

Nebraska Office of Women's and Men's Health
Lifespan Health Services Unit
Division of Public Health
ANNUAL REPORT
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Department of Health & Human Services

DHHS

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WOMEN'S HEALTH INITIATIVE STATUTE
LAWS 2000, LB480; LAWS 2005, LB301; LAWS 2007, LB296;
LAWS 2009, LB84; AND LAWS 2009, LB154

Nebraska Department of Health & Human Services

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Introduction Letter

Kathy Ward, longtime Office of Women's and Men's Health administrator, retired after 30 years of service to the Nebraska Department of Health and Human Services. Kathy was instrumental in moving public health policy forward in Nebraska and implemented programming that continues to positively impact the health of women and all Nebraskans.

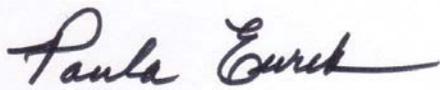
Kathy built the foundation for numerous programs such as: Cancer Registry, Breast and Cervical Cancer Control, Comprehensive Cancer Control Program, WiseWoman, Colon Cancer Screening, and the Women's Cancer Treatment program. Kathy also served as the State's Chronic Disease Division Administrator, which laid the groundwork for the State's Tobacco Control Programs.

Kathy worked tirelessly to raise awareness in the area of chronic diseases, and life-saving cancer screenings. Kathy is a recognized leader and developed meaningful local, state and national partnerships during her tenure, and was instrumental in launching and supporting the Women's Health Advisory Council, building collaboration that will continue to impact the health of Nebraskans for years to come.

The Office of Women's and Men's Health had a productive year under Kathy's leadership; her dedication to the Office's team, and her unyielding integrity is an inspiration to us all. We wish her the best of everything.

The data sheets on the following pages show both progress and challenges for women's health. Prepared for Nebraska by Region VII of the U.S. Department of Health and Human Services, the data show that fewer women were smoking in 2010 than in 2000 when the Women's Health Initiative started (16.8% vs. 20.6%), far more women have received endoscopy for colorectal cancer screening (62.7% vs. 33.7%), and fewer women report their health status is poor (3% vs. 3.5%). It is important to note that in the areas of obesity and physical activity the data are headed in the wrong direction.

Submitted by,



Paula Eureka, Administrator, Lifespan Health Services Unit
Division of Public Health, Nebraska Department of Health and Human Services

DATA

WOMEN'S HEALTH IN NEBRASKA (DHHS REGION VII)

Female Population of NEBRASKA

Total state population: 1,826,341 (920,045 females; 906,296 males)

Racial/ethnic distribution of Female Residents*	Total	White, non-Hispanic	Black, non-Hispanic**	American Indian	Asian/Pacific Islander	Hispanic
Number	920,045	768,979	44,919	12,925	19,648	79,256
% of total females	100.0%	83.6%	4.9%	1.4%	2.1%	8.6%
Below poverty level***	123,415	75,795	14,821	3,804	1,593	22,063
% of females below poverty level	13.8%	10.2%	39.0%	40.5%	10.4%	27.6%
High School graduates***	554,558	500,339	17,964	4,347	7,817	19,266
% of female high school graduates	91.2%	94.4%	80.3%	86.6%	78.4%	53.3%

Age distribution of Female Residents	10-14	15-44		45-64	65-84	85+
		15-19	20-44			
Number	60,020	62,897	292,134	237,402	113,756	26,518
% of total females	6.5%	6.8%	31.8%	25.8%	12.4%	2.9%

Sources: 2010, U.S. Census Bureau and NCHS; 2010 U.S. Census Bureau, American Community Survey

*Racial/ethnic groups may not sum to total

**Poverty and educational status data in the Black, non-Hispanic column reflect estimates for all Black females (both Hispanic and non-Hispanic)

***Estimates of poverty status are based upon estimates of the population whose poverty status could be determined. Estimates of high school graduates are based upon the population who are 25 years and older. Some estimates of poverty and educational status in the API column may reflect Asian data alone.

Health Status (Age-adjusted[§] percent of adult females)

- In poor general health: 3.0%
- Activity limitation due to poor phys/mental health: 7.6%
- No natural teeth: 3.9%

Sources: 2010, Behavior Risk Factor Surveillance System (BRFSS)

Access to Care (Age-adjusted[§] percent of adult females)

- No health insurance coverage (under 65): 16.1%
- No personal doctor or primary care physician: 9.1%
- Saw a dentist in past year: 72.4%

Health Conditions and Risk Factors (Age-adjusted[§] percent of adult females)

