

Breast & Cervical Cancer Engagement

Quick Facts Snapshot for MADISON COUNTY

MADISON COUNTY: Key Points

Few mental health providers

- Increase access to mental health services by leveraging telehealth where possible, integrate behavioral health into primary care; advocate for mental health workplace incentives
- Few providers mean long wait times or no local options, addressing behavioral health alongside physical health may reduce stigma and normalize screening as part of overall well-being.

Older population (median age 56)

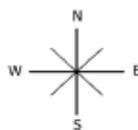
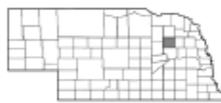
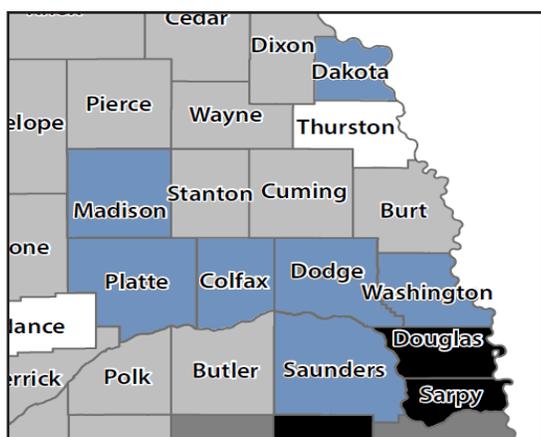
- Tailor outreach strategies to older adults by addressing fear of diagnosis, highlight early detection benefits and engage trusted messengers.
- Older adults may delay care due to fear of diagnosis. Focused messaging can reframe screening as being proactive and accessible.

Low preventive care despite low unemployment

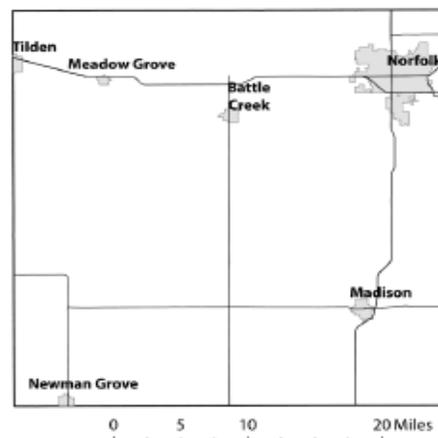
- Partner with employers to promote preventive care through workplace wellness programs, onsite/mobile screenings, and education about screening benefits.
- With most people employed, workplaces are a strategic setting to improve awareness, remove time-related barriers, and increase utilization.

Possible underinsurance

- Connect residents to available coverage options and screening programs (EWM) and ensure clinics proactively inform patients about low or no-cost services. Train clinics and navigators to proactively share this information.
- Underinsurance creates a perceived or real cost barrier. Active outreach about existing programs can improve uptake, especially for screenings. Clear messaging can reduce this barrier.



Index Map:
Madison County



MADISON COUNTY: Screening Data



MADISON County	State Rate	National Rate	Goal
Mammography Screening Rates:			
64%	67.6%	70.2%	76%
Breast Cancer Mortality Rates:			
13.1%	19.5%	19.3%	15.3%
Cervical Cancer Screening Rates:			
71.5%	77.7%	77.7%	84%

Number of Participating EWM Clinics: 16

Madison County Program-Eligible Female Population Distribution for Breast Cancer Screening: 367

Madison County Program-Eligible Female Population Distribution for Cervical Cancer Screening: 767

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

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Promising Approaches

As part of the internal synthesis process, the NDHHS team reviewed partner-generated input, county-level data insights, and the solutions from the Reverse Brainstorming session on 6/12/25. Through this review, the team identified priority focus areas as being most ready for implementation.

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 the Northeast Region.

Below are the identified strategies/approaches. Promising approaches to improve screening access and outcomes include:

1. Elevating positive outcomes through trusted community storytelling
2. Increasing awareness of personal risk and best options for screening
3. Reengaging providers and assessing opportunities for local screening
4. Reducing structural barriers to care delivery

Patterns & Opportunities

The above promising approaches were identified as most ready for implementation based on their alignment with DHHS's role, capacity and existing partnerships. In addition to these, additional strategies were identified that reflect meaningful opportunities but were not prioritized at this time.

These strategies may require additional research, broader collaboration or future investment to move forward. They represent important insights from partners and have potential for shared, cross-county solutions in the future.

NDHHS acknowledges them as valuable areas to revisit and will consider opportunities for further exploration as resources and partnerships evolve. Below are the high-level additional strategies:

1. Improve workplace culture to promote wellness

Data Limitations & Next Steps

Due to limited available data, this summary may not reflect all local efforts or needs. NDHHS is committed to working with community partners to improve data collection for developing strategies.