

The Public Awareness on Food Habits and Cancer Incidences – A Sociological Study in Eastern Region of Sri Lanka

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This study challenges to comprehend the level of public knowledge on food habits and health issues and eventually means of mitigating the problematic wellbeing concerns. The study employed with the adult urban public, 385 semi-structured questionnaires on a simple random sampling method, along with such comparisons of percentages, regression, and correlation analytical techniques. Consumption of red meat and processed meat products are considered as a non-inherent aspect of creating cancer cells. The majority of the respondents (61.80%) were not aware of colorectal cancer that has a positive correlation with unhealthy food patterns. The consequences of knowledge on cancer causative agents; food habits were not considered as causative factors by 27.80% of respondents. The knowledge on red meat and processed meat products as causative factors were significant correlations among religion, educational level, monthly income, and DS division at a 95% confidence level. The degree of perception to mitigate the cancer incidences by diminished consumption of red meat and processed meat products were determined. The majority of the respondents (42.10%) had a lack of awareness of the relationship between the consumption of red meat, processed meat products, and cancer incidences. Conducting the awareness programs and mitigating measures will be supportive to make aware the younger generations to minimize the cancer incidences in the future.

Keywords: Cancer incidences, Colon rectal cancer, Food habits, Processed meat, Public awareness