Condition or Risk Factor	Total	White, non-Hispanic	Black, non-Hispanic	American Indian	Asian/Pacific Islander	Hispanic
Currently smoke (age 18+)	16.8%	17.2%	25.2%	42.7%	NA	10.5%
No leisure time activity in past month	24.7%	23.0%	49.2%	37.6%	NA	37.6%
Overweight (age 20+)	31.2%	32.0%	17.4%	20.3%	NA	33.1%
Obese (age 20+)	27.0%	26.3%	43.0%	49.0%	NA	41.3%
Hypertension ^{†*}	24.6%	23.9%	39.9%	19.8%	NA	29.4%
High cholesterol [†]	29.1%	28.4%	36.7%	NA	NA	33.0%
Diabetes [*]	7.8%	7.0%	11.0%	15.7%	NA	21.2%
Arthritis [†]	26.4%	26.7%	28.7%	25.9%	NA	22.5%
Asthma, currently	9.7%	9.5%	22.7%	27.1%	NA	7.4%

Source: 2010, BRFSS; [†]2009, BRFSS; *Includes pregnancy-related condition

Preventive Services/Screenings (Age-adjusted[§] percent of adult women)

- Routine physical exam within past two years: 81.6%
- Mammogram within past 2 years (age 40+): 71.2%
- Pap smear within past 3 years (age 18+): 74.7%
- Sigmoidoscopy/colonoscopy ever (age 50+): 62.7%
- Influenza immunization in past year: 50.8%
- Influenza immunization in past year (65+ only): 70.0%

Sources: 2010 BRFSS; For race information, see Quick Health Data Online: <http://www.womenshealth.gov/quickhealthdata>

NA - Data not available or suppressed

NR - Data not reported

Mortality (Female residents)

Cause of Death	Number of Deaths	Age-Adjusted Death Rate (deaths per 100,000)
Total (all ages)	7,673	610.5
Heart Disease	1,670	122.5
Cancer	1,576	140.7
Breast Cancer	216	19.7
Cervical Cancer	12	NA
Stroke	527	39.4
Chronic Lower Respiratory Disease	504	42.8
Alcohol- or Drug-Induced	99	10.7
Suicide	31	3.4
Homicide	11	NA
Infant Mortality Rate (All Causes, Not gender-specific) [†]		6.6

Source: 2009, Centers for Disease Control and Prevention, National Center for Health Statistics. Underlying Cause of Death 1999-2009 on CDC WONDER Online Database, released 2012; [†] 2000-2004, NCHS National Vital Statistics System

Prenatal Care and Pregnancy Risk (Percent)

Pregnant women:

- Receiving prenatal care in 1st trimester[†]: 73.9%
- Smoking cigarettes[†]: 15.3%

Women:

- With live births who reported unintended pregnancy^{††}: 40.9%
- Reported physical abuse during pregnancy^{††}: 2.5%

Sources: [†]2008, NCHS National Vital Statistics System; ^{††}2009, CDC, Pregnancy Risk Assessment Monitoring System (PRAMS)

Birth Outcomes (Percent)

Births:

- Low birthweight (LBW)[†]: 7.0%
- Preterm[†]: 11.8%
- Cesarean among low-risk women (full-term, singleton, vertex presentation)[†]: 24.1%

Children Breastfeeding:

- Exclusively breastfed at least 3 months^{††}: 38.8%
- Breastfed at least 6 months^{††}: 47.0%
- Ever breastfed after delivery^{††}: 75.5%

Sources: [†]2008, NCHS National Vital Statistics System; ^{††}2007, CDC, National Immunization Survey (NIS), data for the cohort of children who were born after 2007

Sexually Transmitted Infections (Number of new annual reported infections and rate per 100,000 women)

- Chlamydia: 1,856 cases (205.1)
- Gonorrhea: 405 cases (44.8)
- Primary and Secondary Syphilis: NA cases (NA)
- HIV^{†*}: 40 cases (5.3)
- AIDS[†]: 23 cases (3.0)

Source: 2008, Individual State Health Departments; [†]2009, Estimated Data from the CDC, National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention Atlas (NCHHSTP)

Violence and Abuse:

- Females reported physical abuse during pregnancy (percent)[†]: 2.5%
- Reported female rapes (number and rate per 100,000 females)^{††}: 537 (60.2)

Sources: [†]2008, CDC PRAMS; ^{††}2006, FBI Uniform Crime Statistics

Mental Health

- Adult females reporting poor mental health on 8 or more of the past 30 days (age-adjusted percent)[†]: 14.5%
- Female suicide deaths (number and age-adjusted rate per 100,000 females)^{††}: 31 (3.4)

Source: [†]2010, CDC BRFSS; ^{††} 2009, Centers for Disease Control and Prevention, National Center for Health Statistics. Underlying Cause of Death 1999-2009 on CDC WONDER Online Database, released 2012.

Teen Health (Percent teenage females unless otherwise specified)

- Birth rate[†]: 18.1
- Currently use alcohol: NR
- Currently use cigarettes: NR
- Currently use marijuana: NR
- Pregnancy rate[†]: 21.6
- Currently sexually active: NR
- Attempted suicide: NR
- Overweight: NR

Sources: 2009, YRBS; [†]2008, NCHS National Vital Statistics System and Individual State Health Departments, per 1000 women ages 15-17

NA - Data not available or suppressed

NR - Data not reported

[§]Age adjustment is a statistical process applied to rates of disease, death or other health outcomes that allows populations to be compared by controlling for age group differences in the composition of each population.



