



# EQUALITY DIVERSITY & INCLUSION

2021 STRATEGY



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# Equality, Diversity and Inclusion at CoppaFeel! 2021 Strategy

CoppaFeel! exists to ensure that all breast cancers are diagnosed early and accurately. We believe that everyone has the right to be equipped with the tools and knowledge to detect the signs of possible cancer early. Our charity was born from recognition that breast cancer can affect anyone, including young people, who may have different needs and preferences for communication. The philosophy of CoppaFeel! is that all people should be aware of the risk of breast cancer and empowered to manage their own breast health as we all have breast tissue, however we must acknowledge that up until now we have operated on the understanding that “everyone” implicitly includes all communities.

We can do more to develop our ways of working and make our activities more relevant and accessible to different communities. We know that certain communities are currently at greater risk due to unfair differences (often referred to as health inequities). Black Caribbean and Black African people are more likely to be diagnosed at a later stage, lesbian women have an increased risk of breast cancer

and trans people have higher incidence of late stage diagnosis due to healthcare access issues or avoidance. Pregnant women also experience greater incidence of breast cancer diagnosis at stage 4 due to difficulties diagnosing pregnancy associated breast cancer. Early detection of breast cancer should be a reality for everyone and CoppaFeel! will work more inclusively to make this happen, removing the barriers to accessing our messaging and empowering all people to develop healthy behaviours for life.

We have been reflecting on what we do, how we do it and how we work together - with staff, supporters, suppliers and partners - to create a diverse and inclusive organisation with responsible, transparent and shared use of power. In 2019, we commissioned an independent review of our charity to inform the work of a recently established EDI taskforce and Inclusive Change Advisory Group including members of our team and board of Trustees. Drawing on these recommendations and what our beneficiaries have told us, we are pleased to share our EDI

strategy to better reach all beneficiaries with our message.

Breast cancer doesn't exist in isolation and can often sit alongside a range of other factors that disadvantage certain communities of young people in being able to find and make use of information that can be life-saving. We are going to address this imbalance and challenge ourselves to evidence that the CoppaFeel! community is continually learning, adapting and changing to represent the needs of the young people we are here to support.

This intentional approach is the first step on what will be a journey of continual improvement, reflection and learning rather than an expectation of perfection from our team and community.

We recognise that this approach will not solve all of the challenges in addressing imbalances of power that we come across day to day. But this is the start of initiating the organisational changes needed to ensure that we have a safe and happy workplace that includes and empowers everyone.



# Our 4 Key Principles

Our strategy is underpinned by 4 key principles which will shape our ways of working as a team, with our volunteers and with the people that we collaborate with.




## Intentional

Change doesn't just happen. It takes commitment and intention to challenge the status quo. We have to ensure that people from all lived experiences are an active and intentionally included part of every conversation that we lead.



## Zero Tolerance

Calling out any form of discrimination and abuse of power. We will stand up for injustices by ensuring that we create safe spaces to challenge issues related to equality, diversity and representation.



## Give Power To Others

Being mindful of our own privilege and institutional power and using this to amplify the work of others in this space.



## Value & Encourage Feedback/self Reflection

We need to be aware of our unconscious biases and individually and collectively take responsibility to learn from our mistakes and broaden our viewpoints.



# Priority 1

**Increase early breast cancer diagnosis amongst a broader range of beneficiaries including those who experience multiple disadvantages**

## Problem Awareness:

Late stage diagnosis for breast cancer in England is more common in Black African (25%) and Black Caribbean adults (22), compared to White British adults (13%), according to Public Health England's 2016 statistics. Research for LGBTQI+ people is limited but Live Through This have identified that trans individuals report poorer health and a higher incidence of late stage diagnoses due to healthcare access issues or avoidance.

## Root Cause:

People feeling that breast cancer isn't a relevant message for them. Breast cancer being seen as a taboo or something that shouldn't be spoken about.

Perception that breast cancer is a white person's disease.

Representation and communications centring around white, able bodied people's experience of breast cancer

Accessibility of our website and our materials to support neurodiversity.

## Short Term (in 2021)

- Conduct a review of all health messaging to ensure that it is inclusive and accessible to all beneficiaries and better speaks to individuals with different lived experiences who are currently underrepresented by breast cancer charities.

- Work alongside and give power to organisations already working in this space. We know that there are a number of organisations already doing this work and meeting the needs of communities currently under represented in the sector. We will continue to collaborate with Black Women Rising, Live Through This, BAME Cancer Support, and will endeavour to identify and work alongside organisations and groups already working in this space.

