



ANNUAL REPORT 2006-2007

Lifespan Health Services
Office of Women and Men's Health



IN FULFILLMENT OF THE REQUIREMENTS OF
WOMEN'S HEALTH INITIATIVE STATUTE
LAWS 2000, LB 480, §7 AND LAWS 2005, LB 301 §34

Nebraska Department of Health & Human Services

Division of Public Health

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ANNUAL REPORT

2006-2007

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Introduction

September 1, 2007

This has been a year of change, with public health poised for dramatic improvements in Nebraska. The new Division of Public Health within the reorganized Health and Human Services System (now the Department of Health and Human Services) provides a new focus to address health issues.

Another exciting change is that the Division will now have an Office of Women's and Men's Health. This decision recognizes the special health needs, motivations, and health beliefs of men that must be addressed to prevent illness, accidents, and premature death. A task force within the Division of Public Health has been formed to examine data, develop strategies, and seek resources for men's health. This group will coordinate activities with the Men's Health Section of the Nebraska Medical Association.

The Office of Women's and Men's Health is located within the new Lifespan Health Services Unit. This unit includes programs from the former Offices of Family Health and Women's Health. The merging of these programs will provide new impetus for internal partnerships to serve Nebraskans at all stages of life.

Throughout all these changes, much has happened this year to improve the health of Nebraska women. A sample of accomplishments includes:

- ▶ Nebraska has successfully competed for another 5-year cycle for the Breast and Cervical Cancer Early Detection Program, receiving a \$30,000 increase in the FY 2008 award.
- ▶ Every Woman Matters has screened 9,992 low-income women through breast, cervical, cardiovascular, and diabetes screening and healthy lifestyle interventions.
- ▶ The Susan G. Komen Foundation made a major new commitment of funding for Every Woman Matters, with a grant this year of \$154,000.
- ▶ A new three-year grant entitled Healthy Behaviors in Women was received from the Health Resources and Services Administration. This grant will provide funding for projects to serve Hispanic women in Crete and African American and Hispanic women in Omaha.
- ▶ The Nebraska Colon Cancer Program, one of five demonstration grants funded by the Centers for Disease Control and Prevention, began statewide screening for women and men. More than 2,000 persons have enrolled; 55 contracts have been signed for colonoscopy services; and commitment has been received from eight of the state's cancer centers to assist with cancer treatment.
- ▶ The 2007 Women's Health Symposium attracted 345 participants with a theme of Life Happens: The Balancing Act—Humor, Understanding, and Acceptance. Sponsorships were provided by eleven programs and organizations.
- ▶ A Women's Health Week partnership with Blue Cross and Blue Shield of Nebraska resulted in distribution of 500 pedometers and educational information.

Expanding the Office's vision of "Healthy Women Throughout Nebraska" to include men will provide us with another opportunity to learn and to grow. We are grateful to the Governor and the Legislature for all their support. The Governor's Women's Health Advisory Council deserves much appreciation for their contributions to the health of Nebraska families.

Submitted by,

Kathy Ward, Administrator of the Office of Women's and Men's Health

DEMOGRAPHICS

Gender & Age. According to the United States Census Bureau (2006), women represent 51 % of Nebraska's population. Women represent 58% of Nebraska's 65 and older population. These percentages reflect current U.S. population trends.¹ The following table summarizes overall population:

Total Population		1,768,331	
2006	Women	Men	
	891,577	876,754	
By Age			
Under 18 years	217,336	227,697	
18 to 44	318,220	333,100	
45 to 64	219,762	217,561	
65 and older	136,259	98,396	

Race & Ethnicity. Compared to 2005, the racial and ethnic make-up of Nebraska remained virtually unchanged in 2006.¹ The following two tables summarize race demographics:

Population By Race		2006		Percent of Population		2005	2006
	Women	Men	Nebraska Women	%	%		
White	762,137	738,588	White	85.8	85.5		
Hispanic or Latino	59,989	70,315	Hispanic or Latino	6.5	6.7		
Black	37,524	36,970	Black	4.2	4.2		
Asian/Pacific Islander	14,869	14,707	Asian/Pacific Islander	1.6	1.7		
Native American	7,581	7,145	Native American	.8	.8		
Two or more races	9,477	9,029	Two or more races	1.	1.1		

Education. The National Women's Law Center reports educational attainment for Nebraska women as follows: Nebraska's high school graduation rates rank 4th in the nation.² The following table summarizes high school graduation rates:

Education Status		2004	
High School Completion	Women	U.S.	
All Women, All Races	91.2%	84.8%	
White-Non-Hispanic	93.3%		
Asian or Pacific Islander	90.3%		
Black or African American	77.7%		
Hispanic or Latina	56.8%		

Marital Status. Of the 687,456 households in Nebraska, 366,636 (53.3%) are married couples. The U.S. Census Bureau (2005) estimates that 55.5% of Nebraska women are married. Marriage rates for women and men are highest among 35 to 54 year olds.³ The following table summarizes marital status:

Marital Status		2005	
	Women	Men	
Total Population 15+ Years	688,862	663,233	
Percent of Population			
Married	55.5%	58.1%	
Never Married	22.5%	29.5%	
Divorced	10.7%	9.0%	
Widowed	9.72%	2.2%	

Residence. As of 2004, 70.3% of Nebraska women reside in urban areas, and 29.7% live in rural areas, according to the National Women's law center.

ECONOMIC STATUS

Poverty. The Kaiser Family Foundation (2004-05) reports that 13% of all Nebraska women had incomes at or below federal poverty guidelines, compared to 11% of Nebraska men.⁴ The following table reflects distribution of poverty levels for Nebraska women by racial/ethnic background and age:

Poverty Status for Nebraska Women	2005
All U.S. Women	19%
All Nebraska Women	13%

Poverty & Households. In 2005, 15% of related children under 18 were below the poverty level. Additionally 8% of all families and 34% of families with a female householder and no husband present had incomes below the poverty level.³

Race/Ethnicity (NE only)	2004
White	8.3%
Hispanic or Latino	22.7%
Black or African American	36.5%
Asian/Pacific Islander	9.2%
Distribution by Age	
18 & under	12.8%
18-64	8.7%
65+ years	12%

economic status continued...

Earnings. The National Women's Law Center reports that median annual earnings for Nebraska women in 2004 were \$25,000, compared to \$29,200 on average for women in the United States. Nationwide, women earn 72.7% of what men earn, compared to 70.2% in Nebraska.²

Uninsured. In Nebraska, 16.7 % of non-elderly women were uninsured in 2006, (17% of men were uninsured). Nationally, 15.6% of non-elderly women were uninsured.⁸

MATERNAL HEALTH

Total Births: According to Nebraska DHHS provisional data, there were 26,144 live births in 2005.⁵

Age of Mother. Although Nebraska women today are having children later than earlier generations, the vast majority of all births still occur among women in their twenties. In 2005, women 20-29 accounted for 57.1% of all live births, compared to 32.75% for women 30-39, 8.3% for teenaged women, and 1.9% for women 40 and older.⁵

Birthweight. Nebraska's low birth weight (babies weighing less than 5 ½ pounds) rate for 2005 was 72.02 per 1,000 live births which is an increase from 69.3 in 2003. Nebraska's annual low birth weight has increased steadily since declining to an all-time low of 52.8 in 1990. Very Low Birth Weight (babies weighing less than 3.3 pounds) slightly increased in 2004, from 12.2 per 1,000 babies in 2003, to 14.34 in 2005.⁵

Unmarried Rates. In 2005 a total of 8,055 live births were recorded in Nebraska among unmarried women, up from 7,680 in 2003. The increase reflects a long-standing trend which has doubled in the last 20 years.⁵

The following tables detail prenatal care, live births by race and maternal age:

Prenatal Care by First Trimester (of live births)		
Race/Ethnicity	NE (2005) ⁵	U.S. (2004) ¹⁰
White	74.00%	78.0%
Asian	70.10%	69.1%
Black	62.39%	58.9%
Hispanic	55.43%	56.5%
Native American	33.41	58.7%
Total	71.25%	72.9%

No Prenatal Care		
	NE (2005) ⁵	U.S.* (2004) ¹⁰
All Races	0.73	6.2
<i>*care sought in 3rd trimester or not at all</i>		

NE Live Births by Race ⁵		2005
White		80.14%
Black		5.91%
Native American		1.68%
Asian		2.38%
Other/Unknown		9.89%
Hispanic Origin (may be any race)		14.72%

NE Age of Mother /All Races 2005 ⁵	
Under 20	8.3%
20-24	25.6%
25-29	31.5%
30 and Over	34.6%

MORTALITY

Life expectancies (2004) for Nebraska women and in the United States are described in the following two tables:

Life Expectancy for Women	2004
	Age
United States, all races	78.8
White Women in Nebraska	81
Non-White Women in Nebraska	74.5

Leading Causes of Death for Nebraska Women	Number of Deaths
Heart Disease	1,920
Cancer	1,578
Cerebrovascular	589
Chronic Lung Disease	311
Alzheimer's	322
Pneumonia	203
Diabetes	201

CHRONIC DISEASE

Arthritis. Women in both Nebraska and the United States are more likely to be diagnosed with arthritis than men. In Nebraska, 31% of women report having arthritis, compared to 23% of men, in 2005.⁸

Asthma. In 2005, a higher percentage of Nebraska women report that they have been diagnosed with asthma (10.9%), compared to Nebraska men (9.6%).⁸

Diabetes⁸

Adults who have ever been diagnosed with diabetes in 2006		
Yes	NE	U.S.
Men	7%	7.9%
Women	7.8%	7.1%

Cholesterol⁸

Adults who have ever been diagnosed with high cholesterol in 2005		
Yes	NE	U.S.
Men	37.3%	37.3%
Women	33.4%	34.2%

Hypertension⁸

Adults who have ever been diagnosed with high blood pressure in 2005		
Yes	NE	U.S.
Men	24.8%	25.4%
Female	24.2%	24.9%

HIV and AIDS. In 2005 the rate of AIDS for Nebraska women was 1.91 per 100,000 women,* compared to 9.1 per 100,000 women in the United States.⁶ *The following table reflects reported cases of AIDS & HIV for the last 6 years.*

**Rates cannot be calculated for HIV because the number of HIV cases reported is incomplete and represents only the number of persons found to be HIV-infected by confidential HIV-antibody testing. These numbers do not include HIV-infected persons who have tested anonymously or who have not sought testing.*

HIV/AIDS in Nebraska	pre 1998-2005
HIV	Totals
Women	162
Men	451
AIDS	Totals
Women	223
Men	1171

Mental Health. Women in Nebraska and in the United States are more likely than men to report having poor mental health in the last 30 days. The percentages of both Nebraska women and men who report poor mental health are lower than comparable national figures.⁸

Poor Mental Health	2004	
	Nebraska	U.S.
Women reporting poor mental health in last 30 days	34.7%	38.3%
Men reporting poor mental health in last 30 days	25.4%	28.7%

Sexually Transmitted Diseases. In Nebraska, the incidence rate for Genital Herpes has increased from 67.4 (per 100,000 people) in 2004 to 90.9 (per 100,000) in 2005. This is a 34.3% change. Incidence rates for Chlamydia and Gonorrhea, have changed little since 2004. Except for Chlamydia, Nebraska STD incidence rates remain low compared to the rest of the United States.⁷ *The following tables illustrate STD cases in Nebraska and United States.⁹*

STD cases and rates per 100,000 by GENDER in 2005						
	Women			Men		
	NE Cases	NE Rates	U.S. Rates	NE Cases	NE Rates	U.S. Rates
Chlamydia	3,699	418.6	332.5	1,374	159.1	161.1
Gonorrhea	688	77.9	115.6	467	54.1	111.5
Genital Herpes	803	90.9	250	183	21.2	NA
	Women			Men		
TOTAL NE Cases	5,190			2,024		

NE Percent rate change from 04 - 05		
	Total Cases	% Change
Chlamydia	5,073	-3.5
Gonorrhea	1,155	+ .8
Genital Herpes	986	+34.3

BEHAVIORAL RISK FACTORS

Binge Drinking

NE Adults who report having 5 or more drinks on one or more occasions during the past month. ⁸		
	Yes	U.S.
Men	24.0%	20.3%
Women	12.2%	10.0%

Fruits and Vegetables. In 2005, 24.5 % of Nebraska women, reported eating fruits and vegetables five or more times per day.⁸

Exercise

NE Adults who report having participated in physical activity in the last month (2006) ⁸		
	Yes	U.S.
Men	79.6%	79.4%
Women	78.4	75%

Overweight/Obesity

Adults who reported being overweight (2006) ⁸				
	Overweight (bmi 25-29.9)	U.S.	Obese (bmi 30.0-99.8)	U.S.
Women	30.1%	29.5%	26.7%	24.4%
Men	43.9%	43.7%	27.1%	25.9%

Tobacco Use⁸

2006-NE Adults	Smoke everyday	Smoke some days	Former smoker	Never smoked
Men	14.6%	5.0%	26.8%	53.6%
Women	13.1%	4.7%	21.0%	61.2%

PREVENTION

Cancer Screening Prevalence. Health screenings can prevent disease or detect it in its earliest possible stages. Women in Nebraska report lower cancer screening rates compared to the rest of the nation.

Mammography. In 2006, 37 states ranked higher than Nebraska in the percentage of women 40+ who had a mammogram within the past two years.⁸ *The following table illustrate mammography rates.*

NE women aged 40+ who have had a mammogram within the past two years, 2006			
Yes	U.S.	No	U.S.
73.3%	76.5%	26.7%	23.5%

Pap Smears. In 2006, 81.6% of Nebraska women 18+ received Pap smears within the past three years, ranking Nebraska 42nd in the nation for testing percentages.⁸ *The following table illustrates test rates.*

NE women aged 18+ who have had a pap test within the past three years			
Yes	U.S.	No	U.S.
81.6%	84.0%	18.4%	16.0%

Oral HEALTH

NE adults who visited the dentist or dental clinic within the past year for any reason, 2006		
	Yes	No
Male	70.6%	29.4%
Female	74.5%	25.5%

Sigmoidoscopy/Colonoscopy. Nebraska's screening rates have increased since 2004 from 46.2 percent to 51.4%, placing Nebraska 48th for colon cancer screening. *The following table illustrates screening prevalence by gender.⁸*

NE Adults aged 50+ who have ever had a sigmoidoscopy or colonoscopy, 2006		
	Yes	U.S.
Male	49.3%	56.8%
Female	53.2%	57.8%

Blood Stool Tests. Nebraska is ranked much higher in this category compared to other states, ranking 12th of all states in the percentage of adults age 50+ who have had a blood stool test within the past two years.⁸

FOOTNOTES See Appendix 6

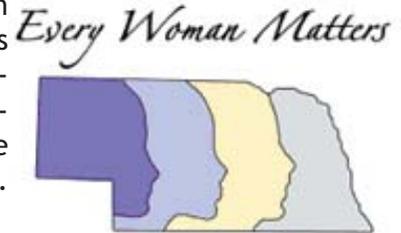
PROGRAMS

Every Woman Matters

Every Woman Matters (EWM) is a federally funded program that provides a variety of preventive health services for medically underserved women, primarily between the ages of 40 and 64. The program began 16 years ago with a grant from the Centers for Disease Control and Prevention (CDC) for breast and cervical cancer screening. Nebraska was one of the first twelve participating states in the Early Detection of Breast and Cervical Cancer Program. Today, all 50 states, 9 tribal organizations and several U.S. territories are funded for breast and cervical cancer screening through CDC. Program functions include screening and diagnostic tests, public education, professional education, surveillance, evaluation and quality assurance. Over seven hundred health care clinics/offices, mammography facilities, and laboratories provide services for Every Woman Matters.