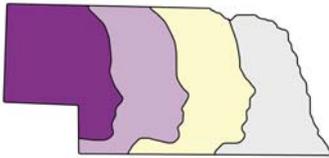
These data and much more can be found at **Quick Health Data Online:**
<http://www.womenshealth.gov/quickhealthdata> . For detailed information on the health status and needs of women in a county of interest, click on the WHAT Toolkit link at the Quick Health Data Online website.

PROGRAMS

Every Woman Matters

Every Woman Matters (EWM) is a federally funded program that provides breast and cervical cancer screening to medically underserved women between the ages of 40 and 64. The program began 20 years ago with a grant from the Centers for Disease Control and Prevention (CDC). Nebraska was one of the first twelve participating states in the Early Detection of Breast and Cervical Cancer Program. Today, all 50 states, 12 tribal organizations and five U.S. territories are funded for breast and cervical cancer screening through the CDC. Program functions include screening and diagnostic tests, public education, professional education, surveillance, evaluation and quality assurance.

Every Woman Matters



The WISEWOMAN Program was added to EWM in 2001 to provide cardiovascular and diabetes prevention and risk factor detection services for clients. Nebraska's WISEWOMAN Program was one of the first twelve to be funded and one of twenty-one to be selected under a new competitive grant process in 2008, and 2013. The WISEWOMAN section of this report provides additional information.

The newest addition to EWM services is colon cancer screening. Nebraska received one of five demonstration grants to be funded in 2005 by the CDC. This was the first Office of Women's and Men's Health (OWMH) grant to provide services for men as well as women. In 2009, Nebraska successfully competed for a new five-year colon cancer screening grant from the CDC. The grant has two primary goals; to provide direct screening services to populations at greatest need, and to increase screening rates for the entire population of persons fifty years and older.

The Nebraska Colon Cancer Program (NCP) recruits participants through EWM, but has a separate identity. Men and women who qualify by income and age are recruited for colon cancer screening, regardless of whether they have a connection to Every Woman Matters. The NCP section of this report provides additional information.

Program Highlights

- Every Woman Matters, in partnership with, the American Cancer Society, the Nebraska Comprehensive Cancer Control Program, the Susan G. Komen for the Cure - Nebraska Affiliate, and many other state partners continue to implement the Breast Cancer Control Plan. The Plan's goals include:
 1. By 2016, reduce Nebraska's breast cancer mortality rate from 19.6 per 100,000 to 18.
 2. By 2016, reduce disparities among demographic groups. Specifically:
 - ~ Reduce the breast cancer mortality rate for African-American women from 28.4 per 100,000 to 18.
 - ~ Increase the screening rates for women with incomes below \$35,000 from 61% to 70%.
 - ~ Increase the screening rates for rural women from 68% to 76%.

Other Cancer Control Plan Activities Include:

- In June 2013, 24 participants attended the African American Women and Breast Cancer Initiative meeting held at the Alegant Creighton Bergen Mercy Hospital in Omaha. The group shared information about programs for African American women in the Omaha community that provide low cost breast cancer screening and support services. An update on new research findings and the exploration of new strategies to improve outcomes in screening, follow-up and treatment will be the focus for the next meeting, scheduled in August in Omaha.
- The Columbus Community Hospital Breast Cancer Screening Program provides life-saving mammography

EWM continued...

screening to low income, uninsured or underinsured women in Platte County who are NOT eligible for Every Woman Matters. Women identified for the program are between the ages of 40 and 70 who have not had a mammogram in the past three years. These women are referred to the program by local physicians. The program is funded through a grant from Komen Nebraska and is one of several cancer prevention programs for cancer patients provided through the Columbus Community Hospital.

- The Nebraska Breast Cancer Screening Task Force meets quarterly via telehealth and teleconference to discuss strategies to increase breast health screening rates across the state and share new information about free or low-cost screening services that help remove financial barriers. The Task Force is chaired by Marilyn Kile from the Good Samaritan Hospital Cancer Center in Kearney. The next meeting of the Task Force will be held August 13th.
- EWM program manager, Melissa Leypoldt is leading the three workgroups that have been formed to build a comprehensive, community-based healthcare navigation system in Nebraska. The workgroups are being organized around three settings: Community, Primary Care and Specialty Care. The Community and Primary Care workgroups will begin by reviewing and piloting training curricula for community health workers and supervisors. The Specialty Care workgroup will identify active personnel, training approaches, and certification programs in their fields.