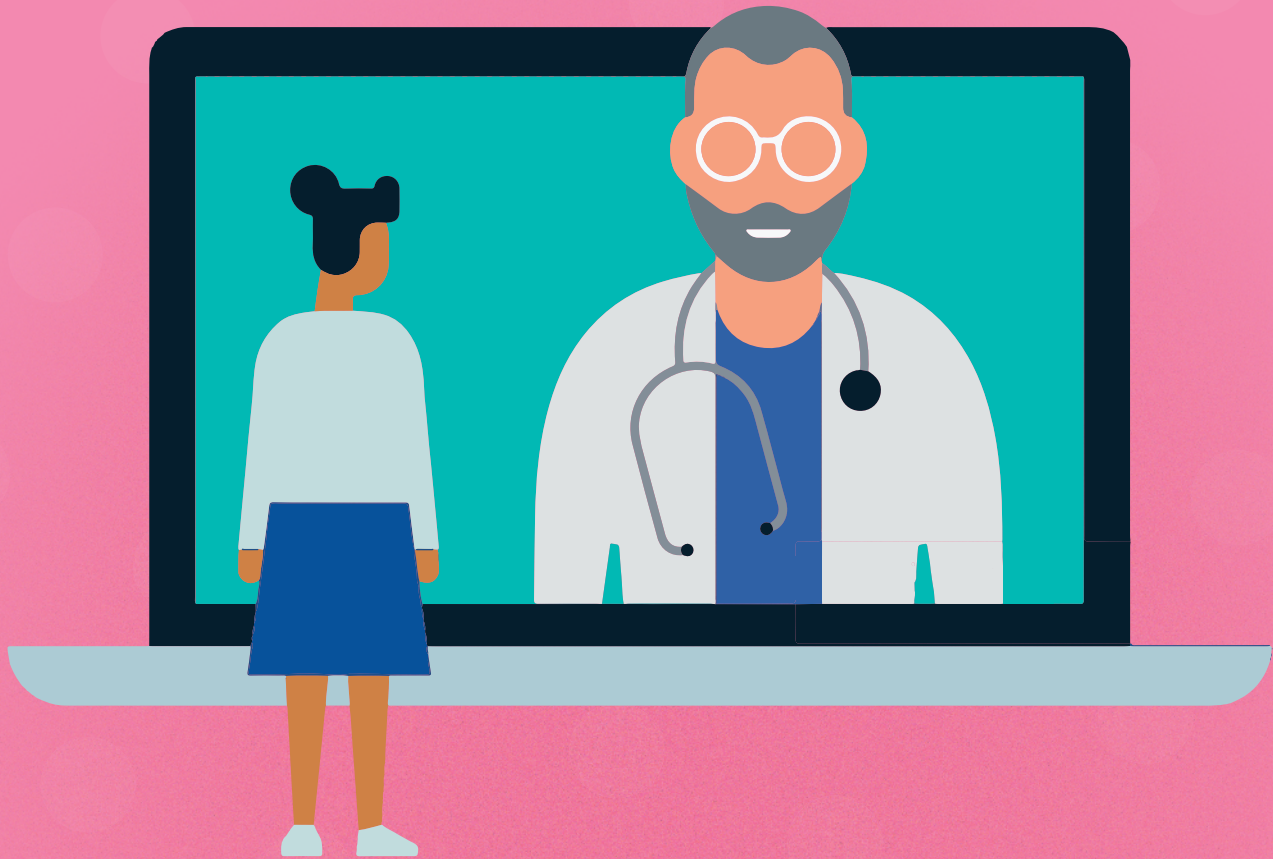
- We will recruit a more diverse group of Patrons and Ambassadors that are reflective of the beneficiaries that we currently do not reach and who can support the communication of our message in a way that reflects the needs and experiences of their audiences.

- We will ensure that our annual awareness campaign is developed with input from a range of lived experiences and is broadcast in a way that is accessible to as many of our beneficiaries as possible.

- For any new projects we will conduct an Equality Impact Assessment to ensure that our policies, practices, events and decision-making processes are fair and do not present barriers to participation or disadvantage any protected groups from participation.

- Conduct research amongst minority ethnic groups into the language that we use to raise awareness of breast cancer and checking to identify any barriers or opportunities for greater engagement.

# Priority 1



- Work with healthcare professionals to improve the reach of our message and raise awareness of specific barriers and issues to accessing healthcare for certain groups through our healthcare webinar series.
- Create Equality Impact Assessments for 10 of our strategically high priority projects with learnings implemented into the 2022 strategy.

## Longer Term (by 2023)

- Improve upon steps taken in 2021 by developing a strategy to increase the accessibility of our school pack and breast awareness sessions in schools, as well as establishing relationships with existing schemes working with young people not in education, employment or training to ensure they still have access to our message.

- We will review the delivery of our Education services (such as Boobettes and UBT) to ensure that they are accessible, relatable and impactful. This includes improving the accessibility functions of our digital tools that share our breast awareness information, namely our website and The CoppaFeel! Self-Checkout web app.
- We will introduce training to ensure that our Uni Boob Teams and Boobette volunteers are appropriately trained and committed to presenting and promoting our message in a fair and considered way.
- Hold the Government to account alongside the wider cancer community in the delivery of the commitment to improve cancer outcomes through the NHS Long Term Plan by being present and active in key forums and networks.