The WISEWOMAN Program, described in a following section, was added to Every Woman Matters in 2001, to provide cardiovascular and diabetes prevention and risk factor detection services for clients. An

Arthritis grant, also received from CDC in 2001, has provided EWM with an opportunity to assess the prevalence of arthritis in program participants and to provide educational programs.



The newest addition to EWM services is colon cancer screening. Nebraska was one of five demonstration grants to be funded in 2005 by CDC. This was the first of the grants in the Office of Women's and Men's Health to provide services for men as well as women. The grant recruits participants through the Every Woman Matters Program, but it has a separate identity. Men and women who qualify by income and age are recruited for colon cancer screening, regardless of whether they have a connection to the Every Woman Matters Program. The Colon Cancer Screening Section provides additional information on the program and its progress.

Program Highlights

- Since its inception, EWM has screened 60,253 women and diagnosed 781 breast cancers and 60 invasive cervical cancers.
- During this fiscal period, the Breast and Cervical Cancer Program has screened 9,992 individual women, of which 46% are at or below 100% of the Federal poverty guidelines. Seventy-two percent of all EWM clients report having no insurance coverage (up 2% from last year) with 87% of new enrollees having no insurance. Approximately 72% have a high school diploma or less.
- The program has performed 7,513 screening mammograms, 5,789 pap smears and 7,839 clinical breast exams this year. Nebraska's EWM program has the highest breast and cervical re-screening rates in the country.
- This year Nebraska submitted a competitive application to CDC for the Breast and Cervical Cancer Program and has been funded for the next five-year cycle. The National Breast and Cervical Cancer Early Detection program has been reauthorized by Congress, with funding increased from \$202 million over five years to \$275 million.
- The EWM Program asked clients for letters of support to submit with the competitive application for the Breast and Cervical Cancer grant. Over 2,000 letters were received from women across the state, with touching testimonials on what EWM has done to improve their health and their lives. *Appendix 5 is an article describing the content of these letters.*

EWM continued...

- Every Woman Matters received a grant of \$154,000 from the Susan G. Komen Foundation Nebraska Affiliate to assist with reimbursement for diagnostic screening services for women under the age of 40 and to assist in reimbursement for breast biopsy hospital fees.
- New contracts were sent to the more than 700 providers for the EWM Program. Only a few are left to be signed and returned.
- Every Woman Matters has received an award from the American Cancer Society for \$125,000 for each of the last three years to be used for mammography.
- In accordance with CDC requirements and recommendations from the Medical Advisory Committee, program forms and policies have been updated to adhere to a biennial schedule for liquid-based Pap smears.

WISEWOMAN

Since the addition of the WISEWOMAN (Well-Integrated Screening and Evaluation for Women Across the Nation) grant in 2001, the EWM Program has been providing clients with a comprehensive array of prevention and screening services. These services address chronic disease risk factors such as elevated cholesterol, high blood pressure, obesity, sedentary lifestyle, diabetes, and smoking. The WISEWOMAN program provides screening for cardiovascular disease and diabetes and provides intervention, referral and follow-up as

appropriate. Like the Breast and Cervical Cancer Early Detection Program, it is aimed at low-income uninsured or underinsured women from ages 40 through 64. Special attention is given to populations of women at higher risk for cardiovascular disease—Black, Hispanic, and Native American women. Nebraska is one of only 14 states and tribal organizations to receive a WISEWOMAN grant.



Program Highlights

- Since 2002, the WISEWOMAN grant has screened 13,939 women, diagnosed 1,496 new cases of hypertension, 1,497 new cases of high cholesterol, and 335 new cases of diabetes. Nebraska's WISEWOMAN program has screened and re-screened more women than any other state in the nation, including those with much larger populations.
- The WISEWOMAN Program is funded by CDC, and is in the fifth year of a five-year cycle. Next year's application will be competitive with other states.
- EWM received a Heart Healthy Community Award from the American Heart Association. The award was given in recognition of achievements in providing ongoing education for women inclusive of annual check-ups, screenings, and heart healthy educational programs throughout Nebraska.
- A Success Story was submitted to the CDC highlighting the partnerships with Cooperative Extension for offering health education classes to clients across the state. The story is currently being reviewed and edited by CDC staff. Publication is expected this Fall in a WISEWOMAN peer journal.
- The WISEWOMAN Program provided client correspondence regarding "Go Red for Women" from the American Heart Association and also highlighted the Power to End Stroke campaign.
- Over 1,700 "Be A WiseWoman- Get Heart Smart" self-study healthy lifestyle intervention materials were distributed to eligible clients between October 2006 and March 2007. During this same time, 718 clients received information on tobacco cessation, arthritis and other health topics as requested. Partnership efforts with Tobacco Free Nebraska continue. Over 25 Quitline Fax Referrals have been sent to clients upon request via the interventionist.

WISEWOMEN continued...

- From October through December 2006, seven "ABC's For Good Health" classes were offered through a contract with Cooperative Extension, and thirty clients participated. Classes are held over a series of four weeks and cover the same topic areas as a self-study curriculum; including increasing physical activity, improving nutrition, and tobacco cessation. Partnership efforts with Cooperative Extension educators continued January through June 2007, with 1,346 eligible clients receiving intervention letters. Over 25, 4-week classes were offered to eligible clients.

Colon Cancer Screening Program

As of September 2005, an additional service was added when Nebraska was chosen as one of five CDC demonstration programs to offer Colorectal Cancer Screening. Nebraska's Office of Women's Health and Comprehensive Cancer Control Program successfully competed for that grant because of experience gained with a pilot project funded by a Tobacco Settlement Grant. The grant amount is \$550,000 per year, for at least three years. Nebraska's Colon Cancer Screening Program is designed to address Nebraska's

high colorectal cancer incidence and mortality rates and low rate of screening. The Centers for Disease Control and Prevention (CDC) grant program that provides the funding is a new venture for that federal agency. Of the five demonstration grants funded across the nation, Nebraska's program is the only one that is statewide and is screening the largest number of people.



Program Highlights

- Nebraska continues to integrate Colon Cancer Screening activities into the Every Woman Matters Program, enrolling approximately 2,000 people, including 165 men into screening services. Of the persons enrolled, 130 have been referred for colonoscopy.
- While funding from the Centers for Disease Control and Prevention (CDC) can be used for diagnosis, as well as for screening, the Program cannot spend CDC money for treatment. In order to address this situation, staff and members of the Medical Advisory Committee are working with Cancer Centers across the state. To date, eight of state's thirteen Cancer Centers have signed statements confirming their commitment, in accordance with their charity care policies, to assure treatment for persons diagnosed with cancer under this program.
- Based upon feedback from eighteen focus groups held in 2006, a new logo and brochure were developed and tested through the Health Marketing Consumer Group. Additionally, a media campaign was initiated in March which included a radio campaign; updating of the website; development of a flyer, poster, and logo; and a colon cancer promotional mailing to stakeholders, providers, and advocates.
- A partnership was developed between the Nebraska Colon Cancer Screening Program (NCP) and the Nebraska Department of Roads. Information on colon cancer has been sent to employees regarding the importance of screening. The NCP were present at all the Department of Roads conferences and "Stand Down Days" during the months of March, April and May.
- The renewal Colon Cancer Program grant was submitted to the Centers for Disease Control and Prevention.
- At the national level, a bill has been introduced in Congress entitled the Colorectal Cancer Prevention, Early Detection and Treatment Act of 2007. The bill would authorize a program at the Centers for Disease Control and Prevention to increase access to screening for low-income, uninsured

Colon Cancer continued...

and underinsured men and women ages 50-64, or those under age 50 determined to be at high risk for the disease. This would expand the demonstration program under which Nebraska was funded.

