

# Executive Summary of Colorectal Cancer Awareness in Nebraska

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## Overview

This study was designed to gain an understanding of how well the public over age 50 is informed about colorectal cancer. The results of the study are based on 616 telephone interviews.

## Major Findings

### Awareness of Colorectal Cancer

Almost all of those interviewed had heard of colorectal cancer.

- Colon or rectal cancer was reported third-most often when people were asked what type of cancer comes to mind first
- 43% mentioned colon or rectal cancer as one of the first five cancers they thought of
- 95% of survey participants who did not volunteer colon or rectal cancer as a type of cancer said they had heard of it when prompted

### Prevention and Risk Factors

- 72% believe colon or rectal cancer can be prevented
- The most commonly recognized risk factors include having a blood relative who was diagnosed with colon or rectal cancer and having a high fat and low fiber diet
- 38% were not aware of any risk factors for colorectal cancer

### Screening Awareness

- Colonoscopy was by far the most commonly recognized early detection test, followed by fecal occult blood test/blood stool test
- 23% were not familiar with any early detection tests for colorectal cancer
- Over half feel that personal screening is extremely important

### Referral

- 64% had been tested for colorectal cancer, most often through colonoscopy
- 77% had been tested within the past three years

*Nebraska CARES commissioned a study of colorectal cancer awareness in Nebraska. This August 2008 study involved a follow-up survey using the same questions and methodology used in a study supported by the American Cancer Society, High Plains Division, in 2001. Both surveys were conducted by Questar in Eagen, MN.*