# Priority 2

**Create diverse Governance, Leadership and advisory panels that give power to all voices and better reflect young people in the UK**

## Problem Awareness:

Whilst we have a diverse Board and advisory panels, our CoppaFeel! employees and volunteer base is largely comprised of white females, predominantly university educated and able bodied and with similar lived experiences.

## Root Cause:

Awareness of CoppaFeel! is highest amongst white, British females and as a result the majority of the applications that we receive, both for voluntary and paid for positions tend to be from this group.

In the past we have relied upon existing CoppaFeel! platforms for recruitment so haven't diversified the audience that we reach to appeal to people with different lived experiences.



## Our Commitment:

### Short Term (in 2021)

- Recruit a Trustee to champion EDI and ensure that we are reaching all beneficiaries.
- Diversify the profile of our Advisory Panels (Medical Advisory Group, Education Advisory Group).
- Create an Inclusive Change Advisory Group to input into our work through the lens of various lived experiences.
- Review and improve our recruitment processes to attract more diverse applications.
- Review HR practices at CoppaFeel! to identify where and how we can make CoppaFeel! a more appealing place to work.
- Improved data monitoring across all areas including - Equal Opportunities for staff and volunteers, representative panels for annual attitudinal and behavioural research as well as across all impact reporting.
- Move office to improve accessibility.
- Publish an EDI paper for supporters & beneficiaries to be transparent with the delivery of our strategy and hold us to account.

### Longer Term (By 2023)

- Diversify the profile of decision makers at CoppaFeel! across the LMT and Board of Trustees.
- Explore mentoring opportunities.

# Priority 3

Extend our partnerships with staff, professionals, and communities of young people to ensure that CoppaFeel!'s message is delivered in a way that is accessible, representative and relevant to different audiences.

## Problem Awareness:

We haven't sufficient data to understand the reach of all of our services - however based upon the data that we do have, we know that our services and materials do not reach and cater to all young people.

## Root Cause:

In the past, access to our materials was self selecting and based upon external demand. As a result we neglected to engage with those who hadn't an awareness of breast cancer, CoppaFeel! or our services. By not being proactive in our outreach, our services were geared to a self selected audience rather than serving those that need us most.

## Our Commitment:

### Short Term (In 2021)

- Showcase more diverse beneficiary experiences so that all young people understand that our message is relevant to them.
- Establish partnerships with brands / organisations that will allow us to reach new audiences with our message.

### Longer Term (by 2023)

- Develop a strategy to broaden the appeal and accessibility of our existing volunteer programmes to demonstrate an increase and diversify the reach of our message.
- Develop a strategy to intentionally diversify the profile of the events that we attend to ensure that we are more intentionally reaching all young people.
- Attend events that will allow us to reach new audiences.







# Priority 4

**Value and encourage feedback and self-reflection. We need to be aware of our unconscious biases and individually and collectively take responsibility to learn from our mistakes and broaden our viewpoints.**

## **Problem Awareness:**

The needs of our beneficiaries will continue to change and as a team we need to take the time to listen and to develop, both individually and collectively, to address inequality and better support our beneficiaries.

## **Root Cause:**

In the past we existed in an echo chamber, seeking feedback from those who are engaged with our work and are motivated to feedback. We need to invest time and resources into better evaluating ourselves against the needs of all beneficiaries, not just those engaged enough to be proactive with sharing their experience.

## **Our Commitment:**

### **Short Term (In 2021)**

- Publish EDI paper for supporters & beneficiaries and ask for feedback from our networks.
- Work transparently with the Board, ICAG and other partner organisations for feedback and openly communicate our progress in this space.
- With the help of the EDI taskforce encourage the team to celebrate diversity as a part of the CoppaFeel! culture.
- Introduce channels for feedback to keep dialogue and conversation to our approach open and transparent.
- Equality, Diversity and Inclusion built into team KPIs.

### **Longer Term (by 2023)**

- Introduce training to allow time for self reflection and to identify unconscious biases as well educate the team and raise awareness (building upon the health literacy training, working with the National Deaf Children's Society, PIF/writing in plain English training, Trans awareness training with Gendered Intelligence in 2021).



# What Does Success Look Like

- Greater reach of our message amongst all communities (currently at 29% amongst 18 - 29 year olds)
- A more diverse team, volunteer base, ambassadors and partner organisations.
- Greater showcasing of breast cancer experiences amongst people from different lived experiences.
- An accessible office
- Improved recruitment and HR practices
- Improved data monitoring so that we have a view on the profile of who we currently reach and access our services and therefore what we should be aiming for.
- Share a paper that demonstrates our progress in delivering this strategy.

We hope that all beneficiaries will have access to our message and believe that this strategy is an opportunity to ensure that our services are more accessible for all. We would love for this to be an ongoing, open discussion, so if you have any feedback that you would like to share then please contact us and similarly if you have felt that our message isn't for you, or hasn't felt quite right then we want to know. You can contact us at [team@copppafeel.org](mailto:team@copppafeel.org).