

# Our impact



2018

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## OUR MISSION

Our mission is to ensure all breast cancers are diagnosed early and correctly. We do this by encouraging young people aged 18-29 to:

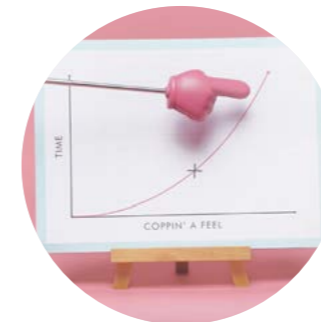
- Check their boobs regularly
- Know the signs and symptoms
- Feel confident noticing and acting upon any changes

## OUR VALUES



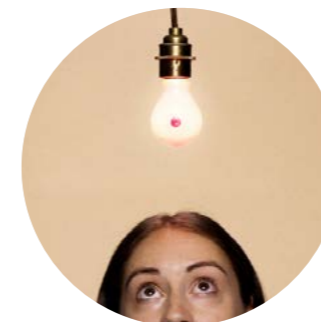
### POSITIVITY

We want to be a force for positive change and create a lasting impact on the world. We talk about a serious message in a light hearted, proactive & empowering way.



### IMPACT

We believe in committed, hard work which delivers results. We are problem solvers who have proven time and time again that you can get good results from small means.



### CREATIVITY

We're not like other charities. We are not afraid to challenge existing ways of doing things, think in unconventional ways and experiment - all for good reason. Making mistakes is the privilege of the active.



### COMMUNITY

Collectively with our supporters, CoppaFeel! has a voice far greater than our size. We will always remember that together we are greater than the sum of our parts.

A Summer Boob Tour Volunteer applies a temporary tattoo at Latitude Festival.

# Our work changes lives.



Education & awareness is at the core of what we do at CoppaFeel! which means we will always use our funds in ways that allow us to reach more young people with our message. Our work matters, not just to the CoppaFeel! community but also to

those people who have been helped, educated and empowered by our information and reminder services. People like Charlotte, who's life was changed by one of our monthly reminder texts.

## CHARLOTTE'S STORY



Charlotte Tarr, who was diagnosed with breast cancer aged 26.

**'CoppaFeel! helped save my life by reminding me to check. I will be forever grateful.'**

'A few years ago I watched the documentary Kris: Dying to Live (about CoppaFeel!'s founder), and as a result joined up to their free text reminder service. Ever since I have checked my breasts monthly when I received the message and have been more aware of the signs and symptoms.

Three years later I was travelling in Australia when I checked my boobs one evening in the shower and noticed my entire right breast felt

harder than the left. There was no lump or other symptoms, I just thought the breast on the whole was less 'squidgy' than the other.

Turns out it was cancer. Stage three, grade three, and had spread to my lymph nodes, I was 26. CoppaFeel! helped saved my life by reminding me to check and the documentary made me determined to pursue things until I had a conclusive answer.

The work you do is amazing and I will be forever grateful. Thank you.'

**To sign up for a free monthly text reminder from Boob HQ, just text 'BOOBS' to 70300 or online at [coppafeel.org/remind-me](https://coppafeel.org/remind-me)**

# 2018 HIGHLIGHTS

It was hard to pick, but these are some of the best bits from a pretty special year. Starting with the people we reached:

## ▶ OUR CAMPAIGN, TRUST YOUR TOUCH, WENT BIG!

After making global news in 2017 with the first TV advert to show a woman's nipple, Trust Your Touch grew to new heights in 2018 & became the highest reaching media campaign we've ever created, with around 5 million 18-29 year olds seeing at least one element of the campaign.

## ▶ WE TALKED BOOBS WITH 3000 FESTIVAL-GOERS

Over the span of our a single Summer Boob Tour, we had in-depth boob-checking conversations with over 3,000 young people at festivals, with around 5,000 people visiting our Boobmobile to get covered in glitter & (temporary\*) tattoos. \*We're not in the business of upsetting parents.

