

Breast & Cervical Cancer Engagement

Quick Facts Snapshot for DOUGLAS, SARPY and CASS COUNTIES

NEBRASKA

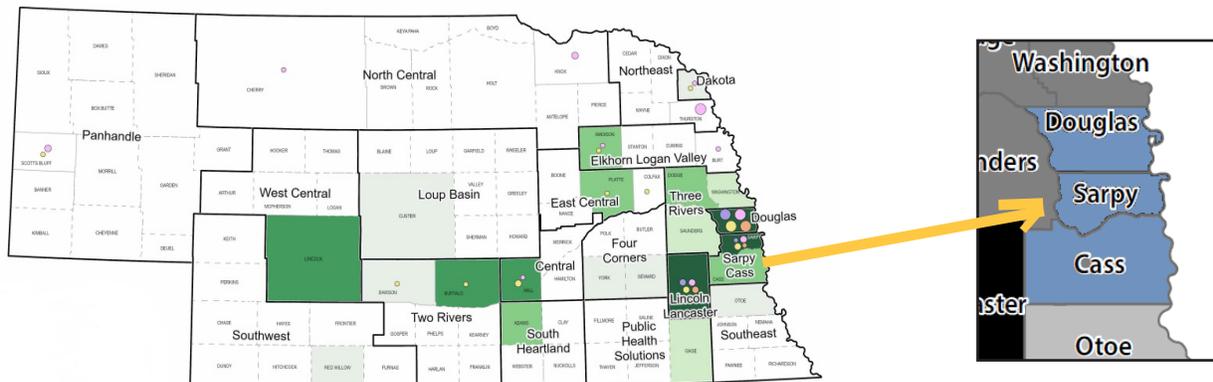
Good Life. Great Mission.

DEPT. OF HEALTH AND HUMAN SERVICES

Goals:

- Increase breast and cervical cancer screening rates
- Generate ideas for increasing enrollment into Every Woman Matters (EWM)
- Identify gaps and barriers in resources or access to screening and follow up services
- Understand county-level data on screening, disease burden and other factors that influence health outcomes
- Co-create a statewide plan to address barriers and improve screening in under-resourced communities

REGION: DOUGLAS, SARPY, and CASS Counties



DOUGLAS, SARPY and CASS DATA REVIEW: Across the counties we observed

Data review included the following counties in Nebraska: Douglas, Sarpy and Cass. Across the counties we observed the following patterns:

Access & Infrastructure

- Gap between those who should be screened but need more information to understand the need
- Transportation and location barriers; need vouchers
- Fear of discrimination
- Services needed in Cass; no mammography
- Options for additional times for screening appointments

Insurance & Cost

- Residents not understanding benefits of healthcare
- Residents not understanding what EWM offers
- Medicaid regulations changing

Population Age & Composition

- County level data hides disparities that are present
- Population older in Cass vs. Sarpy/Douglas

Lifestyle Factors

- Obesity prevalence high at 33% (Douglas); 37% (Sarpy); 36% (Cass)
- Physical inactivity high at 24% (Douglas/Sarpy); 22% (Cass)
- Smoking rates same or higher than the state rate

Cultural & Language Considerations

- High racial and ethnic diversity
- Medical mistrust causes people to avoid screening due to fearing the outcome
- Materials to other (non-English/non-Spanish) speaking; better translation services; more accessible to immigrant populations

Outreach & Messaging

- Messaging tailored by age groups, health literacy needs to be taken into account
- Screening information needed in other languages

Provider Engagement & Capacity

- Need navigators/CHWs to walk patients through results in accessible languages/cultures
- Communication around co-pays, coverage and existing screening resources
- UNMC Satellite clinics - availability to travel to small towns
- Mobile mammography units are need

Evidence-Informed Insights:

- **Patterns Across County:** Care coordination, coverage and capacity
- **County Specific Priorities:** Data needed by race, ethnicity, income, age and insurance status for these counties. Gap between those who should be screened but more information needed to understand the need.
- **System Level Gaps:** Navigating clients after preventive screening to mammography services
- **Outreach & Communication:** Finding different ways to reach individuals where they are
- **Partnerships:** Continued collaboration across all partnerships and other non-traditional partners