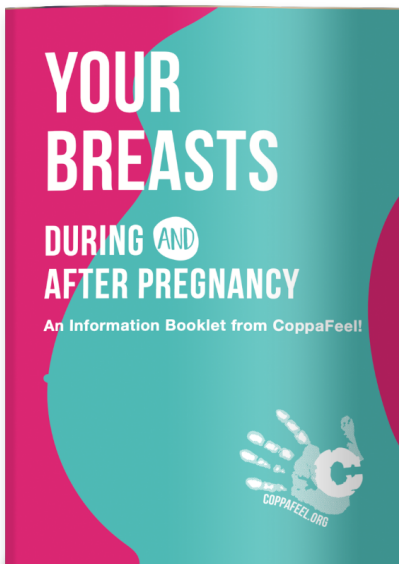




CoppaFeel! Launch Brand New Resources to Remind Everyone That Checking Your Chest During Pregnancy and Breastfeeding is Vital For Early Detection

This November, CoppaFeel! are proud to launch unique resources to advise those who are pregnant or breastfeeding.

Breast cancer is reported in 1 in every 3000 pregnancies, and although rare, this means that around 200 people a year in the UK will be diagnosed with breast cancer during pregnancy, or up to a year after having their baby¹. CoppaFeel!, the UK's first and only breast cancer awareness charity for young people, wants to remind pregnant people to continue checking their chests regularly, enabling them to notice any sudden changes and seek medical advice should they be concerned during, or soon after, pregnancy.



In the UK, the most common type of cancer for females aged 25-49 is breast cancer, accounting for more than 4 in 10 (44%) of all cases. CoppaFeel! exists to help everyone stand the best possible chance of surviving breast cancer, with the goal of ensuring all breast cancers are diagnosed at the earliest stage possible. By empowering young people to check their chests regularly, CoppaFeel! is helping them to spot any unusual changes early and seek medical help should they be concerned. When breast cancer is detected early, treatments are more effective and survival rates are higher and therefore its vital to understand your body's normal.

Whilst breast cancer in pregnancy is rare, women who are diagnosed with breast cancer whilst pregnant are 2x more likely to be diagnosed at stage 4 than women in the general population², so it's incredibly important for expectant and new parents to continue to regularly check their chests during and soon after pregnancy. During this time, natural changes can occur to the breast tissue including engorgement, tenderness, discomfort, nipple discharge and breast lumps, therefore, knowing what your chest usually looks and feels like, will help people to understand when they should seek medical advice.



It's a little known fact that breastfeeding can reduce a person's lifetime risk of developing breast cancer. The longer a person breastfeeds for, the lower their risk becomes. It's not fully understood why this occurs, however it may be linked to the reduction in oestrogen in the body as a result of pregnancy hormones, as high oestrogen levels can increase a person's risk of breast cancer. Despite this, there are a number of common problems that can occur during breastfeeding which include mastitis, thrush and blocked ducts and these should be assessed by a midwife or GP.

Emma Forsyth, Health Information Manager at CoppaFeel! says: "We're excited to develop this resource in conjunction with our colleagues at Tommy's.



It's really important our message reaches pregnant and breastfeeding people as, due to the natural changes that occur in the body during and after pregnancy, their symptoms can be missed which will potentially lead to a diagnosis at a later and less treatable stage. Our booklet provides lots of information and tips to encourage breast awareness and healthy checking behaviours during this time, and we are excited to see the impact that it will have on many people's lives."

Rhiannon, one of CoppaFeel!'s incredible supporters, was diagnosed with breast cancer after she found a lump in her breast after deciding to stop breastfeeding her daughter.

"I had assumed it was down to a blocked milk duct as I had recently stopped breastfeeding a few months earlier. Little did I know I had an aggressive form of hormone responsive breast cancer and a tumour had grown."

It is because of people like Rhiannon that CoppaFeel! are spreading awareness for the importance of continuing to regularly check your chest throughout pregnancy and breastfeeding, to get to know your normal.

For more information about breast cancer whilst pregnant and breastfeeding, please visit:<https://coppafeel.org/info-resources/health-information/pregnancy/>

For guidance on how to get to know your body and check your chest, please visit CoppaFeel!'s [Self-Checkout](#) tool.

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Note to Editors:

About CoppaFeel!

As the UK's first and only breast cancer charity for young people, CoppaFeel! is on a mission to ensure that all breast cancers are diagnosed as early as possible. Breast cancer is the most common cancer in the UK and yet a quarter of young people aren't aware they could be affected. From delivering nearly 400 school talks to sending over one million free text reminders every year, the charity aims to educate, encourage and empower young people to get to know their bodies and check regularly. And it really works. Users of the charity's Self-Checkout web app are 78% more likely to check afterwards and 60% of those who check themselves regularly feel confident in noticing a change. Why not have a look (and feel) yourself? Visit coppafeel.org

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References:

¹ Statistics from CoppaFeel! - 'Your Breasts During and After Pregnancy, An Information Booklet from CoppaFeel!' 2022

² Statistics from Public Health England Report – 'Cancer Before, During and After Pregnancy', National Cancer Registration and Analysis Service, June 2018.

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