## ▶ 17,000 PEOPLE GAVE US THEIR DIGITS.

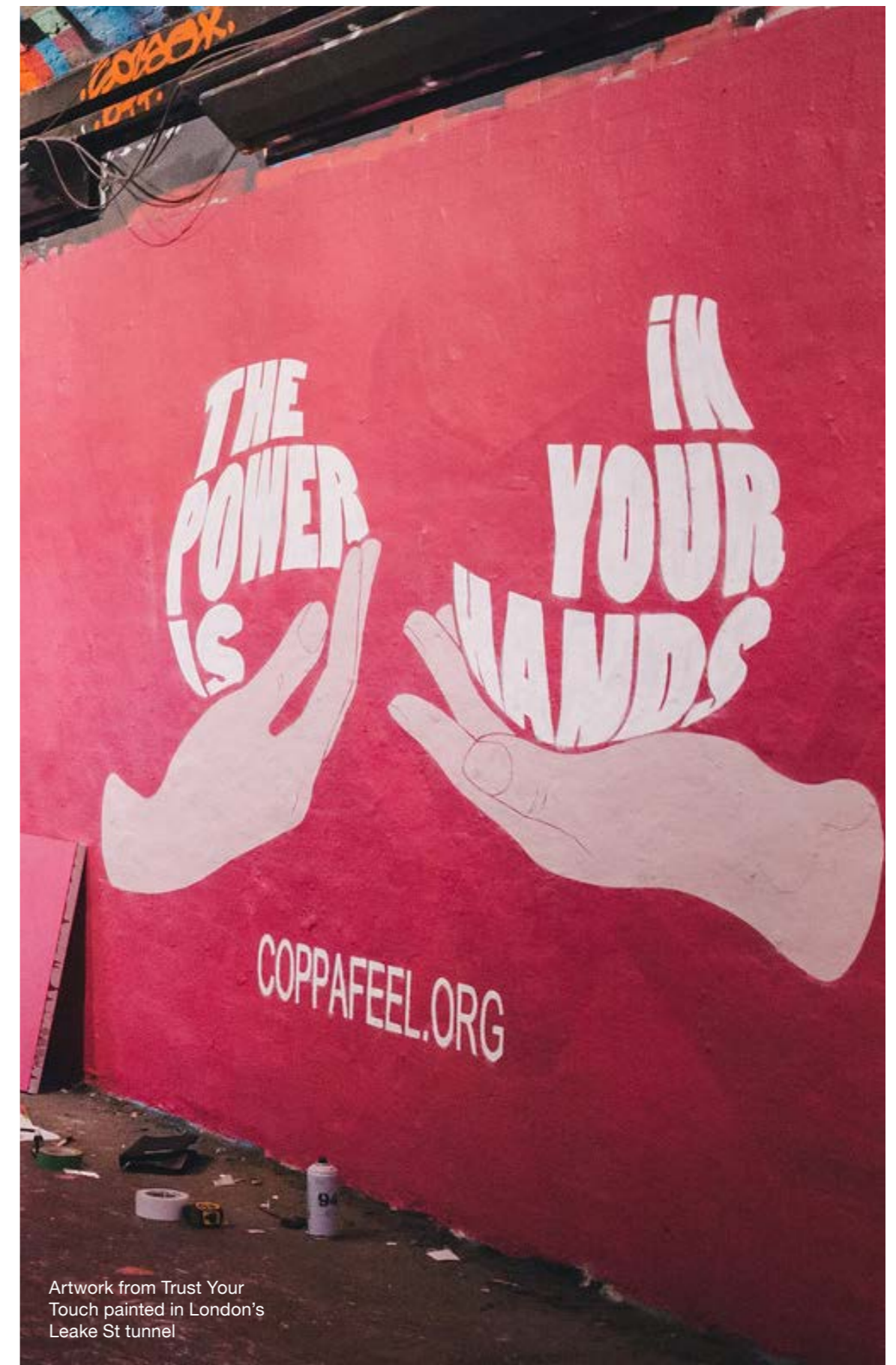
Yep, that's right - in one year more than 17,000 people signed up to our text reminder service, meaning we can now send them a friendly monthly message to cop a feel.

## ▶ 47,000 LUCKY PEOPLE HEARD FROM A BOOBETTE

Our Boobettes engaged with 47,000 people at stalls and sessions in 2018, including 23,000 students in schools. That's 47,000 people clued up on boob-checking & breast cancer by by someone who has experience of the disease at a young age.

