

Superdrug educate over 100,000 people during breast checking consultations in 12 months

Today, a year on from the launch of Superdrug's partnership with charity CoppaFeel!, new figures reveal that 100,000 [1] patients have had a no-touch consultation on how to carry out a breast or pec examination to help them get to know their body and be aware of the signs and symptoms of breast cancer. Of these patients, 63% were female and 37% were male. [2]

Breast cancer is the most common form of cancer, with one woman diagnosed every 10 minutes. One in seven women in the UK will experience breast cancer, and around 400 men are diagnosed with breast cancer every year. [3]

CoppaFeel! exist as they want to live in a world where all breast cancers are diagnosed at the earliest stage possible, at which treatments are more effective and survival rates are higher.

'Coppin' a feel' of your boobs or pecs regularly is so important as it helps you get to know your body, meaning you'll be able to notice anything unusual early and call your GP to get it checked out.

The Superdrug and CoppaFeel! partnership has ensured individuals have easy access to a conversation, with a healthcare professional about how to check their boobs. It has made it easier for people to learn about the importance of breast checking and it's this education that'll help them form healthy checking habits.

This partnership has seen Superdrug nurses being trained on how to talk to patients who attend a clinic appointment about how and when to check themselves at home. These consultations were launched in response to research revealing that a staggering 82% of women and 63% of men feel uncomfortable discussing changes in their breasts or pecs. [4]

Sophie Dopierala, Director of Education and Health Comms at CoppaFeel! said, "We are delighted to hear that over 100,000 people are now educated on the importance of being breast aware. We know from our research that healthcare professionals are very influential in encouraging specifically young women to start checking and therefore it is so valuable to have Superdrug nurses passing the information on to even more young people engaging with their services."



Sean Watret, Head of Healthcare Services at Superdrug said, “We wanted to break down the main barrier to checking breasts or pecs, which is lack of knowledge and confidence and we’re finding that patients are open to talking to our nurses and asking them questions...”

“Over the last 12 months, our trained nurses have been talking to patients about how they can carry out a self-checking examination and offering them information and leaflets on regular checking. We’re committed to continuing what we started and in year two that’s to encourage more conversations and more checks around the UK.”

^[1] Superdrug data March 2020

^[2] Superdrug data March 2020

^[3] <https://breastcancer.org/information-support/facing-breast-cancer/diagnosed-breast-cancer>

^[4] 3 GEM research 2019 amongst 2,000 general population
