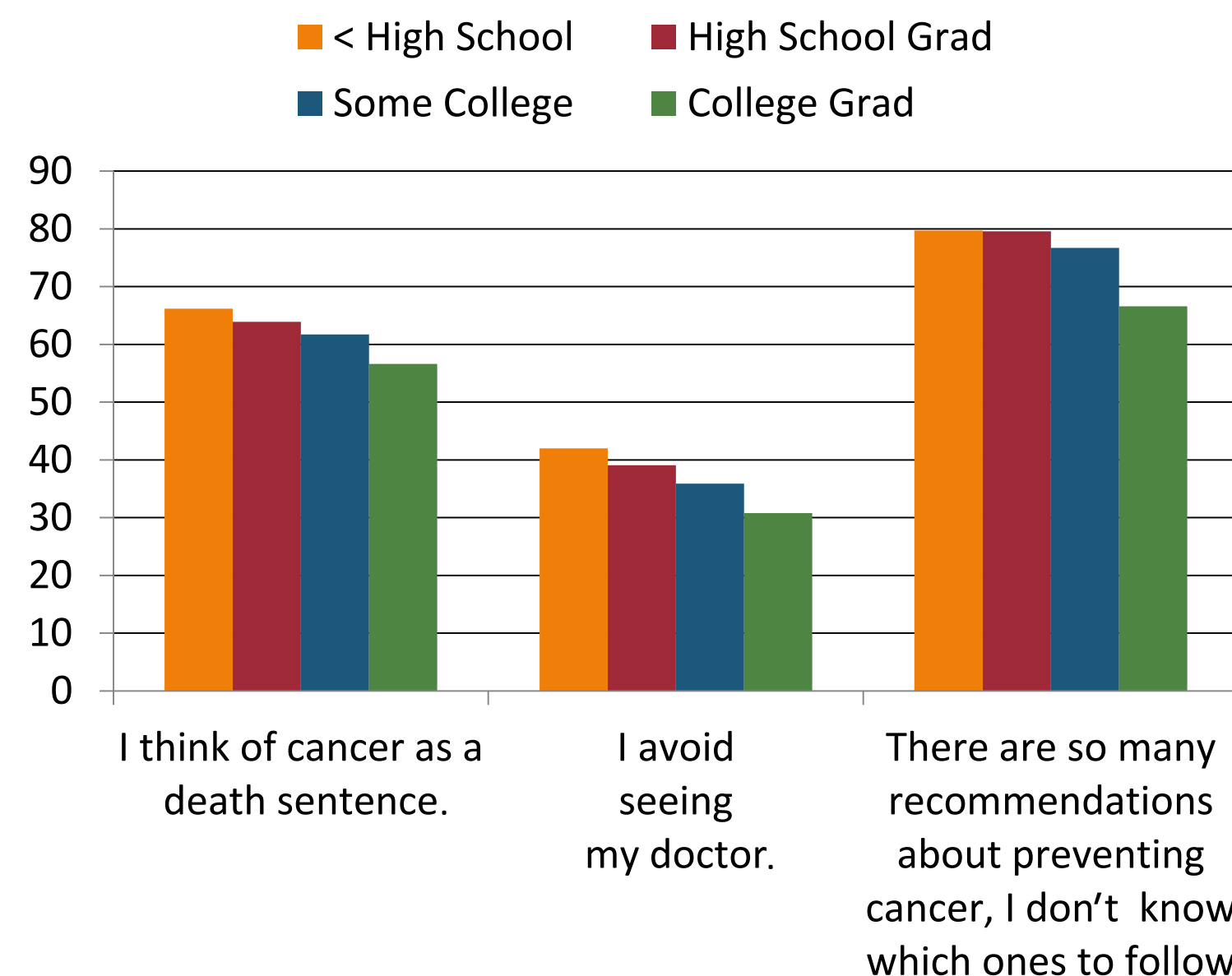


Improving Public Health With Behavioral Data

Research shows that we could reduce approximately **50% of all cancers** by getting the public to engage in healthy behaviors through increased physical activity, better nutrition, and tobacco control.

