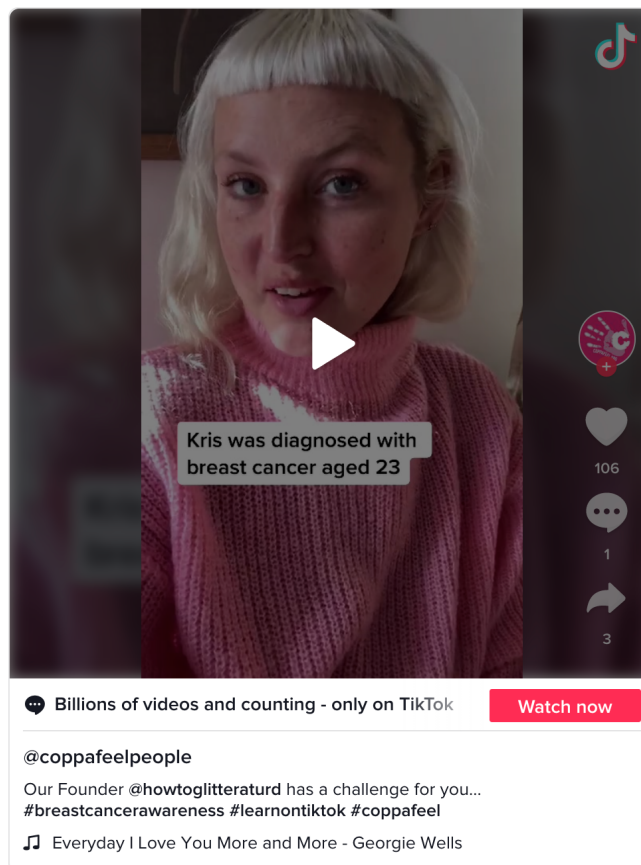




CoppaFeel! are collaborating with TikTok this Breast Cancer Awareness Month

18th October 2021 - For Breast Cancer Awareness Month this year, CoppaFeel! are partnering with TikTok to encourage young people to check in with themselves and learn about how breast cancer can impact us all, through the hashtag [#BreastCancerAwareness](#).



Despite being the most common cancer in females aged 25-49 in the UK, a quarter of young people aren't aware breast cancer could affect them. CoppaFeel!'s mission is to give all young people the best chance of surviving breast cancer by ensuring that every case is diagnosed early and correctly. To do this, the charity must drive greater awareness in young people and, as such, find new ways to reach them.

Meg Green, CoppaFeel! Social Media Manager explains "Our new campaign #KnowYourself is all about shifting the common narrative around breast cancer to demonstrate that knowing your body and your chest is just as empowering as it is life-saving. TikTok is a fantastic platform to not only raise awareness of breast cancer, but to demonstrate our checking guidance in a format that is accessible, digestible and ultimately relevant to the lives of 18-24 year olds."

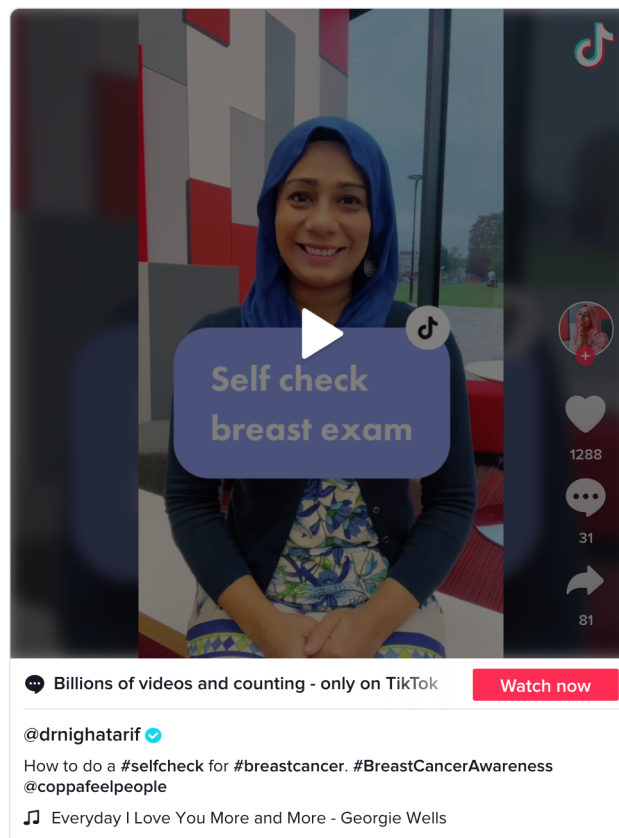
Edel Flood, Media Partnerships Manager, TikTok says "It's so important for people of all ages to check their breasts and for everyone to have an open conversation about breast cancer. We're delighted to partner with CoppaFeel! to help the community on



TikTok learn about breast cancer, and how they can diagnose it early and accurately. Alongside the CoppaFeel! ambassadors and our inspiring community of TikTok creators, we're hoping to raise awareness and continue to drive the conversation around breast cancer".