HEALTH HUBS

- Community health hubs will provide a system of outreach to communities utilizing evidence-based strategies to promote clinical preventive services. The hubs will collaborate in a systematic way to improve access to high-quality preventive screening services, enhance community linkages, and strengthen data collection and utilization.
- Additionally, a system of patient navigation will be developed to educate, promote, assess, and provide linkages to preventive services for individuals in communities. Efforts to identify and connect healthcare navigation team members from community, primary care, and specialty care settings continue.
- OWMH Staff are currently working on a Health Navigation website that will house statewide and local resources used to assist Nebraskans in navigating health care services. A work group of stakeholders involved in community health education and outreach continues to refine the Nebraska Health Navigator Certificate Course which was piloted last Fall 2012.

● In November and December, former Nebraska Chief Medical Officer, Dr. Joann Schaefer appeared on the Omaha Morning Blend (Channel 3) to discuss cardiovascular disease, breast cancer screening and the EWM Program.

Every Woman Matters Data: 2003-2013	
Screened:	52,503 Women 18+
Performed:	74,622 Mammograms
	71,321 Pap Smears
	10,415 Clinical Breast Exams
Diagnosed:	729 Breast Cancers
	55 Cervical Cancers
Detected:	1,135 Cervical pre-cancers

WISEWOMAN

Since the addition of the WISEWOMAN (Well-Integrated Screening and Evaluation for Women Across the Nation) grant in 2001, EWM has been providing clients with a comprehensive array of prevention and screening services. These services address chronic disease risk factors such as elevated cholesterol, high blood pressure, obesity, sedentary lifestyle, diabetes, and smoking. The WISEWOMAN program provides screening for cardiovascular disease and diabetes and provides intervention, referral and follow-up as appropriate. Like the Breast and Cervical Cancer Early Detection Program, it is aimed at low-income uninsured or underinsured women from ages 40 through 64. Special attention is given to populations of women at higher risk for cardiovascular disease—Black, Hispanic, and Native American women.



Program Highlights

- In 2013 the Nebraska WISEWOMAN program concluded a five-year grant cycle, during which, 24,430 cardiovascular disease and diabetes screenings were conducted, and over 33,000 lifestyle intervention sessions were provided to Nebraska women. The WISEWOMAN Program successfully competed for a new four-year grant cycle. Nebraska, as well as 21 other states received funding from Centers for Disease Control and Prevention.

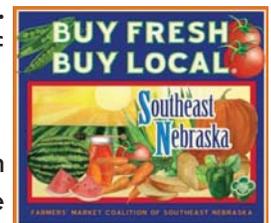
- WISEWOMAN, as a collaborator with the Nebraska Diabetes Prevention and Control Program and the National Diabetes Prevention Program, continues to see great success in the Panhandle region, including: Alliance, Banner County, Bridgeport, Chadron, Chappell, Lewellen, Gordon, Hemingford and Scottsbluff. Seventy-three percent of participants completed the National Program's 16-week course, with 89% of participants losing a combined 516.4 pounds as a result of the lifestyle intervention program. The Program is ongoing and will be offered at the following organizations: Western Community Health Resources, Chadron Native American Center, Box Butte General Hospital, Volunteers of America, Sidney Hospital and Kimball Health Service and Community Action Partnership of Western Nebraska. Classes are currently in session for the following counties: Garden, Box Butte, Scottsbluff, Morrill, Dawes, Banner, and Sheridan counties in the Panhandle. As success continues to grow for the program, expansion into worksites has been key objective of the program most recently. Five businesses are currently enrolled to participate in the NDPP as a part of their worksite wellness program for their employees. Currently, there is one business in Alliance, Sidney and Gordon as well as two businesses in Chadron.



- In partnership with the Gretchen Swanson Center for Nutrition, a Statewide Food Assessment was conducted to gather information related to accessibility, affordability, and influences on food choices for Nebraska residents and producers. The 44-page final report highlights the challenges and barriers to the food system in Nebraska and is available [HERE](#).

- In partnership with the Nebraska Heart Disease & Stroke Prevention program the web-automated human interaction video (WAHI) was promoted with a Statewide campaign, Knowing Is Best. The campaign utilizing the www.knowingisbest.ne.gov site doubled the number of individuals watching the video.

- WISEWOMAN, the Nutrition and Activity for Health Program, and Public Health Solutions created the “Farmers’ Market Coalition of Southeast Nebraska” to increase



WISEWOMEN continued...

access to fresh fruits and vegetables for EWM clients in these 5 counties: Gage, Fillmore, Saline, Thayer and Jefferson. The Coalition sent farmers' market vouchers to EWM clients within those 5 counties to purchase of fresh local fruits and vegetables. The project is using the new "Buy Fresh Buy Local" logo to market through print media, signage, press releases, and on the WEB. The Coalition also began a weekly radio broadcast, "Yard & Garden Live" with UNL Extension which will run throughout the market season.

