

# Junior Pink Shawls

## The Mission

To raise breast cancer awareness in the Native American community and beyond, to develop self-confidence, leadership skills and prepare girls early to take responsibility for their own health.

## The Message

Junior Pink Shawls (JPS) seeks to increase the number of Native American women being screened for Breast Cancer by keeping the message, but changing the messenger. In the last few years, women's health messaging has increasingly focused on women's responsibility to others as a way to motivate them to attend to be screened for breast cancer.



JPS emphasizes the importance of Native American cultural teachings and their value in the modern world. Junior Pink Shawl members are taught to work as a team, communicate with each other, listen to the ideas other people have and share their own. JPS emphasizes inter-generational bonding as well as bonding with peers. The girls and boys are taught to eat healthy, exercise, do crafts and be confident in themselves.

(continued)





"Being in JPS has allowed me to blossom; I've seen girls who were too shy to tell me their names become confident, outgoing people. I have watched them grow as people." -Lexi

Junior Pink Shawls participants attend a meeting once per month. Meetings consist of cultural activities and learning experiences including designing and making shawls, beadwork and dream catchers; learning about health and how it relates to breast cancer; are encouraged to live healthy lifestyles, preparing healthy foods, and how to help educate others about reducing the risks of cancer and other diseases in their community. Other educational and life experiences include trips to museums, plays, farms and pow wows.

JPS has a peers educating peers program in which members will visit schools to educate children on how to educate the women in their lives about breast health. This activity is funded through one of our grants with the University of Wisconsin.

Join Us — Become a Youth Health  
and Wellness Messenger  
in Your Community

For more information on Junior Pink Shawls or how to join, visit [www.jrpinkshawls.org](http://www.jrpinkshawls.org), email [juniorkpinkshawls@dreamthecure.org](mailto:juniorkpinkshawls@dreamthecure.org) or [m.facebook.com/pages/Jr-Pink-Shawls/](https://m.facebook.com/pages/Jr-Pink-Shawls/)

The Junior Pink Shawls was established as a program under the Wisconsin Pink Shawls Initiative and as a direct product of the partnership between the Collaborative Center for Health Equity at the UW School of Medicine & Public Health, the Wisconsin Well Woman Program and the Wisconsin Women's Health Foundation.

Woodland Indian floral pattern courtesy of Dawn Dark Mountain.