



INFORMATION FOR HEALTHCARE PROFESSIONALS

Clare O'Neill
Healthcare Engagement
Coordinator



**HELLO
HEALTHCARE PROFESSIONALS!**

We put together these slides for you to access at your own convenience, to support with your practice and CPD.

We include:

- An overview of our charity.
- Our breast health messaging.
- How we can support you to improve breast awareness among your patients.

OUR MISSION IS TO:

ENCOURAGE - We encourage regular boob/pec/chest checking to promote healthy habits, especially in young people, who are not routinely screened. We encourage people to be confident boob-checkers.

EDUCATE – We educate the public on the signs and symptoms of breast cancer and keep people informed with our health messaging.

EMPOWER – We empower people to know their bodies and be breast aware. We want young people to feel able to talk to a healthcare professional if they notice anything that is not normal for them.

We educate all ages and genders, but our focus is on young people, and that's because our founder, Kris, was diagnosed with stage 4 breast cancer at the age of 23, after visiting the GP twice with symptoms. After her diagnosis, Kris set up CoppaFeel! with her twin sister Maren.

To know more about Kris and the work we do at CoppaFeel!, click the button to watch Kris' documentary, *Dying To Live*.

[**Kris: Dying to Live trailer**](#)

[**Dying to Live: Full documentary**](#)

1 **IN** 8 WOMEN* WILL EXPERIENCE
BREAST CANCER
IN THEIR LIFETIME & 400 MEN
ARE DIAGNOSED EVERY YEAR

*in the UK

- EARLY DETECTION IS THE BEST FORM OF DEFENCE

We talk about breast awareness for a good reason, because early detection of symptoms saves lives.

If breast cancer is caught early, it is curable. So early detection can be the difference between life and death.

It is especially important for younger women to check their boobs because the National Breast Screening Programme in the UK does not start until women reach 50. Women younger than 50 therefore do not have access to routine screening, so it is important they get to know their boobs.

We know that breast cancer has better outcomes than other cancers, and there is a reason for that: Early diagnosis.

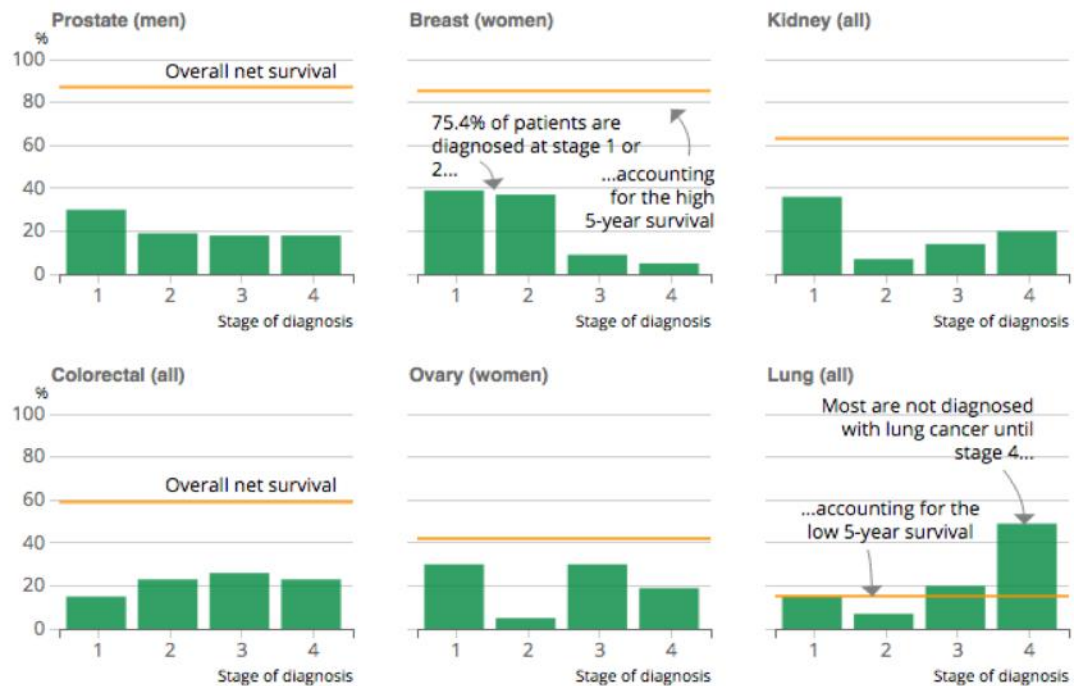
You may be aware that the [NHS 10 year plan](#) wants to improve early stage diagnosis across all cancers, and we know that we can help to improve early diagnosis among young people by educating, empowering and encouraging them to know their bodies.