- The WISEWOMAN team is working closely with Community Action Partnership of Western Nebraska to implement community health hubs, a system of outreach utilizing evidence-based strategies to promote clinical preventive services. Current activities have included an environmental scan that identifies strengths within the community, barriers to screening services, and specific prevention screening benchmarks identified by the health hub team. In May, a site visit was held in Scottsbluff with the health hub team.

- The partnership creating the Nebraska Worksite Wellness Toolkit has developed the content for the toolkit and is currently in the design phase with planned dissemination in fall 2013. The toolkit will be housed through the Department of Health and Human Services website with tools and resources for businesses. The toolkit itself aims to provide a concise but highly useful guide describing how to develop a wellness program providing theory, research, and evidence-based steps to developing an efficient and effective wellness program.

- The 2nd Annual Lay Health Ambassador Summit, "Connecting Communities: Learning, Sharing, and Empowering Together" was held July 25, 2013 at the Midtown Holiday Inn in Grand Island. Clarissa Christensen assisted with planning efforts for the event.

- WISEWOMAN has also partnered with Douglas County for the purpose of establishing a system to prevent and control diabetes in Eastern Douglas County through collaborative efforts of the Diabetes Prevention Alliance. The program aims to link Nebraska women, particularly those enrolled in the Every Woman Matters Program (EWM), with increased access and availability of diabetes prevention and control activities to decrease risk factors for chronic diseases and improve overall health outcomes.

- Sue DeBoer, BSN, WISEWOMAN Case Management Nurse, relocated to Illinois with her husband. Sue was a valued team member for 3 years and provided leadership for professional development activities, with special emphasis in WISEWOMAN clinical guidelines for providers and clients.

WISEWOMAN Data: 2003-2013	
<i>Cardiovascular Screens:</i>	45,601 Women 40+
<i>Detected:</i>	10,269 cases of elevated cholesterol
	13,317 cases of elevated blood pressure
	5,239 cases of elevated glucose
<i>Provided:</i>	33,173 lifestyle counseling sessions

Colon Cancer Screening Program

The Nebraska Colon Cancer Program (NCP) has evolved through a series of grants. It began in 2001 with a grant from Tobacco Settlement Funds. The EWM infrastructure was utilized to distribute fecal occult blood testing kits through providers. In 2005, Nebraska received one of five national colon cancer screening demonstration grants from the Centers for Disease Control and Prevention. The demonstration project ended in 2009, and Nebraska successfully competed for a new five-year cycle of CDC funds. Through the newest grant, Nebraska is now one of 29 states and tribes that comprise the national Colorectal Cancer Control Program (CRCCP). The CRCCP's goal is to increase colorectal (colon) cancer screening rates among men and women ages 50 years and older from 64% to 80% in the funded states by 2014.



Program Highlights

- In November 2012, OWMH contracted with two Federally Qualified Health Centers (FQHCs), and four Nebraska District, County and City/County Health Departments to create community health hubs. The two FQHCs are Charles Drew Health Center, Inc., and Community Action Partnership of Western Nebraska; the four Nebraska District, County and City/County Health Departments are: Central District Health Department, Four Corners Health Department, Public Health Solutions District Health Department, and South Heartland District Health Department. Each hub is conducting a community environmental scan, implementing an evidenced-based strategy in either the clinic or community, enrolling women in Every Woman Matters (EWM), and providing case management of EWM women in their communities or clinic. The health departments are distributing FOBT kits, conducting pre and post-campaign intercept surveys, and providing case management on positive FOBTs. The FQHCs are responsible for submitting data related to Healthy People 2020 goals, preventive screening benchmarks, and data of their clients ages 50-74 due for CRC screening. Participating clients will receive education, including a letter from one of their physicians encouraging them to get screened, and a screening kit. Two-thousand clients, who were extracted from the Charles Drew Health Center database, received educational materials in April 2013. Lay Health Ambassadors in North Omaha are conducting follow-up evaluations with these clients to encourage them to get screened and answer questions. The health hub project is funded through September 2013, with plans to seek additional funding. This project is being evaluated by staff at UNMC, and results will be shared with the Women's Health Advisory Council (WHAC).

- In recognition of Colon Cancer Awareness Month (March), the 14 Nebraska Colon Cancer Coalitions launched a campaign to raise awareness about the importance of colon cancer screening. Campaign components included: free FOBT kits, statewide radio spots, posters, ads in weekly newspapers across the state, utilization of social media sites, pharmacy bags and posters. Pharmacy bags were printed in both English and Spanish and were made available to all pharmacies throughout the state. Each Coalition conducted 25 pre-campaign awareness surveys in February, and 25 post-campaign awareness surveys in May to gage the media campaigns' success in education and screening behavior. Additionally, 3639 were distributed by coalitions. Coalitions follow up with positive results and those who don't return their kits.

**Colon Cancer is...
Preventable, Treatable
& Beatable**

Over 50? Get Screened!



- A Colon Cancer Awareness billboard was displayed roadside in the North Central District Health Department.

Colon Cancer continued...