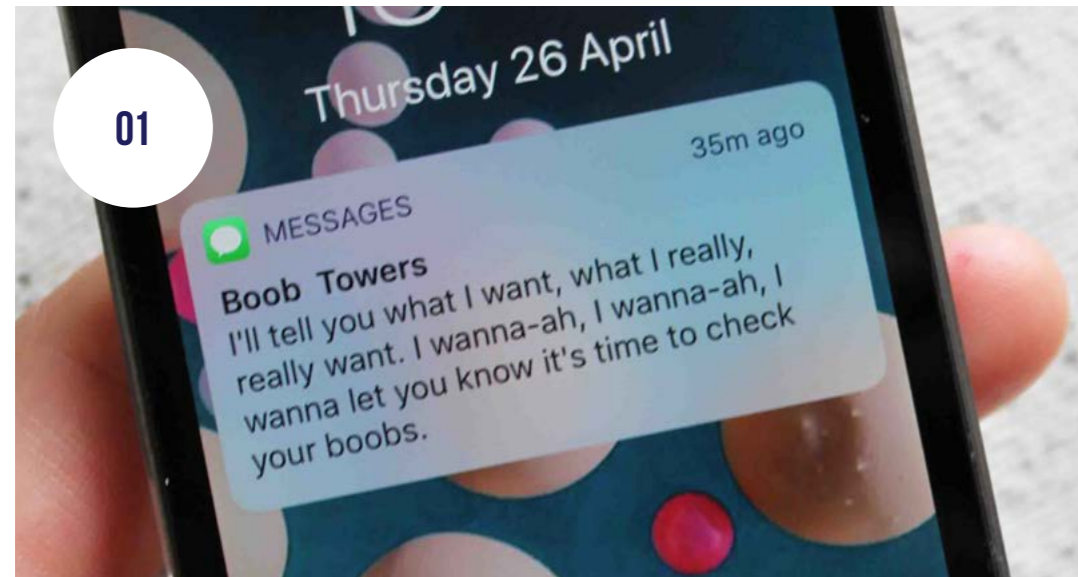
## ▶ THE UNI BOOB TEAM REACHED 16,000 STUDENTS

Our Uni Boob Team's were present on 60 campuses across the UK and engaged with over 16,000 people through their missions to get students checking their boobs and pecs. The students reached by our teams also accounted for more than a third of new text reminder subscribers.



Artwork from Trust Your Touch painted in London's Leake St tunnel

# 2018 HIGHLIGHTS



## REMINDERS

Wherever and whenever you like to coppafeel, we have all you need to make sure you remember to get hands on with your boobs each month. From bra labels to shower stickers, text reminders to student halls, 2018 was a year in which we reminded a whole lot of people to spend some time getting to know their chest.

1) We sent out **630,166** boob-check reminder texts, reminding **62,000** people on a monthly basis through our text reminder service.

2) We dispatched **17,259** of our shower stickers to bathrooms across the nation, helping remind thousands of people to cop a feel in the shower.

3) We hijacked **68,000** showers in student halls with our awareness materials to remind students to get to know their boobs and pecs.

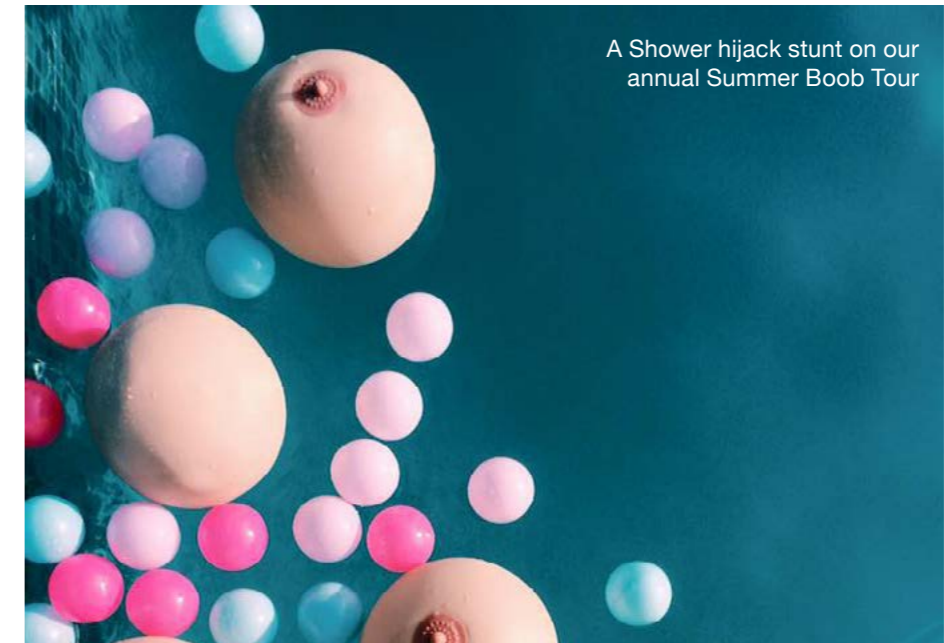
4) We now have **18 brands** proudly sharing our boob-checking labels in their lingerie as part of our #BraHijack campaign.