CANCER BELIEFS AND BARRIERS



Gaps in health-related knowledge can create or exacerbate health disparities.

By understanding the barriers to receiving important cancer prevention information, we can create effective communication strategies to correct misperceptions and increase protective behavior.

Effective cancer control requires patients to visit their doctors regularly to learn about healthy behaviors and get screened.

Both understanding barriers to following screening recommendations and treatment adherence are paramount.



HINTS collects national data on the U.S. public's use of cancer-related information to:

- Track changing patterns, needs, and information opportunities in health
- Assess cancer information access and usage
- Provide information on cancer risk perceptions

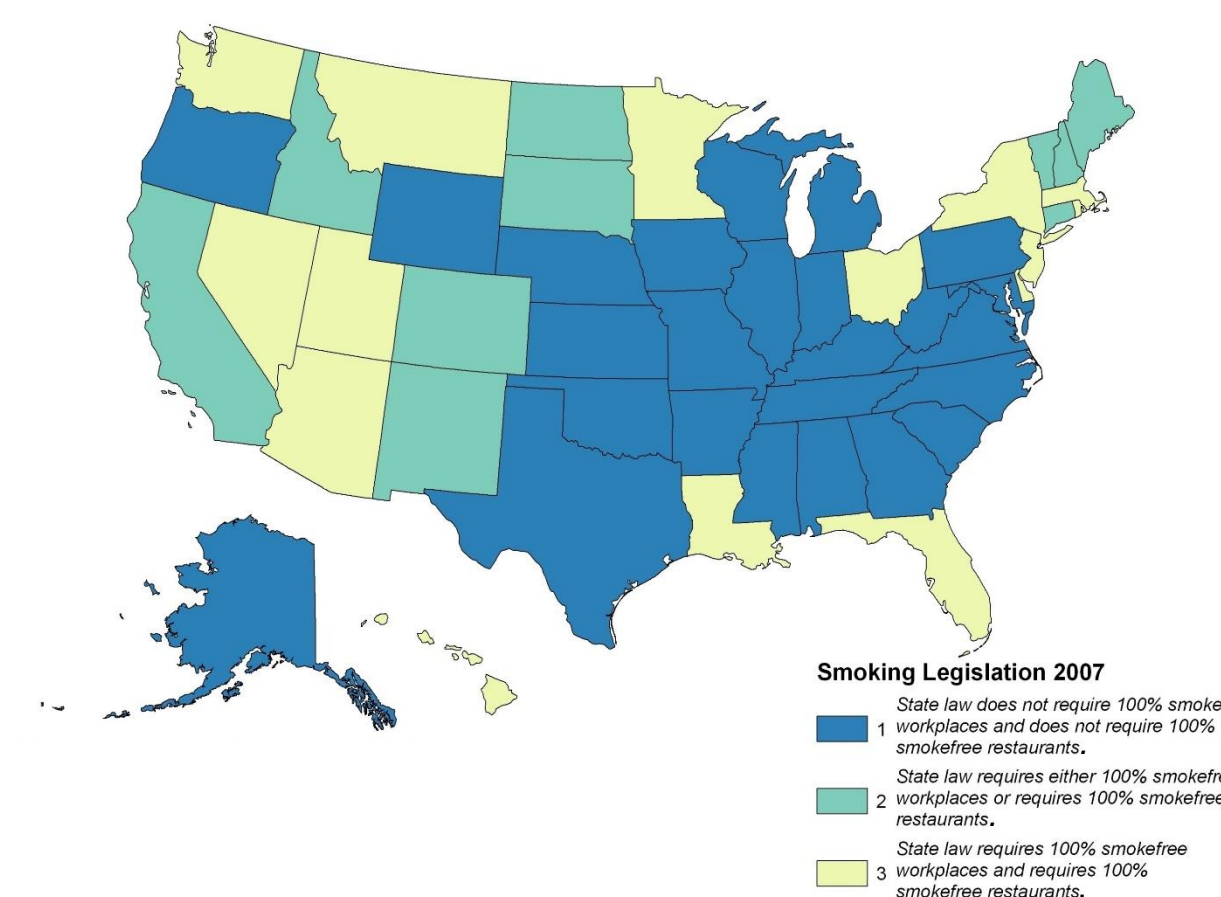
HINTS.CANCER.GOV

NCI's Behavioral Research Program studies and funds research on the initiation, conclusion, or maintenance of actions to prevent, detect, or ameliorate the effects of cancer. Social determinants and psychological antecedents can help predict or influence risk behavior and health outcomes. How behavioral interventions are communicated in the media and by health professionals, and how health data are collected and used, also are of great importance to behavioral researchers.

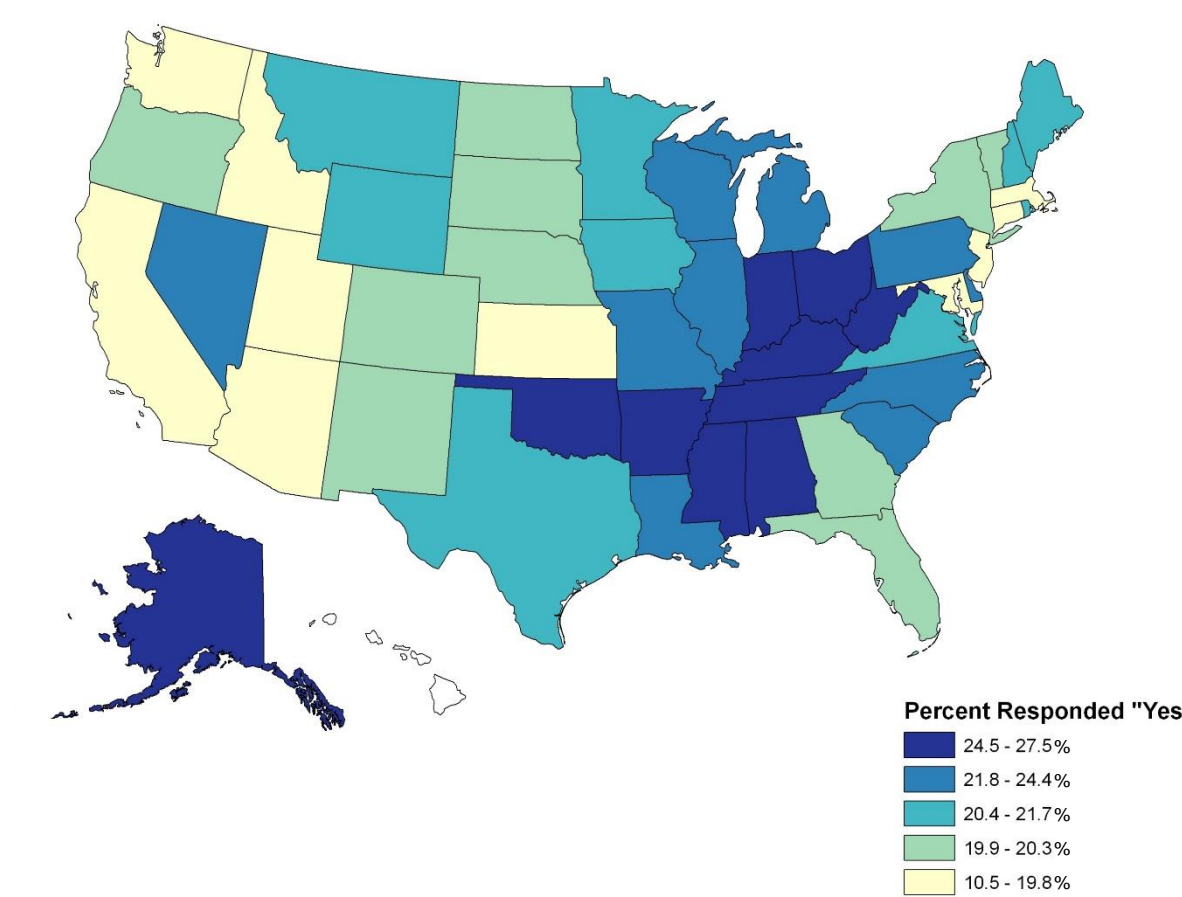
Smoking is the leading cause of preventable death in the United States.

