



# CoppaFeel! Ambassador

## Quick talking points

**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).

# CoppaChat

## Top tips for all things chatting chest checking and CoppaFeel!

- 01 Use our quick talking points** for easy-to-remember info you can share with people.
- 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.

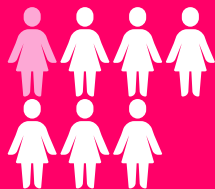
There's no one single way to check your chest. But if you're not sure where to start, try CoppaFeel!'s Self-Checkout tool for step-by-step guidance.

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.



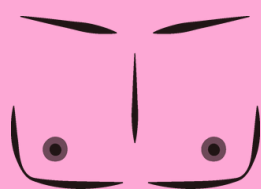
# Quick talking points

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



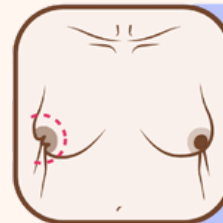
Unusual lumps and thickening



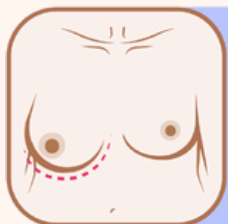
Liquid coming from your nipple



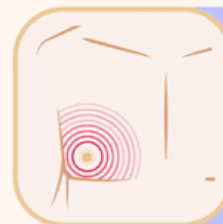
A rash or crusting on or around your nipple



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!





# Thank you

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