# Encourage

We encourage young people to check their boobs or pecs regularly, with clever, timely reminders. This is what we did in 2018.

## WHAT WE DID:

- ▶ As of December 2018, we've been sending monthly text reminders to over **62,000 people** - prompting them to check their boobs and pecs every month.
- ▶ Last year **Pretty Little Thing (PLT)** became the latest brand to sign up to our **#BraHijack** campaign - include CoppaFeel! bra labels in all lingerie to remind thousands of customers to check.
- ▶ We hijacked **89,107 showers** across, homes, gyms and student accommodation to remind young people to get to know their boobs and pecs. Our shower hangers and stickers will continue to remind their owners to make coppin' a feel part of their shower routine.
- ▶ Our Uni Boob Teams were present on **60 campuses** across the UK and collectively signed up **6,000** university students to our text reminder service.



## THE IMPACT:

- ▶ Young women (18-29 years old) aware of CoppaFeel! are **50% more likely to check their boobs** on a monthly basis than those who are not aware.
- ▶ **42% of young women** surveyed reported checking their boobs regularly for signs and symptoms of breast cancer because of CoppaFeel!.
- ▶ After seeing or speaking with a UBT on campus, **female students aged 18-29 are 43% more likely to check their boobs monthly**, than those students unaware.
- ▶ Our research shows **the shower or bath is the most common place** for young women to check their boobs.

### OUR FOCUS GROUP SHOWED:

- ▶ Our focus group research highlighted that **advice on when and how often to check** is welcomed and is seen to help instil positive long-term behavioural change.

# Educate

We educate young people on all things boob checking and the signs and symptoms of breast cancer.

## WHAT WE DID:

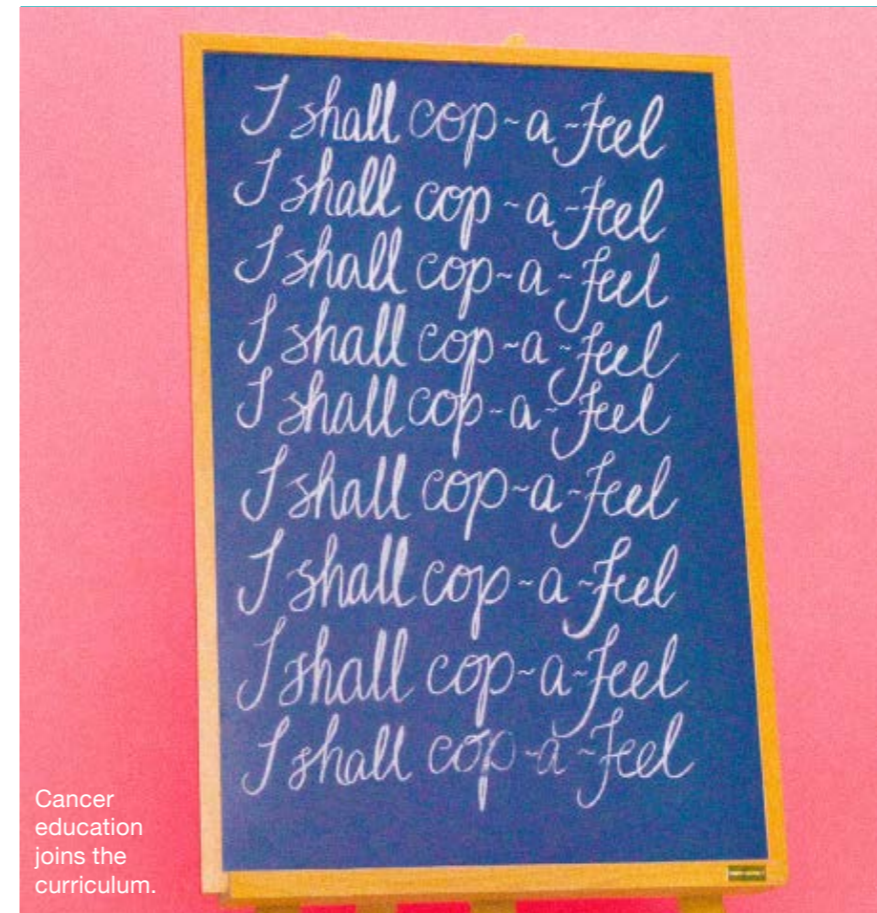
- ▶ We distributed 243,714 signs and symptom cards across our activities.
- ▶ Our Boobette volunteers delivered 360 sessions to educate people on the breast awareness message in schools, colleges, businesses and local communities. Throughout Breast Cancer Awareness Month, they attended 2 events per day to educate the public and speak to over 7,000 people in just one month.
- ▶ We launched CoppaCollege with the support of Avon, an online e-learning platform to educate people through our first module called Getting to know your boobs. Since the launch in November 2018, we have had 955 people use the tool.
- ▶ We launched our poster collaboration with male cancer charity Orchid, to educate school students that their balls, boobs and pecs all need a check.
- ▶ There was finally commitment to add cancer education on the curriculum. The efforts of our founder Kris and our #RETHINKCANCER Campaign were finally rewarded when the Government announced plans to introduce health education (and cancer within this) as a statutory subject on the national curriculum.
- ▶ We recruited our very own Education Advisory Group to help guide our work in schools and colleges.



