

OUR  
**IMPACT**  
**2023**



# OUR YEAR



We are on a mission to ensure all breast cancers in young people are diagnosed early and accurately. 2023 was a year of reflection and resetting to ensure we are growing our reach and relevance amongst 18-24 year olds and evolving our approach to support more young people to become regular chest checkers.

Our latest research shows that since the pandemic checking behaviours and breast cancer awareness have been in the decline, showing us our work is needed more than ever to put it back on young people's priority list.

This year was all about involving more young people in our work, growing our reach with healthcare professionals and making sure our message was front and centre in the lives of 18-24 year olds. We took time to step back and reflect on our priorities, which involved reshaping our Theory of Change, to make sure we are meeting the needs of young people and identifying clear objectives to deliver on our mission. Read on to explore our new Theory of Change...





# MISSION:

To ensure **all breast cancers** in young people are diagnosed **early** and **accurately**

## NEED

## STRATEGIC OBJECTIVES

## ACTIVITIES

## OUTPUTS

## OUTCOMES

## IMPACT

YOUNG PEOPLE 18-35

Young people don't think breast cancer is relevant to them, don't know the signs and symptoms and aren't checking regularly

Young people feel embarrassed, don't have the confidence to go to the GP, advocate for themselves, and don't want to waste GP's time

Young people's health is not prioritised by the NHS and GP's, and breast cancer is seen as less relevant to young people

**Increase awareness, understanding and relevance** of breast cancer, how to check and **increase motivation** to check regularly, specifically among 18-24 year olds

**Increase confidence** in noticing a change and to visit a GP and confidence to advocate for health, specifically among 18-24 year olds

**Increase NHS and GPs awareness and understanding** of young people's risk of breast cancer and the need to refer urgently

### EDUCATE, ENCOURAGE, EMPOWER

Marketing, paid, social organic, media.

Volunteer led programmes

Targeted programmes with underrepresented communities

Materials and reminder services

Digital toolkits and web apps

Events and webinars

Health Information

### INFLUENCE

Webinars  
Material packs  
Digital toolkits  
Marketing - paid, social and organic media.  
Events  
Policy and campaigning

Engagement tracking of all activities

Usage of digital toolkits and The Self-Checkout

Reach amongst 18-24s and underrepresented groups

Qual & Quant feedback

External audience research tracking

Health info distribution

Engagement tracking of all activities

Reach amongst healthcare professionals and policy influencers

Qual & Quant feedback

Engagement with campaign actions

Young people know that breast cancer is relevant to them and are checking regularly

Young people are confidently going to their GP and advocating for their health

NHS and GPs know young people are at risk and are referring them urgently

More young people are diagnose d at stage 1 & 2

1 & 5 year survival increases in young people

NHS, GPs, POLICY INFLUENCERS

# 2023 IN NUMBERS

→ Over **1.4 million** text reminders were sent throughout 2023 to our growing list of **120,000+** subscribers



→ After watching our Chest Checklist video, over **150,000** people visited our Self-Checkout tool for guidance on self-checking



→ **14** cpd accredited webinars were delivered to healthcare professionals

→ **3000+** health promotion material packs were sent out to teachers, educators, healthcare professionals and workplaces

→ Our Boobette volunteers delivered **404** stalls/talks across the UK, sharing their stories and educating others



→ We recruited **35** Uni Boob Teams across the UK, who hosted over **490** events, reaching an estimated **35,000** fellow students on campuses

→ **1000+** healthcare professionals signed up to our e-learning course, helping them build confidence and knowledge in patient education around breast cancer

# EDUCATE

**What we said...** “Involving young people in the design and delivery of our services will ensure that our offer remains relatable, and outcome focused”

**What we did...**

## CoppaFeel! Challenge

We ran a pilot in October, to set a challenge to pupils from two different schools Tipshelf Community School in Derbyshire and Newham Sixth Form College in London Borough of Newham to educate their peers about breast cancer and sign post people to our Self Checkout web app.

In total, the pilot reached over 2,800 students, with 820 new users to the Self Checkout and over 1,135 sessions. But most importantly, we engaged young people in our work to help inform the development of our services.

**“Before I did the CoppaFeel! Challenge, I didn’t know men could get breast cancer”**

**Male student, CoppaFeel! Challenge Member**



## Student Activity with Dig In

During Freshers (student welcome week in September), we worked with Dig In to deliver 104,380 shower hangers to students across the country. Using data from the Higher Education Statistics Agency (HESA) we specifically targeted universities with the most diverse range of students, looking at ethnicity and disability.

