



Using Social Media Platforms to Support Survivorship Equity Among American Indians/Alaskan Natives

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The Disparity

Breast cancer is the most frequently diagnosed cancer among American Indian and Alaskan Native (AI/AN) women, and a leading cause of cancer mortality. AI/AN women have lower rates of cancer screening across the U.S. than other races. There is a need for culturally relevant survivorship and education in AI/AN communities. Social media is an emerging tool that can distribute tailored messages and help connect cancer survivors to increase social support (Gentile et al., 2018)

Kwe Brave utilizes social media networks to support AI/AN women with the long-term and late effects of cancer treatment; general health and wellness, psychosocial and emotional health, and the appropriate surveillance screening schedules.

Know Your Body. Own Your Health.



Breast cancer is the leading cancer among Native American women

Know how your body looks and feels normally so you can detect changes if they occur



Breast Cancer and Indigenous Women

Breast Cancer is the most common cancer found in women

For Indigenous women, breast cancer tends to be found in later stages compared to other racial groups

For Indigenous Peoples, it's not uncommon to be labeled as the wrong race in cancer registries, impacting research and data




PHYSICAL ACTIVITY AND CANCER SURVIVORSHIP



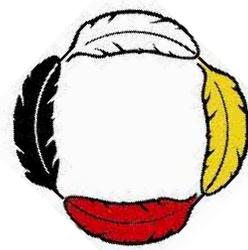
Improves range of motion and muscle strength



Supports brain functioning and improved sleep



Helps strengthen the immune system

The Project

Kwe Brave began as a graduate research project in 2020 supporting the Inter-Tribal Council of Michigan's Three Fires survivorship equity program. Facebook and Instagram pages were created and branded "Kwe Brave" to acknowledge, connect and collaborate with AI/AN populations, and local county, tribal, and national health systems to address survivorship disparities among this underserved minority population. Kwe Brave is used to distribute culturally relevant messaging that supports breast cancer equity for AI/AN women.

STAY UP TO DATE WITH YOUR HEALTH

Make your mammogram appointment!

EARLY DETECTION MATTERS




"Kwe" means 'woman' in the Anishinaabe language.

WE ARE STRONG, RESILIENT, AND POWERFUL

Binge drinking is not our tradition



Heavy alcohol use is a risk factor for breast cancer
Drink less for your breasts!



1200+ REACH monthly average

800+ FOLLOWERS

USING YOUR VOICE AT THE DOCTOR'S OFFICE

Write down your concerns, symptoms, and any family health history information so you can share these with your doctor



Arm yourself with information from trustworthy sources (like .gov, .org, and .edu sites) to help you ask the right questions



Pain Management Strategies



Traditional Healing/Medicine

Physical Therapy

Relaxation Techniques

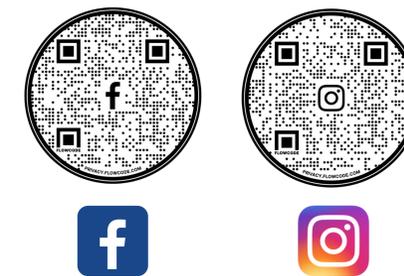
Pain Relief Medication

Counseling/Support Group



The Results

Kwe Brave has expanded collaborations across tribal councils and health systems. In addition to culturally relevant graphics and messaging, Kwe Brave supports live online storytelling sessions that allow cancer survivors to share their experiences with health care workers and public health professionals. These online sessions highlight gaps in equity addressing the long-term and late effects of cancer treatment health among AI/AN women; physical, spiritual psychosocial, and emotional wellness of our Kwe. The themes from these discussions provide the framework for graphics, messaging and outreach to organizations to improve cancer survivorship care.



Our stories hold medicine.

Oral Storytelling and the Journey of Cancer

A Listening Session with Young, Indigenous Breast Cancer Survivors

WEDNESDAY, APRIL 14th, 2021 | 1pm CT

Registration: bit.ly/YBCS414

Support our young Indigenous cancer survivors as they share and teach us about their journey along the cancer continuum, and how they have integrated Native traditions into their survivorship care plans.



The Conclusion

There is a need for culturally relevant cancer survivorship support for AI/ANs. Social media networks can provide support for cancer survivors through education, and shared resources, while providing space for vulnerable populations to share their experiences and help identify gaps in cancer care.

Future programs should consider social media campaigning and storytelling to reduce cultural barriers to cancer screening and prevention. More research is needed to study the impact of virtual sessions and social media messaging on cancer equity.

Reference: Gentile D, Markham MJ, Eaton T.
doi: 10.1200/JOP.18.00367