The Boobettes



Our poster collaboration with Orchid Male Cancer charity.



## THE IMPACT:

- ▶ Those aware of CoppaFeel! Are much more likely to know all the symptoms of breast cancer and are increasingly aware of some of the lesser know symptoms. 83% of those aware of CoppaFeel! Identified pulling in of your nipple as a sign, compared to 53% of people not aware.
- ▶ Uni students are generally more likely to know the symptoms of breast cancer vs the general population.

### OUR FOCUS GROUP SHOWED:

- ▶ Young women acknowledge their health knowledge is limited and often based on what is received during earlier school years. There is a keen desire to receive in-depth information at later stages of their education.
- ▶ To help young women start a conversation about breast cancer, they need a trusted person who they can feel at ease with; who can relate to them, shows empathy but doesn't have anxiety about cancer themselves.

*"I feel it's less awkward to talk about a boob job than it is to talk about breast cancer."*





Talking boobs at Mighty Hoopla Festival

# Empower

We empower young people to have the confidence to get to know their bodies and visit their doctor if they spot something unusual for them.

## WHAT WE DID:

- Our Trust Your Touch campaign was aired across multiple sites, reaching a whopping **5 million young people**, empowering them to get hands on with their boobs. We saw an extension of this campaign feature on **E! news channel during breast cancer awareness month**.
- We engaged with over **800 healthcare professionals** to facilitate better conversations and provide appropriate information for young people visiting their GP surgeries and breast clinics. We armed them with **122,000 signs and symptom cards** and over **22,000 boob checking leaflets** to help them inform patients.
- We launched our new **“How to check your boobs”** video with the help of Dr Zoe Williams.
- We visited **9 festivals** over the summer, engaging with hundreds of festival goers and having **3000 quality conversations**. **96% of those who visited the Boob Mobile gif booth** said they felt more confident checking their boobs after speaking with our team.
- Our social media platforms grew significantly, allowing us to share empowering content with more young people. **25% of website traffic came from our social media channels**, with supporters wanting more information.
- We welcomed an extra **6167 people** to our monthly newsletter, meaning we can continue to build confidence within our community.

## THE IMPACT:

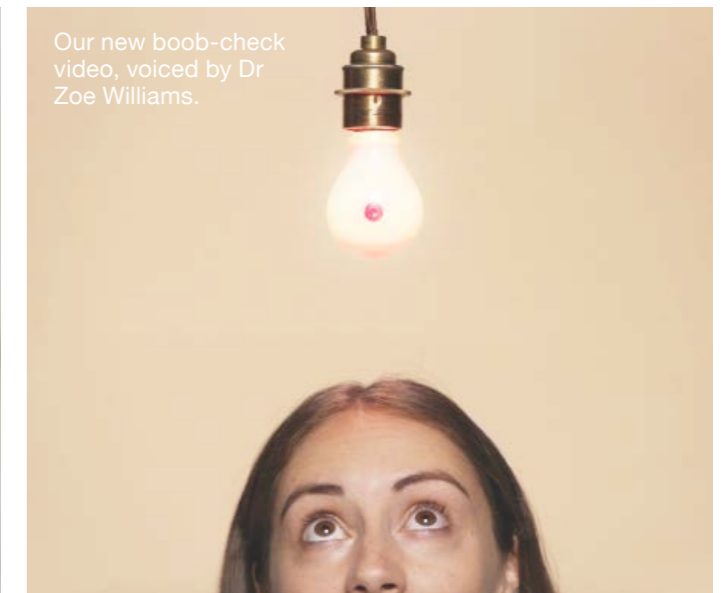
- Those young women aware of CoppaFeel! Are more likely to feel confident they know what is “normal” for their boobs and start checking.
- 85% of young women** think CoppaFeel! has an important role to encourage more women to check their breasts.
- Our research shows **57% of young women** who saw our annual campaign said they will check their boobs more regularly because of it.

