

ABSTRACT

Objectives The primary goal of this study was to evaluate the perceived risk of women ages 20-40 developing breast cancer, as it relates to nutrition behaviours based on reading of, awareness and knowledge of contents on food labels, purchasing practices based on these factors and the dietary behaviours exhibited.

Design

This study was conducted using a cross sectional study design.

Subjects/Settings

The study included 69 women with no self reported cases of breast or any type of cancer, in various offices and 1 university along the East West corridor, in Trinidad.

Main outcome measures

Shopping practices; reading of labels; awareness of label contents; consideration of contents when purchasing; knowledge of labels and knowledge of label issues relating to fats, as well as main dietary intakes and knowledge of behaviour correlation were measured after the collection of data using the SPSS programme.

Statistical analyses performed

Means and overall percentages were used to represent some of the data. Comparisons with variables were represented and computed using Pearson's Correlation Coefficient. Data of statistical significance have P values lower than 0.05 or 0.01.

Results

Participants showed nutritional behaviours that reflected regular dietary intakes and high levels of awareness of and knowledge of contents on food labels, which affected overall purchasing practices.

Conclusion

The main findings of the study are that perceived risk of developing breast cancer was affected by reading, awareness of and knowledge of label contents, even though these factors do not necessarily affect nor reflect consideration of contents when purchasing, they did affect overall dietary intakes of food items.