- In March 2007, Melissa Leypoldt and Michelle Heffelfinger gave presentations on the Nebraska Colon Cancer Screening Program at the National Dialogue for Action on Colorectal Cancer in Baltimore. Melissa Leypoldt also gave a presentation on the Colon Cancer Program at the Health Disparities Conference in New Orleans. Staff also participated in a Colon Cancer Program reverse site visit with CDC in Atlanta.

NEW GRANT *Healthy Behaviors In Women*

In 2005, the Office of Women's Health submitted a grant application to the Health Resources and Services Administration (HRSA) for a grant to address nutrition and physical activity for Hispanic and African American women. That grant was a partnership with the Offices of Family Health and Minority Health within the Health and Human Services System, the Blue Valley Community Action Program in Crete, Public Health Solutions, the University of Nebraska Medical Center, and the University of Nebraska Cooperative Extension Services. Initially that grant application was approved but not funded.

In Spring of this year, Nebraska was notified that HRSA had additional money to fund two new applications, and ours was one of the next two in line. The grant entitled, Healthy Behaviors in

Women, seeks to positively impact healthy lifestyle knowledge, attitudes, and behaviors for underserved populations. In this funding cycle, a total of only five grants were funded, including Nebraska's, from 262 applications that were submitted. The grant award is \$146,000 for each of the next three years.

The Crete project will focus on Hispanic women and their families, while the Omaha project will work with African American and Hispanic women. Both will feature physical activity, nutrition, and wellness classes designed in conjunction with the participants; baseline and post-intervention screening of clinical measures such as height, weight, blood pressure, body mass index, and cholesterol; and support for the women and their families as they make lifestyle changes.

EDUCATION

Public Education

The Public Education component of EWM/OWMH researches, develops and disseminates public health information and education.

Program Highlights

- Three editions of the EWM Client Newsletter, "Healthy Ways...Healthy Days" were printed, and sent to approximately 20,000 clients. Topics covered include: Quitting Smoking, Skin Cancer Awareness, Know Your Numbers, Healthy Recipes, Cooking Dictionary, Knowing Your Family History, EWM Health Marketing Consumer Group, EWM Breast and Cervical Advisory Committee, Colon Cancer Awareness, Spring Cleaning, Rural Health, Post Holiday Blues, Benefits of Journaling. The newsletters are also available on our website.
- A Program Portfolio was developed and printed for use with stakeholders, partners, and volunteers. The goal of the Program Portfolio is to increase understanding and support for the programs within the Office of Women's Health and Men's Health. The portfolio folder includes

Public Education continued...

a program business card, two mini DVDs or one large DVD (still in development and will include survivor and client stories and testimonials about the screening programs), and seven leaflets. The leaflets share information on the following topics and/or programs: Office of Women's Health, Every Woman Matters, Cardiovascular and Diabetes, Nebraska Colon Cancer Screening Program, Statistics, Partnerships, and Volunteering. The portfolio will eventually have a survivors' leaflet.

- Requests for Proposal for EWM comprehensive Outreach & Recall Services and Healthy Lifestyle Intervention Management Services were developed and published through the Department of Administrative Services. Bids have been received and the anticipated contract start dates will be September 1, 2007.
- Every Woman Matters awarded grants to The Nebraska Urban Indian Medical Center and Elkhorn Logan Valley Public Health Department to reach Sudanese, Native American, African American, Hispanic and Vietnamese women who are never or rarely screened. The two grantees combined their projects and each created a video with a special purpose: one explained the EWM program and services, and the other demonstrated enrollment and screening test follow through. The video created by Elkhorn Logan Valley Public Health Department has been completed and will be disseminated to clinics throughout the state and posted on our website. Both videos will be viewed by a series of focus groups at clinics offering services to the video's target population.
- A Health Marketing Consumer Group has been established, consisting of approximately 100 persons who are EWM clients or previous focus group participants. Both men and women are included.
- Research has been conducted on potential additional funding sources for Every Woman Matters.

Bright Futures for Nebraska Women

The Bright Futures (formerly called VERB) project continues to raise awareness about the importance of physical activity in three local communities. The Panhandle Public Health District, Lincoln-Lancaster Co. Health Department and the North Central District Health Department in partnership with Loup Basin District Health Department, are each highlighting no-cost or low-cost physical activity



options in their communities via a scorecard campaign. The campaigns are aimed at girls ages 9-13 and important women in their lives, primarily between the ages of 40-64. Scorecard activities are marked off for points and turned in monthly for educational incentives and prizes. 'Bright Futures' scorecard campaign projects are expected to complete with community celebrations and collection of data.

Professional Education

The Professional Education component of Every Woman Matters continued to be active in providing educational opportunities to clinical providers throughout the state in 2006-2007.

Program Highlights

- The program sponsored an OB/GYN physician who gave a presentation, "HPV Update" at the Nebraska Nurse Practitioners (N.P.s) state conference in February. The session was reported as very good on the evaluations completed by the 40 N.P.s and N.P. students.
- The program sponsored the following two sessions at the Nebraska Academy of Physician Assistants (P.A.s) state conference in April: "HPV Update" presented by an OB/GYN physician and "Breast Cancer Update" presented by an oncology surgeon. The HPV session was rated as very good by the 75 P.A. participants and the breast session received very good ratings by the 43 P.A. attendees. In addition, many P.A. students also attended these two presentations.
- Twenty-nine mammography technologists attended the Nebraska Society of Radiologic Technologists annual state mammography symposium in April. The Every Woman Matters program sponsored Bonnie Rush, mammography specialist from San Diego, CA, who offered 6 hours of continuing education. The participants rated the program as excellent.
- Victoria Schwab, EWM Professional Education Coordinator, received the Sponsor of the Year Award for 2007 from the Nebraska Society of Radiologic Technologists. They commended Victoria for arranging speakers that assure quality continuing education for the mammographers in Nebraska.
- An Internet self-assessment course on breast cytology was offered by the program to pathologists and cytotechnologists that participate in Every Woman Matters. Thirteen labs returned enrollment forms registering 62 cytologists. Some individuals studied the materials on the web without completing the course and self-assessment. Twenty-four cytologists fully completed the course and self-assessment. On a follow up survey, the participants reported the breast cytology course to be educational and interesting.
- Two provider newsletters were published and sent to the 700 providers participating in the EWM program. The following continuing education self studies were promoted: 1) Cultural Competency Curriculum Modules for physicians and nurses available online through the DHHS Office of Minority Health; 2) The presentation "Providing Effective Healthcare for a Diverse Population" offered at no cost through the University of NE Medical Center Olson Women's Center for clinic nurses and mammography technologists that offer services for Every Woman Matters; 3) The Wisconsin Department of Health & Family Services Web Based Breast and Cervical Cancer Detection Program for physicians and nurses.
- The EWM program, along with its partners, the Nebraska Medical Association and CIMRO of Nebraska (Medicare quality improvement organization) continue to provide the most recent edition of *Straight Talk About Breast Cancer* to Nebraska women who have been newly diagnosed with breast cancer. In collaboration with its partners, EWM secures external funding for clinics and physicians to order *Straight Talk* at no charge to their patients.

General Educational Activities

The Office of Women's and Men's Health responds to numerous requests for materials and information from organizations and individuals across the state. Materials are frequently provided for health fairs, exhibits, Heart Truth events, waiting rooms, client

outreach, walking groups, and employee wellness groups, among others. The Office also responds to requests for speakers as time permits and takes exhibits to various conferences.

