

# Breast & Cervical Cancer Engagement

## Quick Facts Snapshot for NORTHEAST NEBRASKA

NEBRASKA

Good Life. Great Mission.

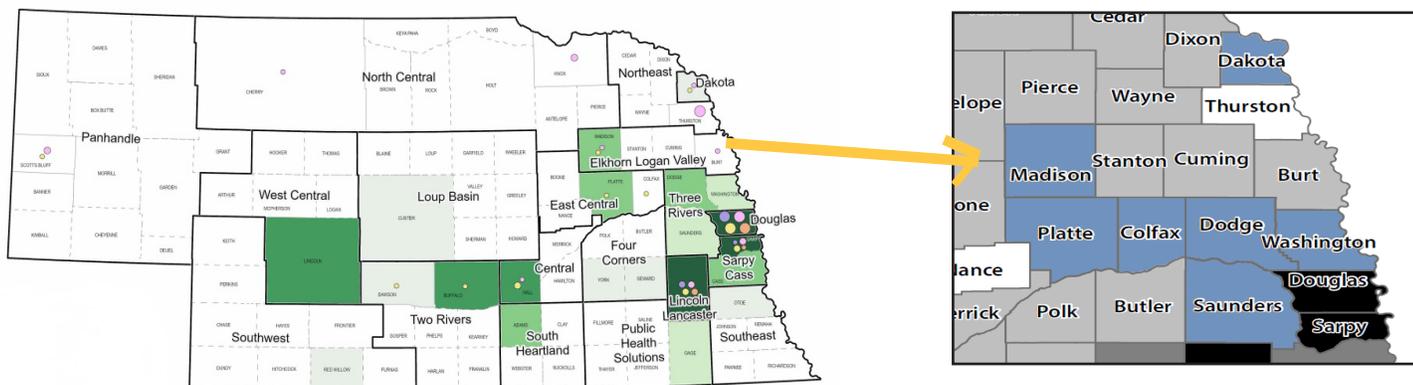
DEPT. OF HEALTH AND HUMAN SERVICES

### 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: Northeast Nebraska

COLFAX || DAKOTA || DODGE || MADISON || PLATTE || SAUNDERS || WASHINGTON



### REGIONAL DATA REVIEW: *Across the 7 counties we observed patterns...*

Data review included the following 7 counties for NORTHEAST Nebraska: Colfax, Dakota, Dodge, Madison, Platte, Saunders and Washington. There were similar themes as well as differences between counties. Across the 7 counties were observed the following patterns:

#### Access & Infrastructure

- Limited number of participating clinics (1 in Dakota)
- Clinics not engaged in EWM program
- Long distances/travel burdens to access care
- Low broadband access limiting telehealth, communication and patient portal use (Platte, Colfax, Saunders)

#### Insurance & Cost

- Underinsurance/high deductibles (Colfax, Madison)
- High insurance coverage doesn't always translate into utilization (Platte & Washington)
- Lack of awareness of what insurance will cover

#### Population Age & Composition

- Aging population in Madison (median age 56)
- Younger populations (Colfax, Dodge)
- High birth rates/family centered (Colfax)

#### Lifestyle Factors

- High physical inactivity and obesity rates (Dodge, Saunders, Colfax)

#### Cultural & Language Considerations

- High racial and ethnic diversity (Dakota, Colfax)
- Lack of bilingual or culturally tailored materials
- Less racial diversity in Washington, but equity considerations still apply

#### Outreach & Messaging

- Need for culturally relevant, linguistically appropriate education
- Low awareness of screening programs and benefits
- Messaging needs to be tailored by age group (late 30s and older adult women)

#### Workplace & Community Engagement

- Opportunities for employer-based education and onsite/mobile services, if viable (Madison, Platte)
- School and prenatal/postpartum care as key touch points (Colfax)

#### Provider Engagement & Capacity

- Unclear or limited participation in EWM (Dodge)
- Few mental health providers affect screening behaviors (Madison, Washington)
- Clinics may not be proactively educating patients (Dodge, Platte)

### Evidence-Informed Insights:

- Patterns across counties: Missed opportunities for employer-based awareness (Dakota, Platte, Madison)
- County-Specific priorities: Madison, Dakota - drill down to zip codes
- System-Level gaps: Provider recruitment, retention and training
- Outreach & Communication: community-based advertising campaigns, posters distributed in communities, increased awareness. Use of billboards in priority communities.
- Partnerships: faith-based organizations, messages in church bulletins, etc.