Colon cancer:
Statements about colon cancer, including public health campaign or individual story.

Swiss cancer league:
Statements about the institution.

Involvement of a pharmacy:
Statements about pharmacies’ involvement in colon cancer campaign, by either giving information to customers or proposing cheap and easy screening tests.

“5 a day”: 
Mentioning of the worldwide campaign “5 a day”, which has encouraged for more than 15 years the consumption of a minimum of five fruits and vegetables a day.

Genetics:
Statements on the genetic factors predisposing for colon cancer.

Screening:
Statements on the screening methods for colon cancer, such as fecal occult blood test, or sigmoidoscopy and colonoscopy.

Early symptoms:
Statements on signs and symptoms of colon cancer: changes in bowel movements, feeling of bowel movement without any exoneration, rectal bleeding or blood in stool, cramping or steady abdominal pain, weakness and fatigue.
Physical activities:
Statements on the beneficial effects of physical activity against colon cancer.

Fruits and vegetables:
Statements on the beneficial effects of fruits and vegetables consumption as a protective measure against colon cancer.

Overweight:
Statements on overweight and obesity being risk factors for colon cancer.

Advertising:
Statement on advertisement being utilized to sell a particular health-promoting product (fruit juices, fruit preparations).