

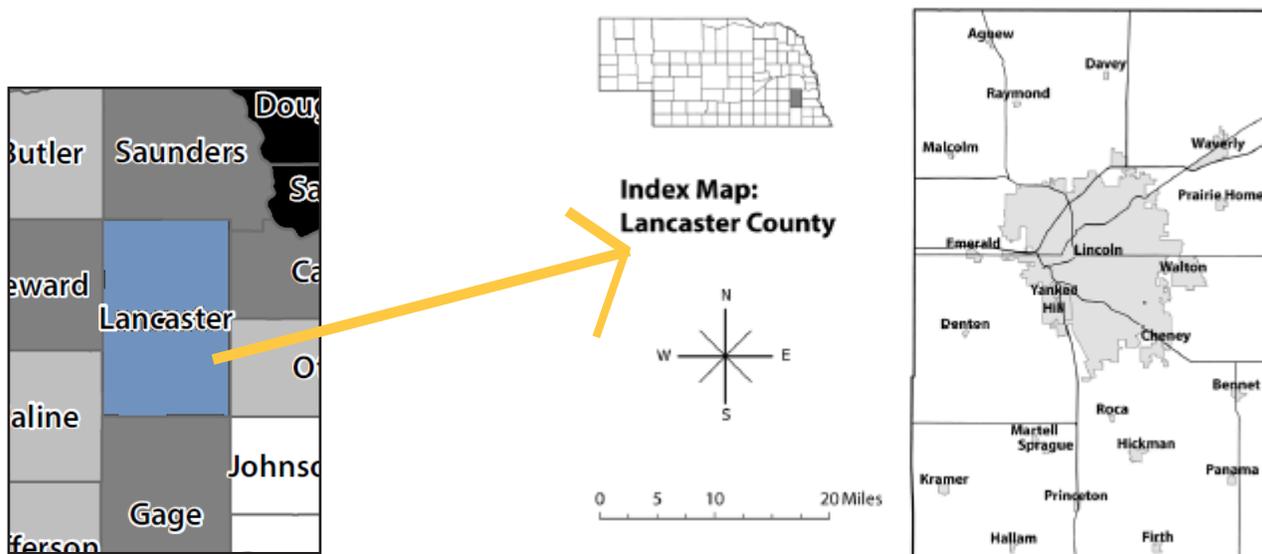
# Breast & Cervical Cancer Engagement

## Quick Facts Snapshot for LANCASTER COUNTY

### LANCASTER COUNTY: Key Points

Lancaster County breast and cervical cancer screening rate lower than state and national rates.

- Structural Barrier Reduction efforts around transportation
- Understanding importance of preventive screening and insurance coverage
- Insured population not utilizing benefits
- Medicaid clients not understanding coverage or the processes
- Structural barriers around timely access for appointments and screening services (non-traditional pathways)



### LANCASTER COUNTY: Screening



LANCASTER County	State Rate	National Rate	Goal
<b>Mammography Screening Rates:</b>			
66.9%	67.6%	70.2%	76%
<b>Breast Cancer Mortality Rates:</b>			
19.3%	19.5%	19.3%	15.3%
<b>Cervical Cancer Screening Rates:</b>			
78.6%	77.7%	77.7%	84%



Number of Participating EWM Clinics: 29



Lancaster County Program-Eligible Female Population Distribution for Breast Cancer Screening: 2049

Lancaster County Program-Eligible Female Population Distribution for Cervical Cancer Screening: 5882

Source: <https://statecancerprofiles.cancer.gov> and [Nebraska State Cancer Plan](#)

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## Promising Strategies

As a part of the internal synthesis process, the NDHHS team reviewed partner-generated input, county-level data insights and the recommendations from the brainstorming session on 8/14/25. Through this review, the team identified priority focus areas.

These priority areas were selected based on their alignment with NDHHS's organizational role, capacity, and established/emerging relationships with community-based partners. They also represent strategic opportunities to advance equitable access to breast and cervical cancer screening across Lancaster County.

We invite local partners to share additional ideas, activities, or resources to expand these strategies in a meaningful way.

### 1. Elevating positive outcomes through trusted community storytelling

- Use trusted voices and common messages on websites
- Awareness campaigns in October, January, and May
- Share real patient stories

### 2. Reducing structural barriers to care delivery

- Transportation / Portable van that goes to you for free
- Transportation and childcare
- Mobile free screening pop-ups around town; during work hours; drive neighborhoods for weekend pop-ups
- Expanded hours for imaging to evenings and weekends

### 3. Reengage provider and assessing opportunities for local screening

- Secure medical homes and convenient screening
- Provider site visits; offer training, drop off materials
- Offer annual training summit about preventive care and include real time data on how providers are doing
- Highlight providers doing an excellent job
- Send materials to providers to engage
- Educate on screening guidelines
- Assist with developing client reminders for providers use
- Offer cultural competency training
- Provider incentives for enrolling/recruiting
- Provider surveys around engagement

### 4. Increasing awareness of personal risk and best options for screening

- Address screening misconceptions
- Identify barriers
- Educate on importance of regular screening
- Educate on EWM guidelines, coverage, services offered
- Social media, television ads, billboards

### 5. Empowering communities to make informed health choices

- Transparency about co-pays/coverage
- Awareness information about EWM screening and other resources
- Education on hereditary risk

### 6. Family-focused, community-based events; other non-traditional partnerships

- Women's Screening Day; Women's Expo; Mom's Night Out
- Husker sporting event tickets or incentives to those that screen
- Group Imaging Event
- Partner with local schools (non-traditional) to educate parents; mobile mamm van at conferences
- Outreach to key businesses
- Faith based community centers/ ministerial alliance
- Collaborate with cultural centers - offer training, classes and education
- Board Game/Boxed Wine Social event
- Neighborhood Association Newsletters
- Restaurants and stores
- Trivia Night
- Utility bill messaging to increase awareness
- Large community event (parade/festival); Big Block Party

### 7. Improve Workplace culture to promote wellness

- Paid time off to get screening - ability to use sick time for screening
- Job incentives for getting screened
- Educational messaging through employers and worksites

## Data Limitations & Next Steps

This summary may not reflect all local efforts or needs. NDHHS is committed to working with community partners to improve strategies. Next key steps identified include:

- Continued partner and provider engagement and collaboration efforts.
- EWM to partner with local mobile mammography opportunities in order to create access to resources.
- Reach out to Breast Cancer Alliance to see if the group is still active and what the objectives/goals of the group are and how they align.
- Assess Lancaster County transportation resources and availability.