Following our distribution of shower hangers, we also worked with Dig In to survey students about our shower hangers to inform future development. These insights told us that 55% of students think that our shower hangers are designed well and 49% stated that they would display this as a reminder to check their chest.

- **59% of students stated that the shower hanger increased students awareness of the importance of checking their chests**
- **56% stated that the shower hanger increased their confidence in how to effectively check their chest regularly.**

# ENCOURAGE

**What we said...** “Engaging educators and healthcare professionals will continue to be central to the delivery of our message”

**What we did...**

## Healthcare E-Learning Module

We promoted our healthcare professional e-learning module to encourage more engagement with our message amongst this audience. We also secured a spot for the resource on the NHS Learning platform to make it more accessible to healthcare professionals.

- **We saw 1,153 enrollments and 442 completions across CoppaCollege! (our e-learning platform) & NHS Learning**
- **90% of healthcare professionals felt fairly or completely confident talking to patients about breast awareness after completing the module**



## Healthcare Webinars

We wanted to establish CoppaFeel! as a trusted and reliable source of breast health information amongst healthcare professionals, building their confidence among healthcare professionals to talk to their patients about breast health.

The aim was to do this by providing another series of scheduled breast awareness webinars for healthcare professionals, to educate them on breast health/awareness and build their knowledge and confidence with health promotion. We had 300 webinar attendees across the year.

- **95% of people said they felt more confident talking to their patients about breast health after the webinar**
- **94% either agreed or strongly agreed with the statement that “CoppaFeel! Is a trusted and reliable source of breast health information”**

# EMPOWER

**What we said...** “We will continue to focus programmes and resources on building confidence alongside knowledge”

**What we did...**

## The Chest Checklist

Driven by the need to increase representation and relevance of breast cancer amongst young Black African and Black Caribbean people, CoppaFee! co-created The Chest Checklist with Black Women Rising. The Chest Checklist is a six-step guide on what to be aware of when checking for signs and symptoms of breast cancer. The content was devised by tapping into routine and self-care moments that would encourage breast checks as a regular, body positive experience.

- **The organic post was one of our highest performing pieces, reaching over 1.1 million accounts on Instagram.**
- **The content stood out for viewers, with chest checking being the top action young people took or planned to take after exposure to the creative.**



## The Self-Checkout

Our one stop shop for all things checking, we launched a new version in the summer to make sure The Self Checkout continued to build confidence and knowledge amongst young people around self checking.

In October alone, 98,672 users accessed the new Self Checkout, beating our yearly totals for 2021 and 2022 in just one month.

The biggest age categories of users for the month were the under 18 and 18 - 24 demographics, meaning we were increasing reach with our target audience.

- **51% of people felt confident about checking themselves after visiting the Self-Checkout web app.**



# SHOWCASE

## Amaliah x CoppaFeel! Campaign

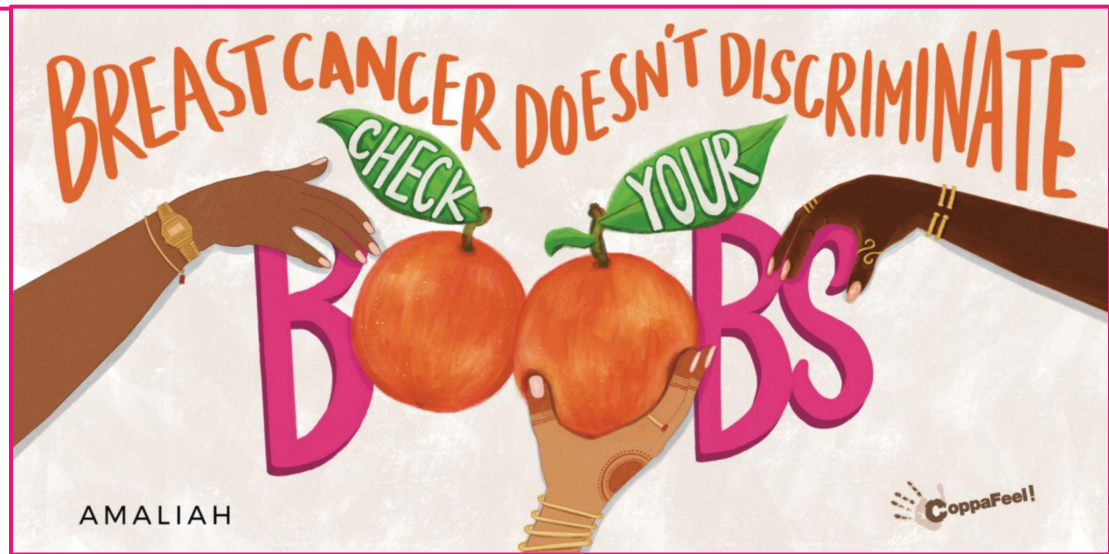
This campaign was aiming to...

