Cancer prevention, detection, and treatment have never been better. Simply put, we are closer to winning the war on cancer. Yet, surveys reveal that many Americans feel overloaded, skeptical, and scared. Worst of all, these negative perceptions about cancer research seem to impact behavior as citizens avoid or reject beneficial courses of action. Communication researchers are working to change these perceptions. A key first step may be recognizing the disconnect between public perception and research progress.

**Public Perception**

Cancer prevention overload

- **72%** believe there are too many recommendations to follow.

Skepticism about prevention

- **1 in 5** believe there’s not much you can do to lower your risk.

Feeling that everything is a carcinogen

- **62%** agree that everything seems to cause cancer.

**Research Progress**

Cancer prevention recommendations

- **5** recommendations for everyone.

Things you can do to lower your risk

- 50% of cancer could be prevented if people did 5 things:
  - Don’t smoke
  - Exercise more
  - Keep a healthy weight
  - Get screened
  - Be sun safe

**Known or probable carcinogens**

- There are more than 9 million substances in the world, but only **240** cause cancer.

_These false perceptions hurt us._

We need to change our thinking.

- **62%** of people who feel overloaded are less likely to screen for colon cancer.
- **Twice** as likely to die from colon cancer.

_We can take action._

_We can win the war on cancer._