

Statement of contribution

What is already known on this subject?

- Physical activity (PA) performed throughout the lifespan can have a protective effect on bowel cancer, but levels of PA are low among young people
- Changing beliefs about the risk of getting bowel cancer may be a useful strategy in motivating PA

What does this study add?

- Increased understanding of how young people think about bowel cancer and the relationship between PA and cancer
- Identification of strategies for increasing young adults' appraisals of the likelihood and severity of bowel cancer
- Evidence to support the validity of Illness Risk Representations framework