- Besides the statewide media campaign, some coalitions elected to use other, approved media campaigns. These include Stay In The Game, Screen For Life and American Cancer Society campaigns.
- In April, Patti Schumann spoke at the Sertoma Club for the NE Colon Cancer Screening Program.
- Tracey Bonneau and Mary Lentini continue to work on building the Health Navigation site for Community Health Worker Training.
- During the 2013 season, CRC continued its longtime partnership with the Lincoln Saltdogs and Omaha Storm Chasers baseball clubs, with OWMH staff participating in public "Awareness Nights" that highlighted the importance of colon cancer screening.
- Unobligated dollars are being spent for billboards, newsprint, and radio in the areas of: CAPWN, 4 Corners HD, South Heartland HD, Central District HD, and Public Health Solutions. Postcards have also been sent in relationship to the campaign for CAPWN in order to increase FOBT awareness. All billboards, radio spots and newspaper inserts will be in place from July 21-August 24.

CRC Data: 2006-2011	
Screened:	5,000 Men and Women 50+
Colonoscopies:	1,294
Removed:	501 Polyps
	10 Cancers
Distributed:	12,000 FOBT kits (including those distributed by community coalitions)

EDUCATION

Public Education

The Public Education component of Every Woman Matters (EWM) and the Nebraska Office of Women's and Men's Health (OWMH) researches, develops and disseminates public health information and education.

Program Highlights

- The Public Education team increased OWMH's social media presence in 2012-2013; utilizing OWMH website, Constant Contact, Twitter and Facebook to reach a broader audience with more frequency, and more information including: preventative cancer screening, physical activity, nutrition, chronic disease reduction, and minority health as well as other relevant topics. The team will assess the effectiveness of social media at the end of 2013.
- Client Newsletters were created in a web-based format and distributed via Constant Contact four times a year to EWM clients and partners. Topics include programmatic updates, web-based interactive health tools and assessments, heart disease prevention, Women's and Men's Health Week campaign information diabetes control, physical activity, and local and state farmers' market directories.

Public Education continued...

- Clarissa Christensen and Tracey Bonneau participated in the Great Plains Public Health Leadership Institute Mid-Year meeting (March 12-15) at Carol Joy Holling Center in Ashland, Nebraska. Peer coaching, mentoring and building an effective team were the topics. Graduation from the Institute is slated for the week of September 22 in Nebraska City. The Great Plains Public Health Leadership Institute is a twelve-month intensive leadership program conducted through the University of Nebraska Medical Center School of Public Health for those whose primary mission is to improve the health and well being of populations and communities in Nebraska, Iowa, and South Dakota.

ON THE WEB



The Nebraska OWMH websites include the following sites:

- <http://www.dhhs.ne.gov/EWMPProviderEducation>
- <http://www.dhhs.ne.gov/womenshealth>
- <http://www.dhhs.ne.gov/EWM>
- <http://www.dhhs.ne.gov/MensHealth>
- <http://stayinthegamene.com/>



Women's and Men's Health Week.

- A website was created to mark the 2013 Women's Health Week and Men's Health Week observances. The site included health education materials that emphasized prevention and healthy lifestyle guidelines for both men and women. The website also included information on the National Office's WOMAN Challenge, Fitness Tracker, downloads, materials, resources, and instruction on how individuals and organizations can create and implement their own Health Week activity.



- Nebraska had the most activities registered on the national Office of Women's Health website in Region VII.

Professional Education

The Professional Education component of Every Woman Matters continued to be active in providing educational opportunities to clinical providers throughout the state in 2012-2013.

Program Highlights

- Professional Education staff held provider trainings throughout the state including, Hastings, Crete, and Omaha. The trainings provide EWM and CRC contracted health care professionals with federal screening guidelines and other pertinent program information. Additional education materials and resources are distributed to providers throughout the year.
- In October 2012, Margarita Allen, RN, attended the Nurse Practitioner Association Convention in Kearney, and the "Protect Your Health Heritage Health Fair" at Lincoln Lancaster County Health Department in April 2013. The event was sponsored by the American Cancer Society, and focused on health care and African Americans. Health screenings took place for the first hour and the screenings were followed by a speaker and dinner.

SURVEILLANCE

- WISEWOMAN completed data requests for provider performance, lifestyle interventions, interventionists' performance, health assessments, the Lifestyle Intervention Minimum Data Element data error check, and the Minimum Data Element screening data error check. The data set was extracted and sent to the Centers for Disease Control and Prevention for their evaluation project.
- The Office of Women's and Men's Health programs presented at the 2013 Nebraska GIS conference in Kearney; a review on UNMC ROI final report was completed; and a MDE Cancer Registry linkage was completed; a mammography facility map was also developed.

