

# BEAT Cancer Study

for Black Equity, Access, and Testing for Cancer



## WHAT WE DID



### Omaha, Nebraska

We set up a booth at the DMV and County Treasurer's Office, some of the most highly visited public service locations



### Trained community health workers

- Greeted visitors
- Provided colorectal cancer screening kits to eligible and interested adults



### Our project team goals:

- Increase early detection of colorectal cancer
- Reach individuals with limited access to preventive healthcare
- Test the effectiveness and cost of in-person kit distribution
- Improve access to colon cancer screening among African Americans –a population facing unequal cancer burdens.

## STUDY TIMELINE

Wave 1: Oct 2023 – Apr 2024

Wave 2: Sept 2024 – May 2025

## ENGAGEMENT

6,338

people approached

519

people participated

## WHO THEY WERE

57

years old  
on average

54%

men

47%

without a primary  
care provider

27%

were uninsured

DMV pop-up  
booth: Ms.  
LaTia Blair,  
Community  
Health Worker



## KEY FINDINGS



171

participants  
returned colorectal  
screening kits



30

had abnormal  
results



17

completed  
colonoscopies



14

cases of polyps or  
adenomas  
removed



3

people with  
abnormal results  
without insurance  
received financial aid  
for colonoscopies  
through partnership

# IMPACT

Partnering with community organizations like the Department of Motor Vehicles (DMV) Drivers' Licensing Office and the County Treasurer's Office, we offered colon cancer screenings to meet people where they are. By offering colon cancer screenings outside of healthcare, we reached people facing barriers to care.

## Impact at a glance

- We reached community members that traditional healthcare may not. More than 50% of people screened were men, including Black men, who are less likely to get preventive care.

## Community partnerships may also support:

- Additional cancer education and screening like lung and prostate cancer
- Smoking cessation programs

## Potential to Include More Partners:

- Public spaces such as barbershops and salons, libraries, community centers
- Religious spaces such as churches, synagogues, mosques



Mr. John Ewing, Jr., Omaha Mayor, shakes hands with Dr. Grace Mabila-Maye, Research Assistant



DMV in Omaha, Nebraska



Our Community Advisory Board

# NEXT STEPS



# 1

Establish additional partnerships with local community venues to offer health screenings

# 2

Prepare health screening & education teams to provide services in these locations

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