Program Highlights

- Office of Women's and Men's Health staff gave presentations for Mutual of Omaha employees and members of the Sarpy County Business and Professional Women Association. A presentation was given at the 2007 Conference on Home and Community Services and Resources. Kathy Ward appeared on a panel on women's health on Bonnie Coffey's Women Talk Program on public access television.
- In partnership with the Nebraska Medical Association, the Office also coordinates a speakers' bureau with volunteer physicians. A total of 10 physicians have been recruited to speak on a variety of topics.
- Throughout the fiscal year, the OWMH distributes requested educational materials to individuals and organizations across the state, including: Community action agencies, health departments, clinics, hospitals, Native American tribes, family planning clinics, faith-based organizations, and community centers. A sample of materials distributed include: Approximately 7,000 *Heart Truth* flyers and handouts, 1,500 *Women Lead the Way* walking journals and 502 walking logs.
- The Office of Women's and Men's Health utilized the volunteer program during the last fiscal year, recruiting 4 volunteers who put in a combined total of 234.25 service hours. The volunteers included college, high school and middle school students. Projects included case management resources, mailings, general office support and the Women's Health Symposium. The volunteer program will continue to be an essential aspect of OWMH.
- During October's Breast Cancer Awareness Month, the Office of Women's and Men's Health participated as volunteers in the Race for the Cure® and the American Cancer Society's Making Strides Against Breast Cancer walk.

ACTIVITIES

The Heart Truth

In honor of national Wear Red Day, the 3rd Wear Outrageous Red event was held on February 2 for workers in the Lincoln State Office Building. Dr. Joann Schaefer gave a welcome, and Linda Gipson from the Nebraska Heart Institute spoke on "Fables and Facts about Heart Disease in Women." A total of 96 people attended the event and received materials on preventing cardiovascular disease. Heart-healthy foods were brought by OWMH staff.



Women's Health Symposium

The 2007 Women's Health Symposium was held on May 18, 2007, at the Embassy Suites Hotel in Lincoln. The theme was Life Happens: The Balancing Act—Humor, Understanding, and Acceptance. A total of 345 people attended. Dr. Joann Schaefer and Governor Dave Heineman opened the Symposium. A number of organizations provided sponsorships of \$1,000 or more. They included Alegent

Health, Nebraska Area Health Education Centers, Nebraska C.A.R.E.S., Nebraska Diabetes Prevention and Control Program, Nebraska Medical Association, Nebraska Office of Minority Health, Omni Behavioral Health, Region VII Office on Women's Health, Tobacco Free Nebraska, UNMC Rural Health Education Network, and the Title V Maternal and Child Health Block Grant Program. Alegent Health also

provided conference bags for all participants. The Olson Center for Women's Health at UNMC organized all the exhibits and screenings. Screenings were offered by three health systems. Alegent Health provided osteoporosis and blood pressure screenings. Saint Elizabeth Regional Medical Center provided body composition and blood pressure screenings. Bryan/LGH provided health risk appraisals.

Speakers and topics included:



Kat Carney (former CNN Headline News Consumer Health Anchor)

- *The Weighting Game: Playing to Win the War Against Obesity.*

Juli Burney (Nebraska humorist)

- *Jest for the Health of It..*

Sharon Cheney (Nebraska humorist)

- *You're at That "Age."*

Helen Fagan (BryanLGH)

- *Cultural Diversity: Caring for Foreign Born Populations.*

Dr. James Early (University of Kansas Director of Clinical Preventive Medicine)

- *Can You Afford to Get Sick?*

Dr. Robert Rhodes (Nebraska Medical Association Men's Health Section Chair)

- *What the Man in Your Life Needs to Know About Men's Health...the 2,3,4,5 Principle.*

Dr. Judith DeGraff, Dr. Sarah Cada, Dr. Julie Hamann, Dr. Jeanette Masek, and Dr. Lisa Rauner

- *HPV Panel from the Nebraska Medical Association's Women's Health Section*

Website

NEBRASKA DEPARTMENT OF HEALTH & HUMAN SERVICES



The Office of Women's and Men's Health website, as well as all other offices within the Department of Health and Human Services has been redesigned. The new site will have an entirely different look that emphasizes user friendliness. New features will include:

- Newsroom
- Hot topics
- New navigation
- Foreign language translation
- Search provided by Google
- Quick links to popular content.
- Men's Health

Additional Changes

The OWH website address has changed to: www.dhss.ne.gov/womenshealth

The new Colon Cancer Screening website is at: www.dhss.ne.gov/crc

CASE MANAGEMENT

Every Woman Matters Case Managers provide case management services to clients on a full-time basis within an assigned geographical area. In accordance with Nebraska statutes, a Request for Proposal for EWM Case Management Services was developed and published through the Department of Administrative Services. Bids have been received and the anticipated contract start dates will be September 1, 2007.

Margarita Allen, Case Management Coordinator, gave a presentation at the Centers for Disease Control and Prevention Case Management Conference in Boston. The topic was Nebraska's Medicaid Treatment Program.

PARTNERSHIPS

Medical Advisory Committee. The Every Woman Matters Program and Colon Cancer Screening Program receive consultation from a distinguished group of medical care providers. Specialties include cytology, radiology, general surgery, family practice, bone metabolism, obstetrics/gynecology, oncology, pathology, cardiology, endocrinology, internal medicine, rheumatology, gastroenterology, and colorectal surgery. Representation is provided for the following health professions: physicians, physician assistants, nurse practitioners, dietitians, pharmacists, biostatisticians and epidemiologists, clinic nurses, radiological technicians, cytotechnologists, and social workers.

The Medical Advisory Committee, consisting of 60 members, meets annually, and utilizes listservs and conference calls to communicate between meetings and among subgroups. Subgroups were formed around the following topics: Cervical Cancer Issues, Cardiovascular Disease and Diabetes, Colorectal Cancer Issues, and Breast Cancer Issues. Members of the Medical Advisory Committee are listed in Appendix three.

The Every Woman Matters Medical Advisory Committee held its annual meeting on December 1 and 2 in Lincoln to address several programmatic and standards of care issues. Twenty-three members attended. Subgroups on colon cancer, cardiovascular disease and diabetes, breast cancer, and cervical cancer met to review program data, discuss issues, and recommend program policies. Important issues included: Biennial Pap Smear screening with liquid based technology, appropriate follow up by primary clinicians regarding Assessment Incomplete mammography, and low-cost medication access for clients.

Collaborations With Other DHHS Programs.

Kathy Ward, Office of Women's and Men's Health Administrator, participated on subcommittees or planning groups for the Office of Family Health's Perinatal Depression Program, the Office of Minority Health's Minority Health Conference, the Sexual Violence Prevention Advisory Committee, and the Office of Public Health's Turning Point Public Health Steering Committee. She also serves on an internal Financial Issues Team.

The Office of Women's and Men's Health and Comprehensive Cancer Control Program meet at least monthly to provide integration and collaboration of statewide partners on the Colon Cancer Screening Program, as well as Breast and Cervical Cancer Screening.

A partnership also continues with Tobacco Free Nebraska on a "fax referral" process to connect Every Woman Matters clients to the statewide quit line in a systematic fashion. Clients who request cessation materials are sent fax referral forms for their signature. The forms are faxed from EWM to the quitline so clients can be called and individual quit plans provided at no cost to the client.

The Office of Women's and Men's Health also partnered with the Office of Minority Health, the American Heart Association, and the Cardiovascular Health Program to work with churches on the American Heart Association's **Power to End Stroke Campaign for African Americans.**

Partnerships continued...

Women's Health Week. For the third year, the Office of Women's Health partnered with Blue Cross and Blue Shield of Nebraska (BCBSNE) on a Mother's Day campaign to encourage walking. BCBSNE provided 500 pedometers and educational pamphlets on walking. The Office of Women's and Men's Health responded to requests for 502 packets from persons and organizations in 22 counties throughout the state. The packets included Mother's Day cards encouraging walking. The Missouri Office of Women's Health has used ideas from our campaign and produces Mother's Day cards encouraging walking for children to color and give to their mothers.

