

## CoppaFeel! launch 'Know Yourself' Campaign to raise awareness of breast cancer in young people

**21st September 2021** - In light of CoppaFeel!'s research showing that a quarter of young people don't realise they could be affected by breast cancer<sup>1</sup>, the youth-focussed charity launches their new campaign [Know Yourself](#) to increase awareness of breast cancer in 18-24 year olds.



Still from CoppaFeel!'s *Know Yourself* campaign film

*Know Yourself* is a celebration of self-discovery and exploration - an unfiltered and honest portrait of getting to know who you are. Envisaged for an audience on the cusp of adult life, the campaign takes an intimate look at what it means for young people to get to know their bodies and settle into their skin.

CoppaFeel!'s mission is to give all young people the best chance of surviving breast cancer by ensuring that every case is diagnosed early and correctly. To do this, the charity must drive greater awareness in young people, not only giving them the tools to check, but ensuring they understand breast cancer could affect them in the first place.

Worryingly, CoppaFeel! has found that this is not the case for many young people. Despite being the most common cancer in females aged 25-49<sup>2</sup>, a quarter of young people aren't aware breast

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<sup>1</sup> 24% of young women agree with the statement 'I feel there is little chance of getting breast cancer now or in the near future' and 3 in 4 men are aware they could get breast cancer. CoppaFeel! bi-annual research, sample based upon 18-35 year olds. September 2020 research.

<sup>2</sup> Cancer research UK



cancer could affect them<sup>3</sup>. As well as being less likely to check regularly, this demographic is the most likely to delay seeing a GP - with CoppaFeel!'s research showing that 1 in 5 young people would delay visiting their doctor because of the coronavirus pandemic.

Lucy Lepe - who features in the campaign's TV advert - was diagnosed with breast cancer at the age of 27. She said "As a young person, I didn't know much about breast cancer - only what I'd seen on TV, which rarely featured anyone young or Black - I definitely didn't know that I could be affected at my age. I got involved in the campaign in the hopes to change that narrative, raise awareness and help more young people understand that breast cancer can affect anyone, irrespective of age, gender or ethnicity."

Alongside the TV ad, CoppaFeel! will be launching a radio campaign and out-of-home adverts. For the latter, they have collaborated with Fujifilm and photographer Kristina Varaksina on a series of sculptural 'body landscapes', portraits which have been mapped with bespoke topography lines and will be shared on billboards, press and social media throughout September and October. The images are a celebration of bodies in all their glory - exploring the folds, juts, dimples, crinkles and curves that form each person's unique landscape, and will be exhibited in Fujifilm's House of Photography gallery throughout October - Breast Cancer Awareness Month.



Above left: Outdoor and press advertising creative from CoppaFeel!'s *Know Yourself*, Right: Image by Kristina Varaksina from the exhibition to be held in October at Fujifilm's House of Photography

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*Know Yourself* is a campaign that seeks to challenge a singular narrative about breast cancer, ending with the line 'Breast cancer can affect any body. Getting to know yours could save your life'. Sinéad Molloy, Head of Marketing at CoppaFeel!, says "Many people think of breast cancer as something that affects older women, but CoppaFeel! exists to shift that perception, by showing that breast cancer could affect any young person. We hope that viewers take away the message that breast cancer is a relevant issue to young lives too, and above all else, understand that nobody knows their body better than they do'

CoppaFeel! hopes this campaign will encourage more young people to get to know themselves. For more information, visit [coppafeel.org](http://coppafeel.org)

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#### About CoppaFeel!

CoppaFeel! aims to ensure that all breast cancers are diagnosed at the earliest stage possible by educating young 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).

Find out more about CoppaFeel! at: [coppafeel.org](http://coppafeel.org) [Instagram](#) and [Twitter](#) @coppafeelpeople

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