- Knowledge about the health consequences of tobacco use is not evenly distributed.
- Tobacco use and related diseases are more prevalent in certain geographic areas, and among certain racial/ethnic populations and people with low socioeconomic status.
- The geographic distribution of lower levels of knowledge about smoking and lung cancer correlates with the geographic distribution of higher death rates from cancers of the lung and bronchus.

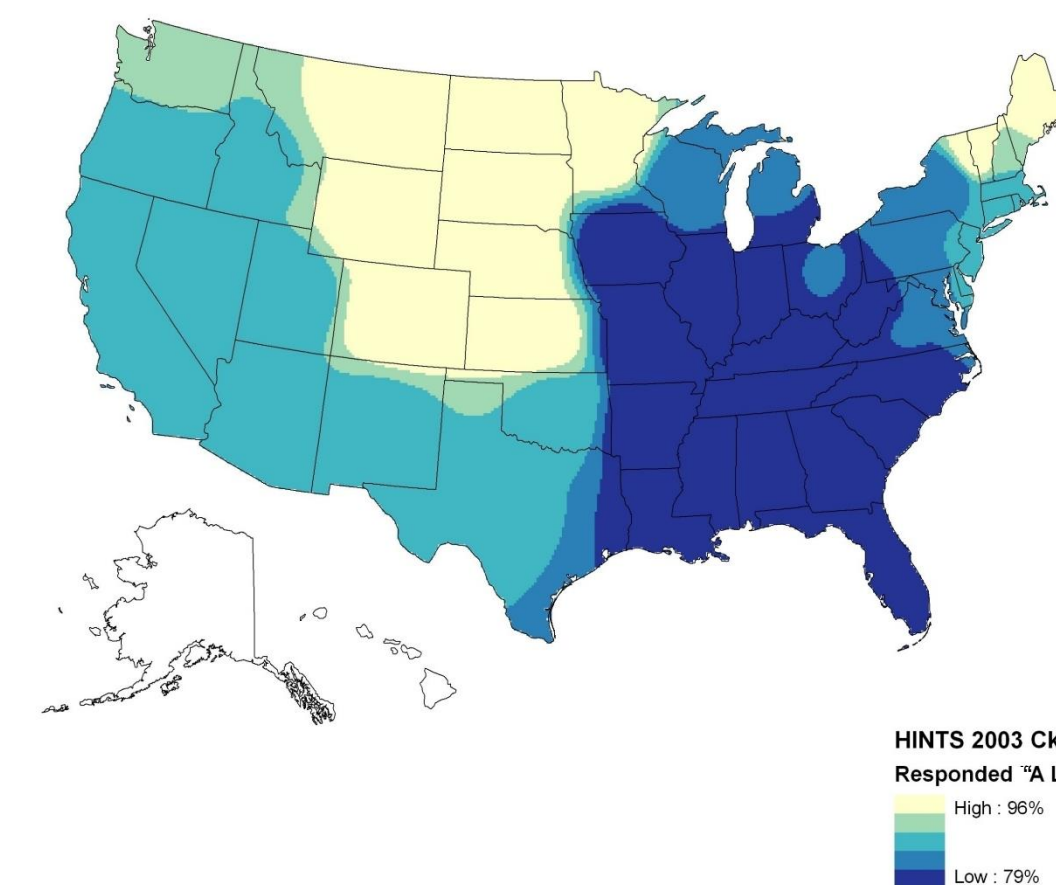
SMOKING LEGISLATION BY STATE



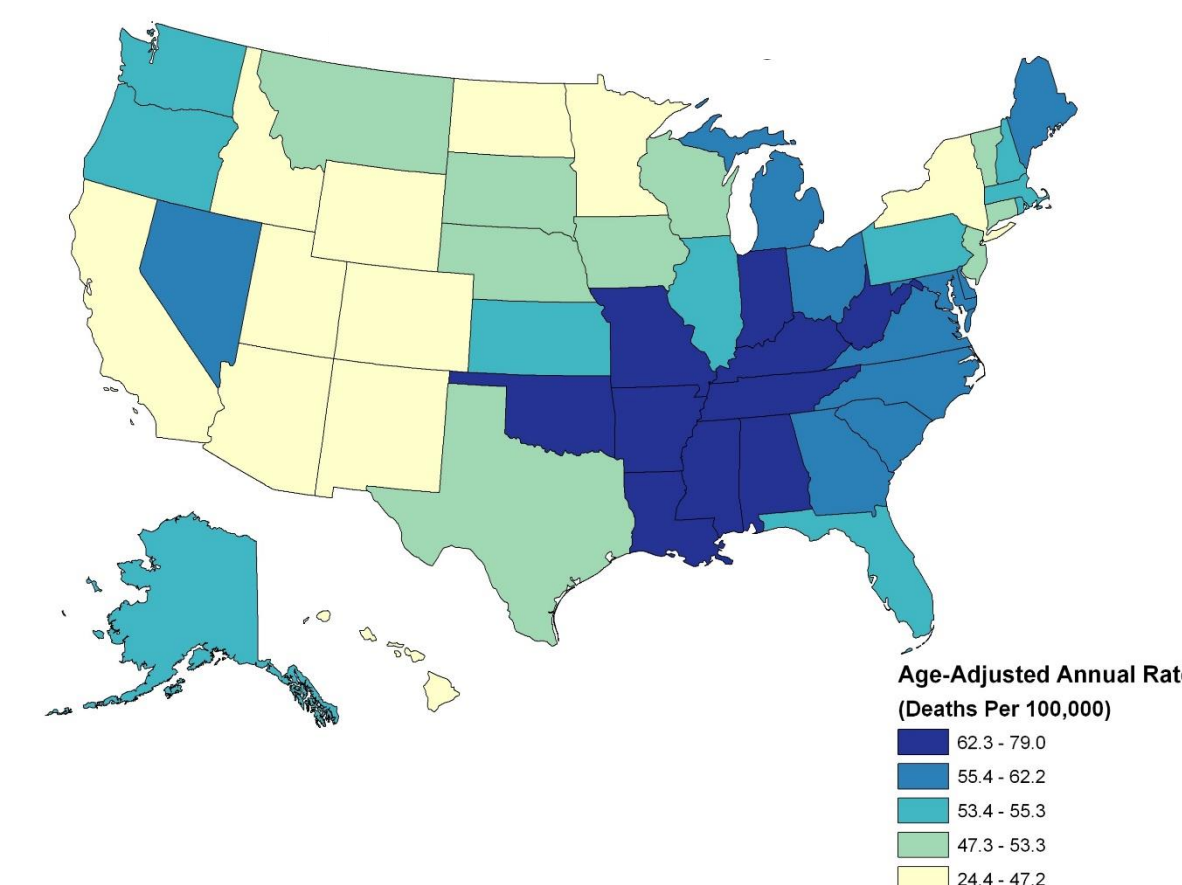
ADULTS WHO ARE CURRENT SMOKERS



BELIEF THAT SMOKING CAUSES CANCER



LUNG AND BRONCHUS CANCER DEATHS



CANCER INFORMATION