During Women's Health Week, the Office of Women's and Men's Health also promoted the **WOMAN Challenge**, an initiative of the U.S. Office on Women's Health. This was an eight-week national campaign to increase physical activity. Women and



National Women's Health Week
May 13 - 19, 2007

girls who registered for one of six different "virtual" walking courses across America were encouraged to walk 10,000 steps or get 30 minutes of moderate exercise every day. The Nebraska Office of Women's and Men's Health issued a press release and promoted the program through the Women's Health Symposium and through walking packets distributed in partnership with Blue Cross and Blue Shield of Nebraska. A total of 385 persons in Nebraska participated in the campaign.

All persons attending the 2007 Nebraska Women's Health Symposium were given pedometers and educational material encouraging walking. Eight weeks after the Symposium, a follow-up survey was sent to those persons who had provided email addresses to find out whether they had increased their level of physical activity. Results are currently being compiled.

Nebraska had 30 events registered for Women's Health Week on the national Office on Women's Health website <http://www.womenshealth.gov/whw/>.

May Campaign. For the 13th year the OWMH provided health education materials to church congregations across the state. In partnership with the Nebraska Immunization Program, Every Woman Matters distributed Adult Health Guides and other materials to parishes and local businesses across the state.

Arthritis. The partnership continues with the Nebraska Arthritis Program and Arthritis Foundation to bring no-cost education and resources to clients with a diagnosis of arthritis, fibromyalgia or rheumatoid arthritis. Education is aimed at keeping clients physically active and improving mobility despite their diagnosis. A targeted client mailing of over 2500 invitations to participate in the "Arthritis Self-Help Course" (ASHC) was sent in October 2006. Staff also attended a partnership meeting and training where the primary purpose was to train Nebraska Area Agencies on Aging staff to offer the ASHC. Class dates and logistics are pending based on response to the October mailing.

NATIONAL ACTIVITIES

Every Woman Matters program director Melissa Leypoldt is actively involved in the National Breast and Cervical Cancer Program Director's Council and served on the Planning Committee for the CDC Cancer Partners Summit. In March 2007, Melissa Leypoldt and Michelle Heffelfinger gave presentations on the Nebraska Colon Cancer Screening Program

at the National Dialogue for Action on Colorectal Cancer in Baltimore. Melissa Leypoldt also gave a presentation on the Colon Cancer Program at the Health Disparities Conference in New Orleans. Staff also participated in a Colon Cancer Program reverse site visit with CDC in Atlanta.

SURVEILLANCE

- An annual survey was mailed to 82 Nebraska mammography facilities in Nebraska to determine mammography utilization during the calendar year of 2006, as well as the training needs of mammography technologists. Sixty-six questionnaires were completed and returned from these facilities, for a response rate of 80.5%.

TECHNICAL ASSISTANCE

National. The National Women's Health Information Center is a clearinghouse of information and resources. It is sponsored by the U.S. Department of Health and Human Services Office on Women's Health. The national Office on Women's Health has supplied educational materials and maintains an award-winning website on both women's and men's health at www.womenshealth.gov. An especially valuable service provided is Quick Health Data Online, which has readily accessible health, demographic, and access data. The data are provided at national, state, and regional levels and are available by gender, age, and race.

Regional. There are ten regions in the U.S. Department of Health and Human Services; and Nebraska, Iowa, Kansas, and Missouri are in Region VII. Each region has a Regional Women's Health Coordinator. Joyce Townser, Region VII's Women's Health Coordinator, is located in Kansas City, Missouri. Information on women's health issues, national trends, policy changes, promotional materials, and technical assistance is provided to each state. One regional meeting of all the state representatives is held each year, along with quarterly conference calls.

WOMEN'S HEALTH ADVISORY COUNCIL

2005-2008 Strategic Planning. The Women's Health Advisory Council developed new strategic planning objectives in March of 2005. These objectives are coordinated with those of the Nebraska Women's Health Strategic Plan and specify the activities that will be performed by the Council.

Major objectives:

- Increase awareness by consumers and providers of screening guidelines recommendations for medical, drug, alcohol, mental health, and domestic violence issues.
- Increase compliance with screening guidelines recommendations by influencing insurers, employers, and legislators to cover the cost of screening for diabetes, cholesterol, and weight.
- Reduce the incidence of chronic disease by disseminating approved body weight/BMI guidelines for practitioners, promoting proper nutrition for all ages, promoting breastfeeding, teaching parents proper nutrition and appropriate weight for children, and working with schools and employers to incorporate more physical activities.
- Facilitate a statewide directory for community resources.
- Develop an annual Nebraska Women's Report Card for publication.
- A goal established by the Council in 2006 is to raise \$200,000 for Every Woman Matters so that the program can maintain existing levels of service and reach more women who are never or rarely screened.

Advisory Council continued...

Progress During 2007

- Screening guidelines were updated in conjunction with the Women's Health Section of the Nebraska Medical Association and disseminated widely through the Women's Health Symposium, posting on the OWMH website, Women's Health Week packets and to other DHHS agencies.
- The Bright Futures for Nebraska Women initiative on physical activity for preteens, parents, and other adult women was conducted in the Panhandle, Northern Nebraska, and Lancaster County through grants to local health departments.
- Sessions in the 2007 Women's Health Symposium featured sessions that addressed the obesity epidemic (Kat Carney); nutrition, physical fitness, and wellness (Dr. James Early), and screening for HPV (Nebraska Medical Association Women's Health Section)
- Existing statewide directories such as the 211 System, Partnership for Prescription Assistance Nebraska, and Answers for Families continue to be promoted through the web site and the Every Woman Matters Program.
- A new grant was received from the Health Resources and Services Administration to focus on nutrition, physical activity, and wellness for minority women and their families in two communities.
- The Women's Health Report Card focusing on chronic diseases and risk factors continues to be disseminated. A task force has developed data on a new report card on violence against women, and is working with another coalition to coordinate its release.

Legislation Monitored by the Women's Health Council

The Legislative Task Force of the Women's Health Council recommended that the following bills in the 2006 regular legislative session be supported.

- LB 134 Require insurance coverage of colorectal cancer screening
- LB 395 Adopt a new Nebraska Clean Indoor Air Act (statewide smoking ban)

A letter to members of the Legislature was signed by the Chair of the Council and distributed during the legislative session.

WOMEN'S HEALTH INITIATIVE STATUTE 71-701 TO 71-707

"The Women's Health Initiative of Nebraska is created within the Department of Health and Human Services. The Women's Health Initiative of Nebraska shall strive to improve the health of women in Nebraska by fostering the development of a comprehensive system of coordinated services, policy development, advocacy, and education."

Initiative Objectives:

- (1) Serve as a clearinghouse for information regarding women's health issues;
- (2) Conduct department-wide policy analysis on specific issues related to women's health;
- (3) Coordinate pilot projects and planning projects funded by the state that are related to women's health; Communicate and disseminate information and perform liaison functions;
- (4) Provide technical assistance to communities, other public entities, and private entities;
- (5) Encourage innovative responses by private and public entities

Advisory Council continued...

DUTIES OF THE WOMEN'S HEALTH ADVISORY COUNCIL

- Advise the Office of Women's Health in carrying out its duties;
- Explore other sources of funding which may be used to support the Office of Women's Health and its initiatives to improve the health of the women of Nebraska;
- Bring new information to the attention of the Council and the Administrator of the Office of Women's Health;
- Provide guidance and recommend action to the Administrator of the Office of Women's Health and the Nebraska Health and Human Services System on issues pertaining to women's health;
- Interpret and apply scientific and/or technical information to issues pertaining to women's health;
- Disseminate information in accordance with the current communication plan;
- Adhere to the Mission and Vision as the primary guidance in establishing direction through the Strategic Plan and in forming recommendations for action to the Administrator.