PARTNERSHIPS and COMMITTEES

MEDICAL ADVISORY COMMITTEE (MAC)

Every Woman Matters (EWM) and Nebraska Colon Cancer Program (NCP) receive consultation from a distinguished group of medical care providers. Specialties include cytology, radiology, general surgery, family practice, bone metabolism, obstetrics/gynecology, oncology, pathology, cardiology, endocrinology, internal medicine, rheumatology, gastroenterology, and colorectal surgery. Representation is provided for the following health professions: physicians, physician assistants, nurse practitioners, dietitians, pharmacists, biostatisticians and epidemiologists, clinic nurses, radiological technicians, cytotechnologists, and social workers. Subgroups were formed around the following topics: Cervical Cancer Issues, Cardiovascular Disease and Diabetes, Colorectal Cancer Issues, and Breast Cancer Issues. Members of the Medical Advisory Committee are listed in Appendix Three.

WOMEN'S HEALTH ADVISORY COUNCIL (WHAC)

The Women's Health Advisory Council was created for the purpose of advising and serving as a resource for the Nebraska Health and Human Services Office of Women's Health in carrying out its duties as enacted by the Legislature in the Women's Health Initiative of 2000.

Activities

Breastfeeding Support in the Workplace

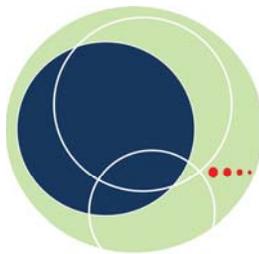
The Workplace Wellness Committee and the Nebraska Breastfeeding Coalition continued their partnership with the Nebraska Department of Labor. In 2012, a packet of materials advising businesses on the Fair Labor Standards Act regarding breastfeeding was sent to 2,662 Nebraska businesses. Several thousand smaller businesses received a postcard with information about the FLSA and contact information for resources. Over 150 Nebraska businesses requested Mother's Room signs, and educational materials to help establish lactation areas for nursing employees.



In addition to providing technical assistance to businesses, the Breastfeeding workgroup announced an award to recognize businesses for outstanding employee breastfeeding accommodation. DHHS sent out a press release, and 2,662 businesses were contact by email. As of June 2013, 10 businesses have been recognized for their efforts to accommodate nursing employees. The businesses received a certificate and recognition letter signed by Division of Public Health Director, and Chief Medical Officer Joseph M. Acierno, MD, JD and a "Breastfeeding Friendly Business" window cling. The workgroup recognition program is ongoing.

Creating A Culture Of Wellness In Healthcare Settings Conference

The successful 2-day conference took place in May 2013 at the Lied Lodge in Nebraska City. It was attended by 150 physicians and clinical staff who learned new strategies, resources, and patient counseling techniques to improve wellness outcomes for their patients, with an emphasis on physical activity, nutrition, and stress management. Keynote speakers included Dr. Edward Phillips, Director of the Institute of Lifestyle Management, Harvard Medical School, Dr. Jeremy Lazarus, President of the American Medical Association, and former Husker football player, Matt Davison. Conference sponsors included: Women's Health Advisory Council, DHHS, Nebraska Methodist College, Nebraska Medical Association, UNMC, Blue Cross Blue Shield of Nebraska, and many other others. For a complete list of sponsors, speakers, even activities and materials related to the event please click [HERE](#). In addition to the lively and interactive schedule of presentations and activities for participants, the conference planners also developed wellness activities for family members who attended. The conference had a planning committee of more than 70 persons.



Maternal Depression

The Baby Blossoms group in Douglas County continues to work on maternal depression issues related to the Women's Health Advisory Council project that has ended. For the second year in a row, the Douglas County Health Department has applied for and received assistance from the Maternal and Child Health Bureau Graduate Student Internship Program to further study the perinatal depression system. Work also continues on building a resource directory for Omaha.

Council continued...

WOMEN'S HEALTH INITIATIVE STATUTE 71-701 TO 71-707

"The Women's Health Initiative of Nebraska is created within the Department of Health and Human Services. The Women's Health Initiative of Nebraska shall strive to improve the health of women in Nebraska by fostering the development of a comprehensive system of coordinated services, policy development, advocacy, and education."

Initiative Objectives:

- (1) Serve as a clearinghouse for information regarding women's health issues;
- (2) Perform strategic planning to develop goals, objectives and implementation plans for women's health;
- (3) Conduct department-wide policy analysis on specific issues related to women's health;
- (4) Coordinate pilot projects and planning projects funded by the state that are related to women's health;
- (5) Communicate and disseminate information and perform liaison functions;
- (6) Provide technical assistance to communities, other public entities, and private entities;
- (7) Encourage innovative responses by private and public entities

GUIDELINES, NEBRASKA WOMEN'S HEALTH ADVISORY COUNCIL, 10/23/2003

Duties

- Advise the Office of Women's Health in carrying out its duties as mandated in Nebraska Revised Statutes § 71-701 through 71-707.
- Explore other sources of funding which may be used to support the Office of Women's Health and its initiatives to improve the health of the women of Nebraska;
- Bring new information to the attention of the Council and the Administrator of the Office of Women's Health;
- Provide guidance and recommend action to the Administrator of the Office of Women's Health and the Nebraska Health and Human Services System on issues pertaining to women's health;
- Interpret and apply scientific and/or technical information to issues pertaining to women's health;
- Disseminate information in accordance with the current communication plan;
- Adhere to the Mission and Vision as the primary guidance in establishing direction through the Strategic Plan and in forming recommendations for action to the Administrator.