The next slide illustrates how crucial early diagnosis is to survival. Notice the stark difference in survival rates between lung cancer (mostly diagnosed at stage 4) and breast cancer (mostly diagnosed at stage 1-2)...

WHICH CANCERS WOULD BENEFIT MOST FROM EARLIER DIAGNOSIS?

18 June 2019 – Office for National Statistics

Proportion of people diagnosed at each stage, and overall net-survival



BREAST AWARENESS MESSAGE

We know from our research that the previously recommended method of self-checking known as ‘Breast Self Examination’, using a specific technique, was discouraging women from checking because they didn’t feel confident they were ‘doing it right’. That’s why we now recommend ‘Breast Awareness’. Breast awareness is about people knowing their boobs and knowing what is normal for them. All boobs are different, so we build people’s confidence by reminding them that they know their boobs/pecs/chests better than anyone else.



To watch our boob—checking video that you can share with patients, click the button.

[Boob-check video](#)

We're not here to scare people. We don't want people looking for signs and symptoms of breast cancer because we hope they'll never have any! We just want people to be aware of the signs and symptoms so that they can make an informed decision to talk to a healthcare professional if they ever notice anything unusual for them.

IT'S **NOT**
ABOUT
LOOKING
FOR **CANCER**

A magnifying glass with a black handle and frame is positioned in the lower right quadrant of the image. The lens of the magnifying glass is focused on the word 'CANCER' in the text 'LOOKING FOR CANCER', making it appear larger and more prominent than the other words. The text is written in a bold, pink, sans-serif font.



LOOK

changes in skin texture
e.g. puckering/dimpling



FEEL

lumps and thickening



LOOK

nipple discharge



LOOK

nipple inversion and
changes in direction



LOOK

swelling in your armpit
or around collar bone



FEEL

constant, unusual pain in
your breast or armpit



LOOK

a sudden change in size
or shape



LOOK

a rash or crusting of the
nipple or surrounding area

FACTS, MISCONCEPTIONS & CONCERNS

FACTS

- Around 55,000 new cases of invasive breast cancer each year in the UK
- Around 12,000 people die from breast cancer each year in the UK
- 78% of women will survive breast cancer for 10 or more years

MISCONCEPTIONS

- Fear of overdiagnosis and unnecessary exposure. (Remember that ultrasound is safe and commonly used for young breast tissue).
- Breast cancer only presents in older women.
- Recent investigations in chest area (such as CXR) would pick up breast cancer. (This is not necessarily true!)

*Cancer Research UK



NICE GUIDELINES



- **Refer people using a suspected cancer pathway referral** (for an appointment within 2 weeks) for breast cancer if:
 - They are aged 30 and over and have an unexplained breast lump with or without pain or
 - They are aged 50 and over with any of the following symptoms in one nipple only:
 - Discharge
 - Retraction
 - Other changes of concern (new NICE recommendation for 2015)
- **Consider a suspected cancer pathway referral** (for an appointment within 2 weeks) people:
 - With skin changes that suggest breast cancer or
 - Aged 30 and over with an unexplained lump in the axilla (new NICE recommendation for 2015).
- **Consider non-urgent referral** in people aged under 30 with an unexplained breast lump with or without pain (new NICE recommendation for 2015).



- LISTEN TO YOUR PATIENTS
- REMAIN OPEN MINDED
- CONSIDER EVERY CASE INDIVIDUALLY
- DON'T DISMISS DUE TO AGE

*cks.nice.org.uk

-WAYS WE CAN SUPPORT YOU...

We have a range of materials to help you promote breast awareness in your role...

Our text reminder service is a free monthly boob-check reminder. We provide wallet-sized checking cards with the text reminder number and the signs and symptoms of breast cancer, perfect for giving out during busy clinics.



We are always happy to support however we can. We may be able to help with staff training, webinars, events or anything else! Feel free to contact us: clare@coppafeel.org

OUR MATERIALS AND RESOURCES



We can send you a pack with all our materials!
Click the button for your free healthcare pack of checking cards, shower stickers, leaflets and badges!