ANNUAL REPORT

"The Department of Health and Human Services shall issue an annual report to the Governor and the Legislature on September 1 for the preceding fiscal year's activities of the Women's Health Initiative of Nebraska. The report shall include progress reports on any programs, activities, or educational promotions that were undertaken by the initiative. The report shall also include a status report on women's health in Nebraska and any results achieved by the initiative."

BUDGET

The Nebraska Office of Women's and Men's Health has total funding of 5.4 million dollars. The funding sources are as follows:

- General Funds 2%
- Federal Funds 92%
- Cash Funds 6%

Every Woman Matters received a Susan G. Komen grant of \$154,000 to provide ancillary services to women receiving breast biopsies and an award from the American Cancer Society for \$125,000 for mammography screening.

OFFICERS and COUNCIL MEMBERS

APPENDIX 1

Women's Health Advisory Committee

September 2006-August 2007

Chair: Kathleen Brandert, Omaha
Vice Chair: Mary Jo Gillespie, RD, LMNT, Lincoln
Secretary/Treasurer: Joan Neuhaus, Omaha

2006-2007 Meetings

September 15, 2006 Grand Island
 January 26, 2007 Video/Teleconference
 (Various Locations)
 June 6, 2007 Mahoney State Park, Ashland

Teresa Anderson, MSN, Hastings	Karen Higgins, MD, Grand Island	Donna Narber, Grand Island
Kathleen Brandert, Omaha	Rosalee Higgs, BSW, Omaha	Joan Neuhaus, MBA, Omaha
Bich Chau, MD, Lincoln	Brandi Holys-Tumbleson, Omaha	*Magda Peck, PhD, Omaha
Joni Cover, Lincoln	Senator Carol Hudkins	Laura Redoutey, Lincoln
Cecelia Creighton, Omaha	Nancy Intermill, MS, Lincoln	Joann Schaefer, MD, Omaha
*Diana Doyle, MD, Omaha	Senator Joel Johnson, Kearney	*Mary Scherling, Beatrice
Raponzil Drake, PhD, Lincoln	Octa Keen, MSN, Omaha	Amy Schuett, MD, Omaha
Catherine Eberle, MD, Omaha	Mary Kratoska, MD, Omaha	Francine Sparby, RN, Grand Island
Paula Eurek, RD, Lincoln	Jeanne Laible, MPA, Atkinson	Patricia Sullivan, PhD, Omaha
Mary Jo Gillespie, Lincoln	Cyndi Margritz, Omaha	Marcia Wallen, Lincoln
*Lisa Good, Lincoln	Jane McGinnis, MBA, Lincoln	

**Denotes Members Whose Term has Recently Ended*

APPENDIX 2

Breast & Cervical Cancer Advisory Committee

September 2006-August 2007

Kimberly Dent Central City	Megan Hendrickson Lincoln	Janice A. Larson	Joyce Morgan
Jennifer Dreibelbis Omaha	Donna Hunt Lincoln	Rita McClure, LPN Lincoln	Lynne Olson Committee Chair Seward