## OUR FOCUS GROUPS SHOWED:

- GPs in particular are seen as inaccessible – young women often worry about GP’s lack of time and being intimidated by them.
- “I would wait to see the GP until it might be quite bad and too late maybe even.”



A signs & symptoms 'checking card'



Our new boob-check video, voiced by Dr Zoe Williams.



A still from the Trust Your Touch campaign film.

# Thank You



Emma-Louise McAuley at a CoppaFeel! event.

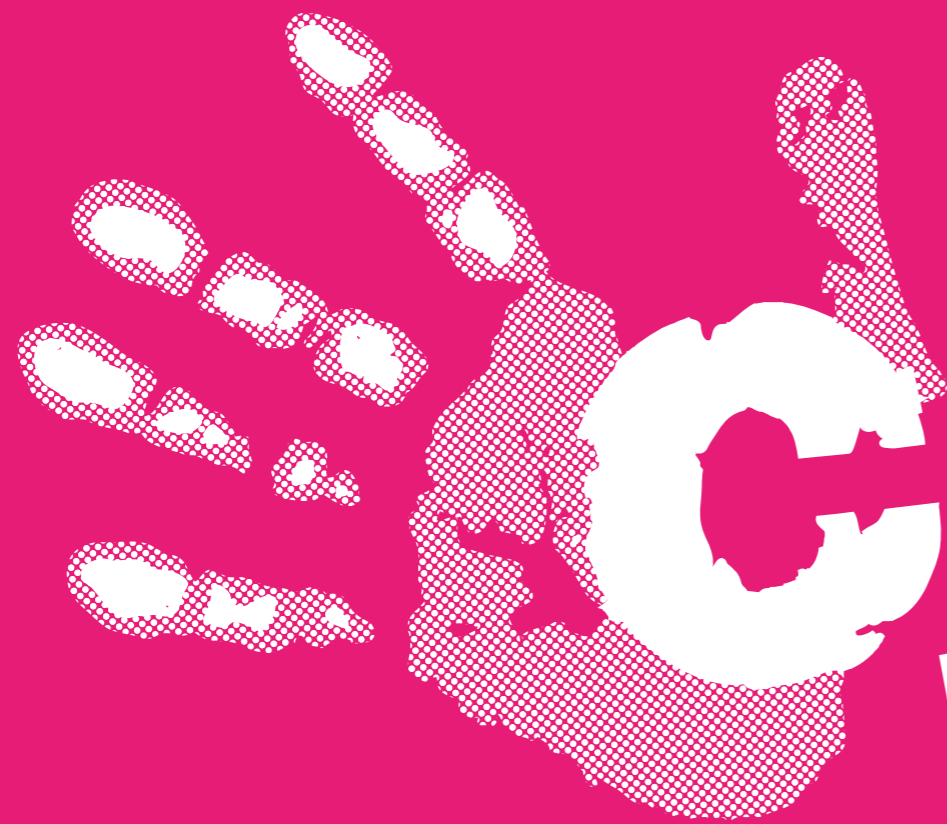
I first encountered CoppaFeel! five years ago. I was getting a book from my campus library when I spotted the Uni Boob Team, who were giving out free reminder stickers for the shower. My mum had recently been diagnosed with breast cancer, and although I'd started to check my boobs regularly, I wasn't really aware of the signs and symptoms, or how to check. I took a sticker and popped it on my bathroom tiles, where it has been ever since.

Four years later, aged 24, I was diagnosed with breast cancer, just three weeks after losing my mum to the disease. It was because of that CoppaFeel! sticker that I knew something wasn't right in my boobs, went to the doctors and ultimately had my

breast cancer diagnosed early, at stage one. In May 2018, I was told that the chemotherapy was working and my tumour was shrinking. That sticker has saved my life.

It seems like a small thing, but CoppaFeel! prove that small can be mighty. I've told all my friends about those stickers and not only given them out to my mates, but to strangers in the club too! By supporting CoppaFeel! you're helping them to reach more young people like me, which means you have the power to change lives. Thank you.

*Emma-Louise McAuley*



# **CoppaFeel!**

**KNOWING YOUR BOOBS COULD SAVE YOUR LIFE**