of project is a decline in the risk of breast cancer among Alaska Native Women

COMMUNICATIONS GOALS

1. Tell values-based stories and provide breast cancer prevention education to engage our target audiences (primary intended demographic is Alaska Native women)
2. Develop a communications plan for the Protecting our Mamaqs toolkit and to amplify/highlight the importance of proactivity in the prevention of breast cancer (ie reduce exposure)
3. Highlight the impact of environmental exposures on human health as it relates to the public health field (toxic chemicals from many sources are being recorded in Alaska land, waters, fish, wildlife) on social media, website, press release, targeted emails, etc.

Audience	What do we want to tell them?	Where to reach them?	What do we want them to do?
Alaska Native Women/community health aid practitioners	Uplift the toolkit/train aides and other tribal health care professionals on environmental contaminants found in the Arctic that are linked to breast cancer.	Reach out to tribal health care organizations, social media infographics/short form vertical reels highlighting the curriculum of toolkit	Ideally, train health aides on the content of the toolkit, but amplifying toolkit/dissemination of physical toolkits around Alaska is just as important.

Allied organizations		30 minute briefings	Promoting the report
Academia?	Uplifting toolkit curriculum within local/state healthcare programs	On physical campuses, online/research state healthcare programs which teach about breast cancer	Allow an ACAT employee to present the toolkit in classes/hand out toolkits either in hardcopy or via usb flash drive (toolkit is also available on akaction.org)

TOPLINE MESSAGES:

- I. Comprehending the impact of enviro exposures on human health and how it relates to breast cancer in Alaska Native women - current data is absent or not accessible.
- II. ACAT wholeheartedly believes this is a fundamental right-to-know issue and offers this toolkit so Alaskans can make their own informed decisions and choices.
- III. Toolkit also offers an environmental health assessment tool to assist CHA/Ps identify exposures.

TIMELINE/COMMS ORGANIZING STRATEGIES FOR TOOLKIT

Week of October 2nd

- Review of comms plan/distinguish key producers of toolkit content for social media (ie short vertical form videos, infographics, testimonies)
- Ongoing message development
- Radio public service announcements are airing (could be worth to compile stats for reach/accountability purpose for grant reporting)
- Social media toolkit w/ graphics - uplift new art cover by intern Kelly Dunn
- Identify person on team who can compile ally organizations who can promote toolkit
- Pinkwashing short explainer reel - what it is and how it relates to the toolkit

Week of October 9th

- Implement at least 1-2 posts on social media feeds per week related to the toolkit in some form. Could be a short evergreen post about toolkit, or more specific - ie Vi records herself talking about why the toolkit is important to her

- Continue to reach out to Tribal healthcare organizations and amplify toolkit importance
- Reach out to local educational public health programs - including universities, schools, other Tribal health groups - and provide physical copies of toolkit for students
- Identify other Arctic EJ groups and organizations who might be interested in toolkit
- Beauty industry exposures/social media infographic
- **HOLD OFF ANNOUNCING GRANT UNTIL 11TH**

Week of October 16th

- Specify who on the team could write an op-ed about the toolkit/enviro exposures in Alaska, perhaps an Island working group member?
- Could be worth doing a press release about latest version of toolkit - establish who would be writing it and disseminate to AK reporters
- November's CHE Alaska call could focus on toolkit - discuss potential speakers/presenters
- Social media post on occupational exposure harms

Week of October 23rd

- Press release to go out this week to AK reporters on toolkit's importance, op-eds published in selected AK publications
- 1-2 social media posts continues, could be educational videos about enviro exposures
- Social media graphic about food packaging and chemicals of concern in packaging
- Media tracking/social media audit of toolkit posts (ie engagements numbers, reposts, etc)
- Post on social media about environmental health assessment tool to help CHA/PS identify exposure

EVALUATION (at the end of each week use this area to discuss what worked, what didn't work, what could have been done better)