raise awareness of the relevancy of breast cancer amongst Amaliah's supporters

educate them on the signs & symptoms of breast cancer

build confidence to chest checking

better understand the barriers to checking and use this information to fill in gaps in education resources for Muslim women



- The campaign surpassed expected results to reach over 2 million people.
- The elements of the campaign were shared over 7,800 times with over 1,800 comments.
- Overall, the campaign did well to encourage conversations and shared stories around difficult topics with an overall engagement rate of 4.4%.
- There was a clear shift within Amaliah's audience from the initial survey around breast cancer awareness to the comments and thoughts shared during and post campaign.

**“Thank you so much for sharing! Our stories matter, our health matter.  
Regular screenings, self exams and open conversations can save lives 🍀”**



# RESULTS

Yet our research shows us that in the UK...

**39% of 18-24s** feel there is little chance of getting breast cancer now or in the future.

**23% of 18-24s** are checking themselves monthly.

**54% of 18-24s** are confident to start checking themselves.

## After interacting with a CoppaFeel! service:

- 98% of people felt more knowledgeable on the signs and symptoms of breast cancer.
- 91% of people felt more confident to start checking themselves.
- 91% of people said it was likely or very likely that they would check themselves regularly.



Despite knowing our services are supporting young people to become more knowledgeable and confident to start checking, our research shows there is still much more work to be done to drive behaviour change. We are up to the challenge and will continue to strive for all breast cancers in young people to be diagnosed early and accurately.

*"2023 was an exceptionally tough year for young people, who are still feeling the after effects of the pandemic. This, compounded by the fact that the NHS is facing extreme pressure means that there is an even greater need for our work at CoppaFeel!"*

*Despite this, there are still lots of reasons to be optimistic and with our new strategy we have the confidence to go faster, bigger and better to ensure that no life is limited by a late breast cancer diagnosis."*

*Natalie Haskell, CEO*

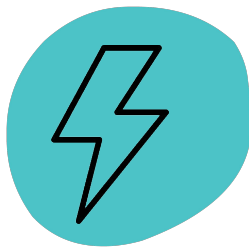
*\*Results from our services feedback survey*

Want to read more about our EDI strategy? Check out our progress [here](#)

## Don't just take our word for it...

"The session was delivered to our Year 10 cohort and it was absolutely brilliant. Emma was great in delivering the sessions. The students words were 'that was the best and most useful talk we have ever had at school!'"

**Feedback on Boobette Talk, Teacher, The Midlands**



"I was recently diagnosed with Grade 1/Stage 1 Breast Cancer, I'm still awaiting my surgery and this is all very new but I was told I caught this early and my prognosis is very good. I'm so so thankful to CoppaFeel who I've followed avidly for years and who I absolutely credit for educating me with enough information to know that something didn't feel quite right and getting it checked straight away. Thank you for everything you do, whilst it's early days for me, I'm certain that you have saved my life!"

**Feedback on our health information, Supporter**

"We have found the teaching resources so useful and have dedicated lessons in our PSHE curriculum using them, we also have the awareness posters and information around school for our students to see. We also make a display for our school open evening last week using these resources. It really engaged parents with what we are teaching the students in our lessons. It was a real talking point amongst them which has been great to hear. Thank you for making these resources so accessible."

**Feedback on our School Pack, Teacher**

**“I have just finished treatment for breast cancer and I owe my diagnosis to what CoppaFeel! taught me, as I was still breastfeeding when I found my lump”**



## **YOUR STORIES**

**“I was diagnosed with breast cancer at 26 years old. Your awareness campaigns saved my life!”**



**“Just wanted to let you know, thanks to your text reminders, I have been checking my boobs monthly and noticed a change, I’ve been diagnosed today with triple negative breast cancer. It wouldn’t have even been on my radar were it not for you guys and the work you do. Thank you, thank you, thank you”**





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