



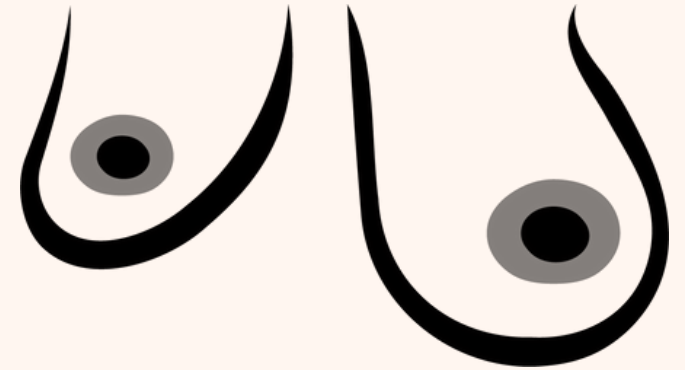
# Welcome pack

## Company Ambassador Scheme

**CoppaFeel!**  
breast cancer awareness

CoppaFeel!, Unit 4, Bickels Yard, 151-153 Bermondsey Street, London, SE1 3HA  
CoppaFeel! is a registered charity in England and Wales (1132366) and Scotland (SC045970)  
& a company limited by guarantee (06974733).

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# Welcome to your CoppaFeel! Company Ambassador getting started guide

**2025 edition**



## Hey there Company Ambassador,

You're joining a change-making team of volunteers generously giving their time to encourage every young person in the UK to check their chest.

Every conversation you start helps stamp out the late detection of breast cancer.

That's pretty dang special.

This guide will walk you through everything you need to know to get started.

So grab a cuppa, get comfy, and let's dive in.

Warm wishes,

*CoppaFeel! Volunteering Team*





**Maren**

**Kris**

Hear Kris's story in her own words

“

CoppaFeel! was born because I was never told to check myself and I didn't know I could get breast cancer at 23...

So now we educate young people about why they should start checking from a younger age so that all breast cancer is diagnosed early.

- **Kris Hallenga, CoppaFeel! Founder**

# Our story

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CoppaFeel! is the UK's only youth-focused breast cancer awareness charity, and we're on a mission to get every 18-24 year old checking their chest.

We do this because when diagnosed early, breast cancer treatments are more effective and survival rates are higher.

## Early detection saves lives.

**CoppaFeel! was founded in 2009 by Kris Hallenga and her twin sister Maren, after Kris was diagnosed with incurable (stage 4/secondary) breast cancer at the age of 23.**

Kris sadly died in 2024. CoppaFeel! are committed to honouring her legacy by continuing to spread our chest checking message.

## We do this by...

- **Educating** people on the signs of breast cancer...
- **Encouraging** people to check their chests every month, so that if they notice something unusual they feel...
- **Empowered** to contact their GP and advocate for themselves.

# About the programme

The Company Ambassador pilot is a **12-week volunteering scheme** with **three missions** for you to raise awareness in your workplace.

Each mission fits flexibly around your job, running over a four-week window. Along the way, you'll grow your confidence, professional network, and communication skills.

You'll have the CoppaFeel! Team cheering you on, with **check-ins** and a **confidence-boosting session** before your final mission.

## Key dates for your calendar

- 20<sup>th</sup> November - Information / welcome session
- 25<sup>th</sup> November - Mission #1 goes live
- 10<sup>th</sup> December - Mission #1 check-in
- 7<sup>th</sup> January - Mission #2 goes live
- 5<sup>th</sup> February - Mission #2 check / Mission #3 goes live
- 12<sup>th</sup> February - Mission #3 development session
- 5<sup>th</sup> March - Mission #3 check in / final reflections

## Weeks 1-4

Share our posts on your social media / company intranet



## Weeks 5-8

Take over your office toilets or changing rooms



## Weeks 9-12

Give a lunch and learn to colleagues



# CoppaChat

## Top tips for chatting chest checking and CoppaFeel! at your office.

- 01 Use our quick talking points** for easy-to-remember info you can share with colleagues.
- 02 Be inclusive.** All genders have breast tissue and anyone can get breast cancer. “Chest” is a great word that includes everyone in the conversation.
- 03 Empower, don’t scare.** Our message is serious, but our approach isn’t! We use positivity and humour to help people engage with the topic. We don’t exaggerate breast cancer risk. We’re here to spark curiosity and build confidence, not panic.
- 04 Know your limits.** You’re not a doctor, and we don’t expect you to be one! Don’t give medical advice, demonstrate checking, or answer questions you’re not confident about. Instead, send people to our website where they can get tips and advice.



# Quick talking points

## You could say...



If you're worried about a change to your chest, book an appointment with your GP.

CoppaFeel! are the UK's only youth focussed breast cancer awareness charity.

Try fitting checking into your routine. You could check in the shower, lying in bed, or chilling on the sofa - wherever and however works for you.

Checking your chest can help you feel confident knowing your normal, and noticing an unusual change. CoppaFeel! recommend checking once a month.

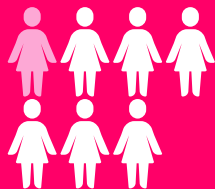
There's no one single way to check your chest. But if you're not sure where to start, try CoppaFeel!'s Self-Checkout tool for step-by-step guidance.

Some signs of breast cancer are things you'd only notice by looking, like a rash. Others you'd only notice by touch, like, lumps or thickening. That's why it's important to look and feel when you do your monthly check.