Both CoppaFeel! and the platform have been amazed at the incredible content that they've been seeing from the TikTok community, who have been showing everyone the importance of checking your chest, as well as why Breast Cancer Awareness Month is so vital. From [@drblondiepes](#) talking through how to do a [simple breast exam in just 30 seconds](#), to [@kirstieb88](#) documenting her [breast cancer journey on TikTok](#), it's been inspiring to see the TikTok community spreading the word.

- [CoppaFeel!](#) patron [Fearne Cotton](#), [@drnighatarif](#) and [@_thislineismine](#) have been showing us how they all check their boobs
- [@florence.simpson](#) and [@hebontheweb](#) stress the importance of regularly checking your breasts
- [@drjuliesmith](#) has shared her experience of going for a [breast check up at the doctors](#) and emphasises that it is important to get the reassurance that you need
- [@drchintalskitchen](#) shows us how to examine your breasts in five easy steps
- [@period.harmony](#) have created a series all about being your 'breast' self, including a special [breast cancer edition](#)
- [@ellaellaw](#) talks you through CoppaFeel!'s free [self checkout](#) resource, and [how you can use it to get to know your chest](#)



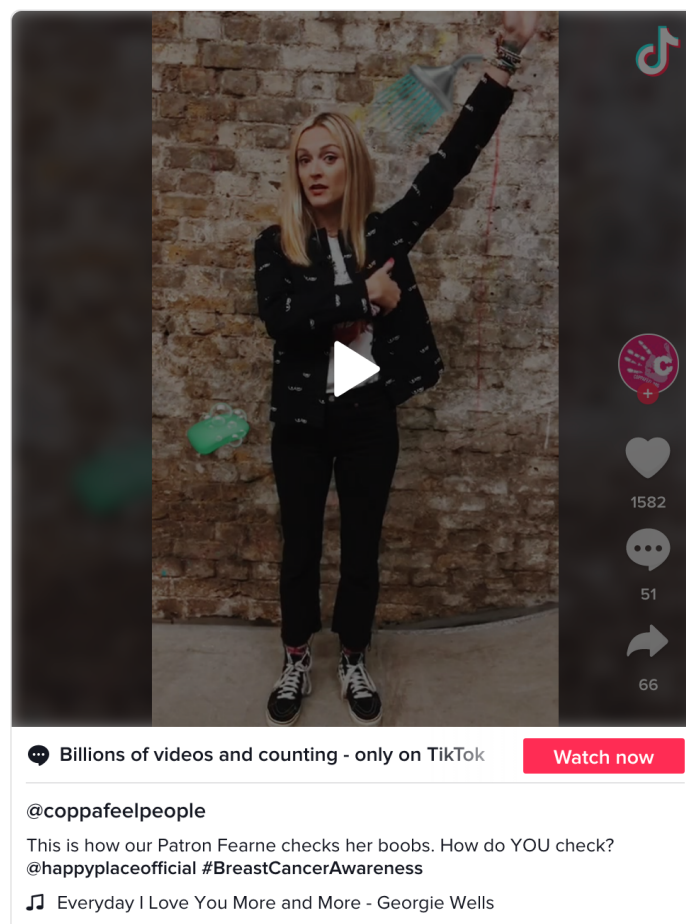


LIVE events in partnership with TikTok

And this week, to round off the month, the [CoppaFeel!](#) team will be hosting two LIVEs on the platform. The first is with Fearne Cotton on 27 October at 11.15am over on [@HappyPlaceOfficial](#), and she'll be joined by Lucy, who was diagnosed at the age of 26 and will be sharing her personal experience on behalf of [CoppaFeel!](#).

[Giovanna Fletcher](#) will be hosting a LIVE later on 29 October at 5pm with Kris Hallenga, one of the founders of [CoppaFeel!](#), to talk all things boobs, pecs, chests and the importance of knowing them and speaking to a doctor if you notice anything unusual for you.

By raising awareness of the disease, CoppaFeel! and TikTok hopes that the TikTok community feels empowered to check their breasts, pecs and chests and get any advice they might need about breast cancer.



New to TikTok and want to explore content around Breast Cancer Awareness? Follow [#BreastCancerAwareness](#) to follow or share stories about the ways that breast cancer impacts all of us.