

# Breast & Cervical Cancer Engagement

## Quick Facts Snapshot for BOX BUTTE and SCOTTS BLUFF COUNTIES

NEBRASKA

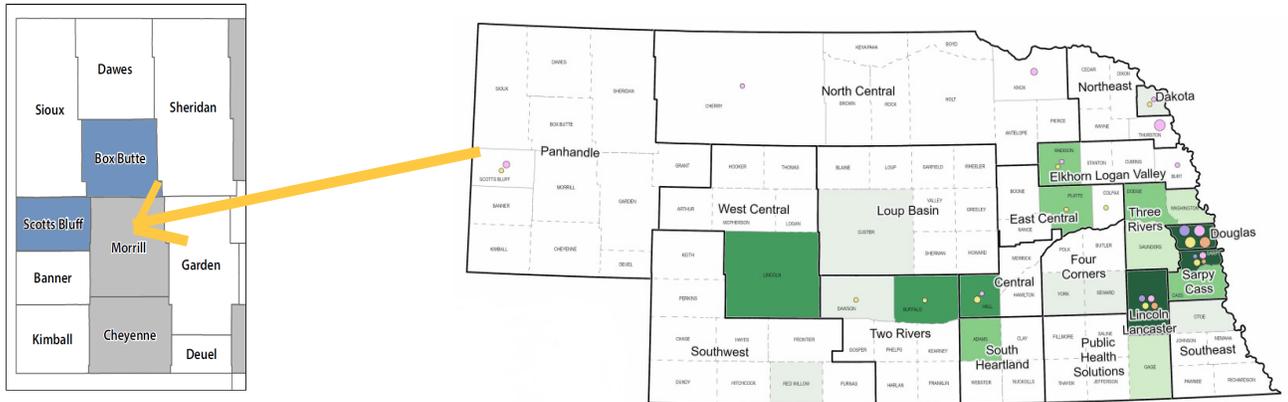
Good Life. Great Mission.

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: BOX BUTTE and SCOTTS BLUFF Counties



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

Data review included the following counties in Nebraska: Box Butte and Scotts Bluff. 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 barriers
- Proximity to care is present
- Mammography and cervical cancer screening rates are lower than Nebraska average

#### Insurance & Cost

- Residents not understanding benefits of healthcare
- Residents not understanding what EWM offers
- Number of farmers/ranchers forgoing screening and treatment due to having high deductibles

#### Population Age & Composition

- Hispanic/Latina ethnicity is high at 23% (Scotts Bluff); 11% (Box Butte)
- Age distribution/breakdown amongst all ages is pretty even

#### Lifestyle Factors

- Obesity prevalence high at 39% (Box Butte and Scotts Bluff)
- Physical inactivity high at 24% (Scotts Bluff); 25% (Box Butte)
- Smoking rates same or higher than the state rate

#### Cultural & Language Considerations

- Racial and ethnic diversity (Scotts Bluff)
- Myths about screening services cause people to tend to avoid screening
- Materials to other (non-English/non-Spanish) speaking; Hispanic and Native American

#### Outreach & Messaging

- Health literacy may be an issue (Scotts Bluff)
- Program and screening information in other languages
- Education/messages needed around myths
- Risk communication is needed
- Education/messaging around self-exams, especially if population is choosing not to screen

#### Workplace & Community Engagement

- Workplace related policies needed
- Nebraska Extension - Women in Ag Program

#### Provider Engagement & Capacity

- Patients not understanding testing results - need navigators to walk them through results
- Communication around co-pays, coverage and existing screening resources
- Mobile mammography units are needed
- Providers need an understanding/overview of screening and mortality rates

### Evidence-Informed Insights:

- **Patterns Across County:** Care coordination, coverage and capacity
- **County Specific Priorities:** Gap between those who should be screened but more information to understand the need
- **System Level Gaps:** Navigating clients to medical home; options for mobile mammography needed
- **Outreach & Communication:** Finding different ways to reach individuals where they are
- **Partnerships:** Continued collaboration across all partnerships and other non-traditional partners