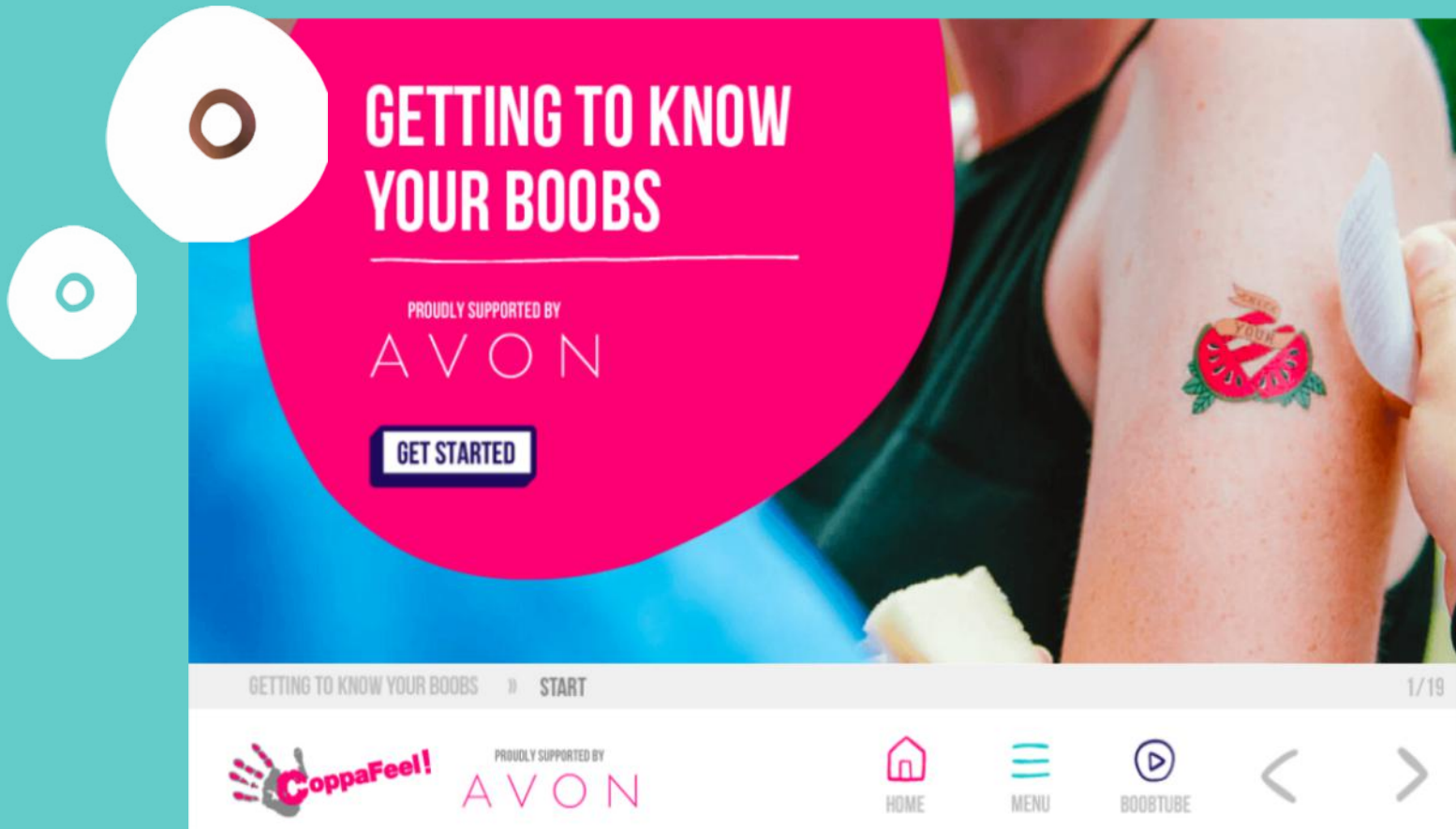


ORDER A HEALTHCARE PACK



- TEST YOUR KNOWLEDGE WITH OUR ONLINE MODULE!

We worked with Avon to put together a boob-checking module for you to test your knowledge about breast cancer. Click the link below to test yourself!



[Take a boob class!](#)