APPENDIX 3

Every Woman Matters Medical Advisory Committee

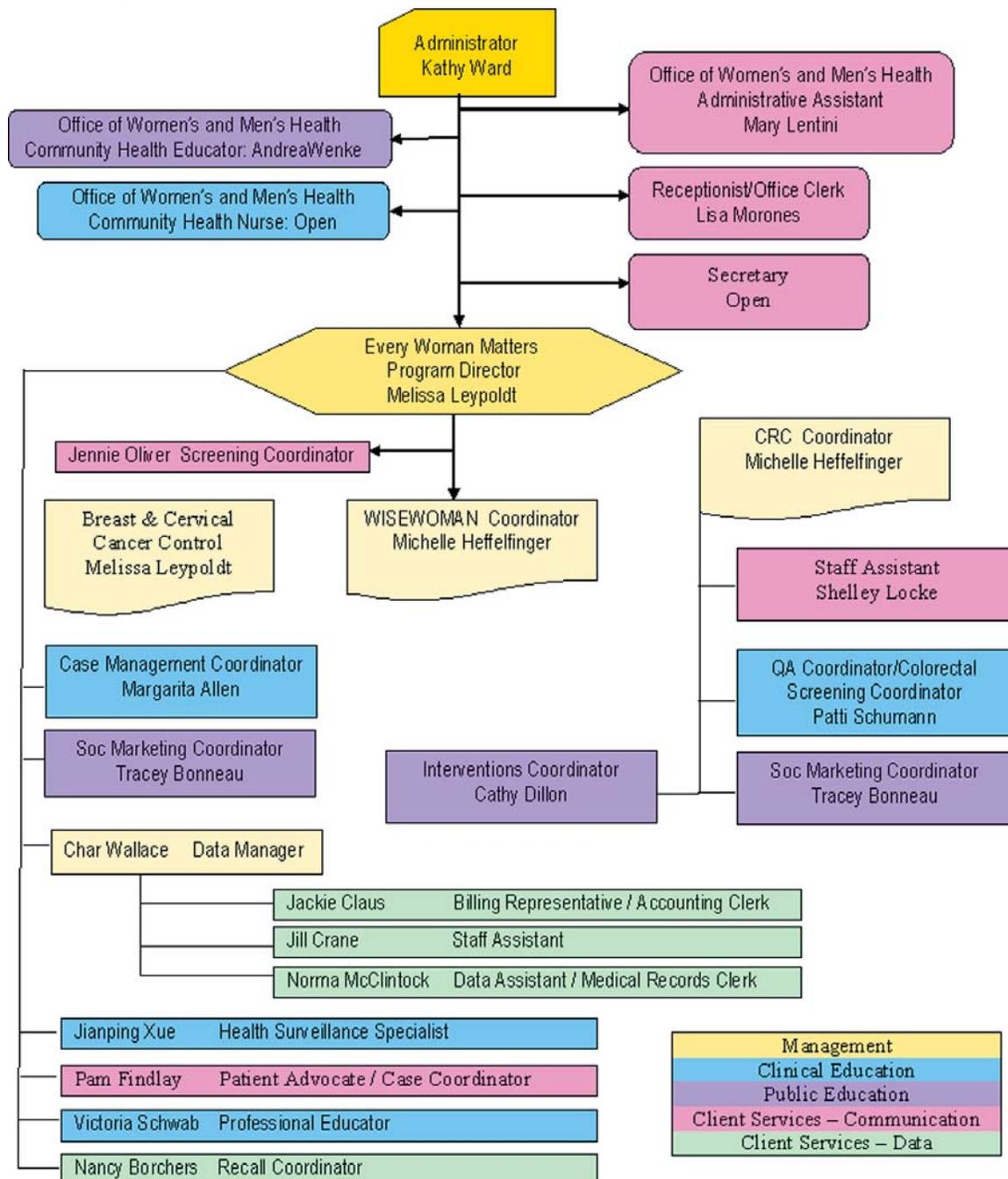
September 2006-August 2007

Karen Allen, SCT (ASCP) Omaha	Lana Handke, MD Lincoln	Sherrill Murphy, MD Omaha
Clark Antonson, MD Lincoln	David Hilger, MD Lincoln	Amy Neumeister, MD Omaha
Sam Augustine, R.P., PharMD Omaha	David Hoelting, MD Pender	Diana Nevins, MD Omaha
Roberta Barber, RT Lincoln	David Holdt, MD Scottsbluff	Cheryl Obermire, R.N. Norfolk
Vincent Bjorling, MD Scottsbluff	Matthew Hrnicek, MD Lincoln	Sandra Parks, MD Beatrice
Camille Brewer, APRN Omaha	Mark Hutchins, MD Lincoln	Mary Petersen, RN Omaha
Jodi Chewakin, PA-C Lincoln	Mia Hyde, PA-C Grand Island	Steven Remmenga, MD Omaha
Carolyn Cody, MD Lincoln	Milton R. Johnson, MD Scottsbluff	Lisa Rice, MD Omaha
Priscilla Moran-Correa, MD Omaha	Stephanie Johnson, MD Omaha	Bradley Schaefer, MD, FAAP Omaha
Mary Ann Curtis, MD Lincoln	Sonja Kinney, MD Omaha	Aina Silenieks, MD Lincoln
Mary S. Davey, MD Omaha	Suzanne Kraus, LPN Broken Bow	Edibaldo Silva, MD, PhD. Omaha
Charlene Dorcey, RD, LMNT, CDE York	David Lee, MD Lincoln	Debra Spence, R.N. Omaha
Stephen John Dreyer, MD Fremont	Stephen Lemon, MD, M.P.H. Omaha	Susan Stensland, LCSW Omaha
James Edney, MD Omaha	Bruce Lovejoy, APRN Omaha	Jo Swartz, RT Lexington
Mark Edwards, MD Bellevue	Henry Lynch MD Omaha	Alan Thorson, MD Omaha
Heather Elton, BSN, RN Columbus	Tim McGuire PharmD, FCCP Omaha	Les Veskrna, MD Lincoln
Robert Faulk, MD Omaha	Kris McVea, MD Omaha	Tom Warner, MD Grand Island
J. Christopher Gallagher, MD Omaha	Ted R. Mikuls, MD Omaha	Marian Wehr, LPN Lexington
Janet Grange, MD Papillion	William Minier, MD Omaha	Suzette Woodward, MD Grand Island
Jean Grem, MD Omaha	Syed Mohiuddin, MD Omaha	
	Anne K. Morse, MD Grand Island	

VISION, MISSION, PRIORITIES, & ORGANIZATIONAL STRUCTURE

APPENDIX 4

- MISSION** The mission of the Nebraska Health and Human Services System Office of Women's Health is to help women of all ages in Nebraska lead healthier lives.
- VISION** The vision for the Office of Women's Health is to work toward healthy women throughout Nebraska; supported by a comprehensive system of coordinated services, policy development, advocacy, & education.
- PRIORITIES** Priorities of the Office of Women's Health are Fitness and Access to Healthcare.
- STRUCTURE** Organizational Chart for the Office of Women's Health:



APPENDIX 5

Avalanche of letters from satisfied customers testifies to success of "Every Woman Matters" Program By Jerry Crisp for *Connections* Magazine

Every Woman Matters (EWM) is a program that provides education and screenings for women 40 through 64 years of age who have limited or no health insurance and a low or medium income. EWM is funded by federal dollars and operated by the DHHS Office of Women's Health, while EWM clients who have breast or cervical cancer or precancer are provided treatment services through the Medicaid Program. Because the Breast and Cervical Cancer part of EWM must compete every five years for those dollars, EWM requested letters from satisfied customers to demonstrate the program's success.

Letters came pouring in via e-mail, postal service, the EWM Web site, with some even hand-delivered. The letters came from service providers, small one-doctor clinics and large University clinics with multiple providers, case management contractors, outreach workers, local health departments, and agencies that serve Nebraska women in need of health care services.

"The response was both gratifying and humbling," says Melissa Leyboldt, Program Manager of Every Woman Matters. "The program received more than 2,000 letters from clients, and letters keep coming in daily."

Many letters testify to life-changing—even life-saving—experiences...

"I made sure I had a cervical cancer screening every year, and then one year I had

trouble and had to have surgery," says one letter writer. "Thank you so much, or I might not be here today. It was hard before I joined you to come up with money for screening...Words cannot say enough!"

Another said, "In 2000, they found a tumor in my left breast and lymph nodes. I did nine months of chemotherapy, and because of EWM, I'm alive seven years later! Thank God for EWM to help women like me...and all of the other women who need help."

Another letter said, "Without the program, a lot of women couldn't afford to get screening done. I think it's wonderful. It helped me a lot through the years of my breast cancer. It keeps a person from giving up."

Another letter writer said, "It was my first Pap smear, and I was told I had cervical cancer...I have been cancer-free for 11 years now. One thing I would tell other women is, Don't ever miss having Paps or mammograms done, because just one year could make a difference!"

Another letter writer said, "Because of EWM, I was able to get a mammogram and found I had stage three breast cancer. I probably would have put off going to the doctor longer, as my insurance wouldn't cover and I couldn't afford the deductible... I am ALIVE because of this program...When my insurance canceled, EWM made sure I received chemo and surgery care."

Another said, "I owe my life

to you, with the heart problems that were found during my annual Pap screening...Thanks for all you have done."

Another said, "EWM helped me to pay for a mammogram that found a suspicious lump. I had a double mastectomy in 1998 and next year will be a 10-year survivor. I credit the program for saving my life."

"Thank you for my peace of mind. I am a two-time cancer survivor. I have had cervical and colon cancer with successful surgery and caught in time. Thank you for my life."

Many credit EWM with helping prevent potential health problems...

One letter writer reports, "When the EWM packet arrived, I felt like I was being given a gift of good health...I feel a sense of empowerment toward becoming a healthier woman...When I received my first issue of health ideas, I read the booklet from cover to cover and couldn't wait to receive my next issue...Thank you, EWM, for giving me and other Nebraska women valuable tools to becoming and staying healthy!"

Another letter writer said, "It's great that EWM has also added cholesterol and diabetes. That keeps people aware of their health and gives them a chance to do something about it before it's too late."

Another grateful letter writer says, "If it wasn't for EWM, I would continue to fall through the healthcare cracks that are becoming more and more of a

Avalance continued...

problem in our country. EWM also has an excellent educational service that helped me with my diet, exercise, weight loss and a smoking cessation program...This is a blessing."

Another said, "I really appreciate the nutrition lessons and pedometer. The walking logs have been a simple way to set an obtainable goal each day. Through the use of these tools and the day planner, I have lowered my cholesterol more than 80 points and lost over 40 pounds."

Another satisfied customer said, "I think women have a tendency to put themselves on the back burner to care for the needs of others, and EWM has helped me see how important it is to take care of ourselves so that we can continue to care for our loved ones."

Many focus on financial benefits to customers and taxpayers alike.

One letter writer says, "I can't tell you how grateful I am to know there is help for those like me who work hard but just don't make enough money to afford the

outrageous cost of health care!"

"As a working family who have never been unemployed, we live in a rural community in which many jobs are in small family-owned businesses that can't afford to provide insurance for employees," explains another letter writer. "I am comforted by the fact that I can receive a yearly physical examination...Preventive care saves a lot of money in the long run...and EWM is a valuable asset to Nebraska."

"EWM is a Godsend...If not for this program, I would probably go most of my life without the medical attention I need. Otherwise, I would have debts of medical bills I couldn't pay. Thanks so much for being there!"

Another sums it all up by saying, "If you have your health, you have everything...For 19 years, I was fortunate that my employer provided good health insurance benefits...Now self-employed, I am only able to afford health insurance at a much higher deductible and can't afford the type of health care that I was accustomed to...Women can be a very vulnerable part of our

society, and I'm thankful that EWM helps women be proactive about their health care."

According to Jackie Miller, Deputy Director of Health Services within the Department of Regulation & Licensure, "As the letters from satisfied customers clearly demonstrate, the Every Woman Matters Program provides a safety net for a segment of the population that would otherwise fall through the cracks."

Whether Every Woman Matters is judged by its efforts to educate about good health, save lives or invest wisely in the future health of all Nebraskans, these heartfelt letters from satisfied customers testify eloquently to its success. For more information or to apply, visit the EWM Web site at www.dhhs.ne.gov/womenshealth/ewm/.

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APPENDIX 6

sources

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