ON THE WEB: For more information, including, archived Annual Reports, statute documents, and the Council application, please visit the Nebraska Women's Health Advisory Council WEBSITE.

ANNUAL REPORT

“The Department of Health and Human Services shall issue an annual report to the Governor and the Legislature on September 1 for the preceding fiscal year’s activities of the Women’s Health Initiative of Nebraska. The report shall include progress reports on any programs, activities, or educational promotions that were undertaken by the initiative. The report shall also include a status report on women’s health in Nebraska and any results achieved by the initiative.”

FUNDING

The Nebraska Office of Women’s and Men’s Health has total funding of nearly seven million dollars. The funding sources are as follows:

• General Funds	10%
• Federal Funds from Grants	86%
• Cash Funds, including fees and private grants	4%

OFFICERS and COUNCIL MEMBERS

APPENDIX 1

Women’s Health Advisory Council September 2012-August 2013

2012-2013 Meetings

October 24, 2012: Mahoney State Park, Ashland
February 6, 2013: Videoconference, Various Locations
May 1, 2013: Methodist Women’s Hospital, Omaha

Chair: Liliana Bronner, MHSA, Omaha
Vice Chair: Open
Secretary/Treasurer: Sarena Dacus, BA, Omaha

Joseph Acierno, MD, JD, Lincoln
Jacquelyn Brugman, PA-C, Albion
Vicki Duey, York
Darla Eisenhauer, MD, Lincoln
Paula Eurek, BS, Lincoln
Ann Fritz, BS, O’Neill
Abbey Gregg, MPH, Fremont
Sharon Hammer, MD, Omaha

Jamie Monfelt-Siems, LMHP, Omaha
Michelle Nielson, BSW, Omaha
Jina Ragland, BS, Lincoln
Judy Reimer, RN, Hastings
Josie Rodriguez, Lincoln
Jean Stilwell, PhD, Lincoln
Heidi Woodard, BA, BS, Omaha

APPENDIX 2

Breast & Cervical Cancer Advisory Committee September 2011-August 2012

Jennifer Dreibelbis, Omaha	Kristi Perrotto, Lincoln
Janice A. Larson, Omaha	Lynne Olson, Lincoln
Susan Meyerle, Lincoln	Becky Snyder, Seward

APPENDIX 3

Every Woman Matters Medical Advisory Committee

September 2012-August 2013

Chair: William Minier, MD	Family Medicine	Sonja Kinney, MD	Obstetrics/Gynecology
Sam Augustine, RP	Pharmacology	David Lee, MD	Gastroenterology
Jodi Chewakin, PA-C	Obstetrics/Gynecology	Stephen Lemon, MD	Oncology
Carolyn Cody,	Surgery	Lynn R. Mack-Shipman, MD	Endocrinology
Priscilla Moran Correa, MD	Family Medicine	Michelle Malcom, BSRT	Radiology
Mary Ann Curtis, MD	Radiology	Tim McGuire, FCCP, Pharm.D.	Pharmacology
Mary Davey, MD	Radiology	Kris McVea, MD	Internal Medicine
Charlene Dorcey, RD, LMNT, CDE	Dietary	Ted R. Mikuls, MD	Rheumatology
James Edney, MD	Surgical Oncology	Sherrill Murphy, MD	Cardiology
Heather Elton, RN	Nursing	Amy Neumeister, MD	Endocrinology
Robert Faulk, MD	Radiology	Diana Nevins, MD	Pathology
Brian Finley, MD	Family Medicine	Steven Remmenga, MD	Gynecology/Oncology
Donald Gibbens, MD	Obstetrics/Gynecology	Lisa Rice, MD	Obstetrics/Gynecology
Janet Grange, MD	General Surgery	Aina Silenieks, MD	Pathology
Jean Grem, MD	Internal Medicine	Edibaldo Silva, MD	Surgical Oncology
Eileen Hayden, RN	Clinic Manager	Carrie Snyder, MSN, RN, APNG	
David Hilger, MD	Radiology	Debra Spence, RN	Nursing
David Hoelting, MD	Family Medicine	Susan Stensland, LCSW	Social Work
David Holdt, MD	Obstetrics/Gynecology	Jo Swartz, RT	Radiology
Matthew Hrnicek, MD	Gastroenterology	Alan Thorson, MD	Colorectal Surgery
Mia Hyde, PA-C	Family Medicine	Marian Wehr, LPN	Nursing
Milton Johnson, MD	Family Medicine	Suzette Woodward, MD	Pathology

