



CoppaFeel!'s Boob Bot Is Here To Make Checking Easy

CoppaFeel! launch Boob Bot messenger assistant to help guide people through the checking process and get clued up on the symptoms of breast cancer.



When it comes to boob-checking we know that there lots of information out there and it can sometimes be confusing to know your A's from your boob-B's. In fact, just under half of 18-24 year olds aren't confident they know how their boobs normally look and feel, or how to check them, and this lack of confidence is consistently the biggest barrier to checking for young people [1].

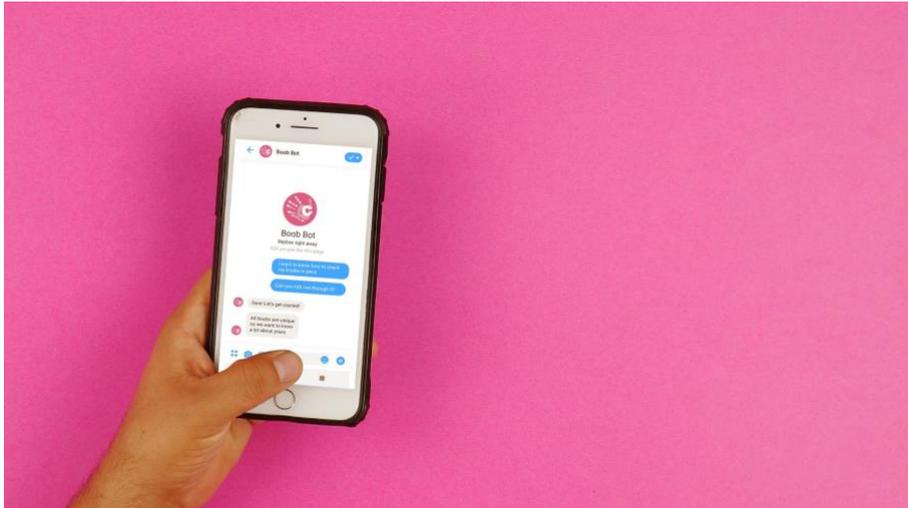
CoppaFeel! have created Boob Bot to empower 'non-checkers' and give them the tools they need to feel confident about getting to know their bodies. The charity's messenger assistant will talk them through a boob-check, tailoring advice to help them get to know what's normal for their body and get clued up on the symptoms of breast cancer. They'll have the option to do the check in real-time, letting the bot walk them through the checking tips and doing it at their own pace.

Practice makes perfect, so once the check is complete, users will have the chance to sign up for regular reminders or repeat the process in a month's time, helping them master the skill and make checking part of a regular routine.

The truth is, knowing what's normal for your body and being aware of the signs of breast cancer could save your life could save your life. So whether you're a guy, gal or non-binary pal, let Boob Bot show you how it's done.

Try the Boob Bot for yourself at: m.me/coppafeel.org

[1] CoppaFeel! Bilendi research, May 2019 wave



About CoppaFeel!

CoppaFeel! aims to ensure that all breast cancers are diagnosed at the earliest stage possible by educating people on the signs and symptoms of breast cancer, encouraging them to check regularly and instilling the confidence to seek medical referral if they detect abnormalities. Currently 5% of diagnosed cases are already at stage IV with breast cancer being the second most commonly diagnosed cancer in women under 30 in the UK (181 new cases diagnosed and 12 deaths annually).

CoppaFeel! is the third most recognized breast cancer charity amongst young people and those aware of CoppaFeel! are 58% more likely to check their boobs regularly than those not aware (CoppaFeel! research, sample based upon 18 – 29 year olds. May 2019 research)

Find out more about CoppaFeel! and how to check your boobs with the Boob Bot:
m.me/coppafeel.org or visit: <https://coppafeel.org/your-boobs/boob-check-101/>
Instagram and Twitter @coppafeelpeople

For more information:
Harri Lowndes, Marketing & Brand Partnerships Manager
harri@coppafeel.org / press@coppafeel.org