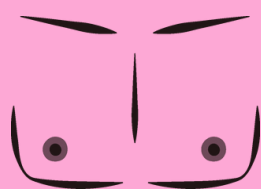
# Quick talking points

Let's talk stats...



**1 in 7**

women will be diagnosed with breast cancer in their lifetime.



Nearly  
**400**

men are diagnosed with breast cancer each year in the UK.

Around

**2,500**

people aged under 40 are diagnosed with breast cancer each year in the UK.



Breast cancer is the most common cancer for females aged

**15-44**

Every

**10 mins**

a woman is diagnosed with breast cancer in the UK.



**98%**

of people will survive for 5+ years when diagnosed with earliest stage breast cancer (stage 1).

Compared to

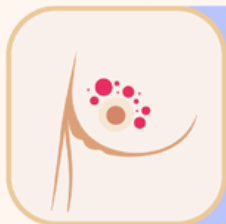
**26%**

of people will survive for 5+ years when diagnosed with latest stage breast cancer (stage 4).

**Early detection saves lives.**

# Quick talking points

## Signs of breast cancer...



Skin changes such as puckering or dimpling



Unusual lump or swelling in your armpit, or around your collarbone



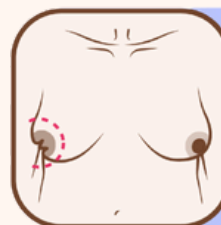
Unusual lumps and thickening



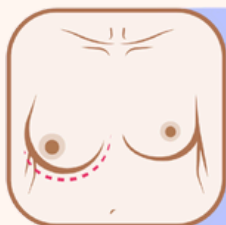
Liquid coming from your nipple



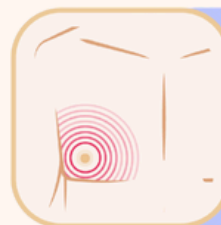
A rash or crusting on or around your nipple



Nipple is pulled inwards or changes direction



A sudden, unusual change in size or shape



Constant, unusual pain in your breast or pec, or armpit

# Taking questions

Simple answers to the questions people often ask our volunteers.



## I'm young. Why should I care?

Most info on breast cancer is aimed at older people. Starting these conversations younger gives young people the tools to be proactive about their own health. It's all about giving yourself the best chance to catch cancer early, now and in the future.

## There's lots of information online about breast cancer. What do I believe?

Stick to trusted sources, like the [NHS](#), [Cancer Research UK](#), [Breast Cancer Now](#), and [CoppaFeel!](#). There's plenty of misinformation out there, so don't believe everything you read or see online.

## What's the right way to check your chest?

There's no one "right" way, do what feels natural for you. Some people check in the shower, lying in bed, or standing in front of a mirror. The key is to look and feel, because some changes can be seen and others can only be felt. (Hand out a checking card or shower sticker here as a reminder!)

## How often should I check?

CoppaFeel! recommend once a month. That's often enough to get to know what's normal for you, but not so often that it makes you health anxious.

## I've never checked before. How do I start?

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CoppaFeel! has a step-by-step [Self-Checkout](#) tool that guides you through checking if you're just getting started. You can find it at [coppafeel.org](#).

## I noticed a lump (or some other change) in my boob. Should I be worried?

Don't panic. Some lumps are completely normal. With any new lump, or if you're unsure, it's best to get it checked by your GP. Most people who go to their GP won't have cancer, but getting checked out is the best way to be sure and get peace of mind.

## I'm a man/I'm trans. This isn't relevant to me.

Everyone has breast tissue, and that means anyone can get breast cancer, including men and people who've had top surgery. Around 400 men in the UK are diagnosed each year. NHS screening is only available to women aged 50+, so for everyone else, the best way to look after yourself is by getting to know what's normal for your chest.

## If in doubt, signpost!

The best thing you can do when asked a question is signpost. If someone asks something you can't answer, try saying:

**"I'm not sure about that one, but you can find loads of helpful info at [coppafeel.org](#)."**

We've got advice on how to check, checking during pregnancy, with implants, breast changes in men, what to do if you notice a change, what to expect at the GP, and more!



Your key contacts at  
**CoppaFeel! HQ**



**Sharon**

 **07342 385563**

 **volunteer@coppafeel.org**

**Volunteer Community Manager**



**Rhiannon**

 **07392 885348**

 **volunteer@coppafeel.org**

**Volunteer Community Executive**

# Guidelines

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## Smoking and drinking



Smoking and drinking are not allowed while you're representing CoppaFeel! (aka when you're actively volunteering at events, or wearing anything that identifies you as a CoppaFeel! volunteer, like a boob suit or CoppaFeel! branded kit e.g. lanyard.

## Safeguarding

**At CoppaFeel!, we value everyone's safety and wellbeing. It's important that everyone feels happy and safe when engaging in CoppaFeel! activities, including online.**

Please look through CoppaFeel!'s [Safeguarding Policy](#). This shares how to report any worrying behaviour towards yourself or others, and how CoppaFeel! will handle it.

If you ever have concerns about your personal safety while at an event or when representing CoppaFeel!:

- Move yourself to a safe location
- Report the situation to the venue staff or emergency services, if needed (call 999)
- Notify CoppaFeel! HQ as soon as possible



## Here to help

The Volunteering Team are here to help you make the most of your volunteering with us. If you've got questions, concerns, ideas or feedback, get in touch with us at:



**[volunteer@coppafeel.org](mailto:volunteer@coppafeel.org)**

For fundraising queries, your best contact for is the Fundraising Team at:



**[fundraiser@coppafeel.org](mailto:fundraiser@coppafeel.org)**



**Thank you**

**CoppaFeel!**  
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