



## **British Pregnancy Advisory Service collaboration with CoppaFeel!**

**11th March 2021**

### **BPAS Statement:**

In April 2020, the Secretary of State provided temporary approval for early medical abortion medication to be sent by post to women following a telemedical consultation. Today, we are delighted to announce our partnership with CoppaFeel! to provide vital evidence-based information that can empower the tens of thousands of women who use our Pills By Post service.

CoppaFeel! are a breast cancer awareness and education charity aimed at young people. They exist to encourage young people to get to know their bodies, educate them on the signs and symptoms of breast cancer, and empower them to seek medical advice if they notice anything that isn't normal for them.

CoppaFeel! was founded in 2009 by Kris Hallenga, after she was diagnosed with secondary breast cancer at the age of 23. After visiting her doctor 3 times with symptoms, Kris was told the news that she had incurable breast cancer. Kris was unaware that breast cancer could affect people in their twenties and knew very little about the disease, so she set up CoppaFeel! to educate others and empower them to become confident chest-checkers.

As of March, CoppaFeel! Boob Check 101 leaflets are now included in BPAS Pills by Post packs, meaning their life-saving message will be reaching thousands more women.

Commenting on the collaboration, BPAS Chief Executive Clare Murphy said:

“CoppaFeel!’s commitment to empowering women to take control of their own health perfectly aligns with BPAS’ approach to putting women in control of their own care. Our client groups perfectly match and both our organisations are innovative providers of evidence-based information.

Pills by Post goes to tens of thousands of women from BPAS each year. This service represents a significant opportunity for CoppaFeel! to reach out to their own audience,



especially during the pandemic when in-person outreach has been impossible. For BPAS, this sharing of space in our Pills by Post packet speaks to our commitment to women's health and wellbeing across their lifetimes. We look forward to working with CoppaFeel! for the mutual benefit of all of our clients.”

These sentiments are shared by CoppaFeel! Director of Education and Health Comms, Sophie Dopierala-Bull who added, “The opportunity to collaborate with BPAS aligns perfectly with our vision to increase understanding of breast awareness guidance amongst young people through collaboration. It has been a particularly challenging time during the pandemic and we know that 1 in 5 young women would delay a GP visit due to fear of catching Coronavirus. It is more important than ever to work together to ensure women can be proactive about their health and feel both informed and empowered to do so.”

## **ENDS**

**For further information or to arrange an interview with a spokesperson, contact CoppaFeel!'s Marketing manager on [press@coppafeel.org](mailto:press@coppafeel.org).**

## **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. December 2019 research). Due to the pandemic 90% of their programmes/projects have been affected, 40% of programmes/projects have been completely cancelled for 2020.

Find out more about CoppaFeel! at: [coppafeel.org](http://coppafeel.org)



Instagram and Twitter @coppafeelpeople

### **About BPAS:**

BPAS is a charity which sees almost 100,000 women a year for reproductive healthcare services including pregnancy counselling, abortion care, miscarriage management and contraception, at clinics across the UK. It supports and advocates for reproductive choice.

BPAS also runs the Centre for Reproductive Research and Communication, which seeks to develop and deliver a research agenda that furthers women's access to evidence-based reproductive healthcare, driven by an understanding of women's perspectives and needs. You can find out more [here](#).

BPAS intends to launch a not-for-profit fertility service in Autumn 2021, to provide ethical, evidence-based, person-centred care that supports patients. We intend to only charge what it costs to provide a safe, high-quality, and accessible service to patients who may be unable to access NHS-funded care.