

Education on the Identification of Cancerous Lumps in the Breast

Introduction

One in seven women will get breast cancer in their lifetime. [Cancer Research UK (2022)] There are few preventions for breast cancer. Regular self breast examinations are the only step we can take as individuals to detect changes and diagnose the disease early. Early detection is imperative because treating cancer in the early stages leads to more positive health outcomes and less invasive treatments.

The Problem

44% of women do not check their breasts regularly for signs of breast cancer. [Breast Cancer Now (2023)]

Current breast cancer education is often inaccessible, unengaging or confined to healthcare settings limiting their impact on the wider public.

Individuals lack confidence in checking themselves for lumps due to poor knowledge and understanding.

Key Requirements

- Educational
- Raises Awareness
- Habit Building
- Informative with Clear Messaging
- Doesn't Cause Discomfort
- Engaging and Memorable
- Accessible for All

Research

Existing Breast Cancer Education



Posters that can be found in public toilets and changing rooms have a united message but blur together as they are unmemorable.

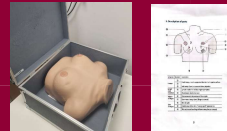
Survey (191 participants aged 17 to 70)

A survey was completed in November 2026 and results show that whilst awareness of breast cancer exists, there is a significant lack of confidence and practical knowledge regarding symptom recognition and regular self examination. Overall, it emphasises a need for more accessible tools or effective education to encourage regular checking and improve confidence.

"Worthwhile survey - showed me how negligent I am and makes me realise how silly I'm being."

[Survey participant, (November 2026)]

Breast Cancer Medical Model (Teaching Aid at Glasgow University)



The medical model improved understanding of how cancerous lumps may feel and helped reduce anxiety in a user concerned about their breast texture. Although the model was notably inaccurate in replicating real skin and tissue, it was still realistic enough to achieve its intended educational effect.

Concepts

Through concept generation and user feedback different strengths and weaknesses of each concept were highlighting.

Textural Model (within public changing Room)



- Very educational
- Engaging
- Memorable
- A changing room is a rushed space.
- Could be unappealing as it is crude
- Concerns over the hygiene and who would be responsible for cleaning.
- Target for vandalism and damage

Heated Mirror (within shower at home)



- Integrates naturally into existing routines
- Not highly educational but promotes body observation.
- Used in a private setting where similar behaviours already occur
- Becomes passive over time losing it's attention grabbing quality

Breast Mask (at home)



- Highly engaging
- Supports breast examination technique
- Doesn't suit everyone's self care practice
- Sizing would be challenging
- Effectively integrates a self care element into a medical procedure

Trained Bra fitter (within shops)



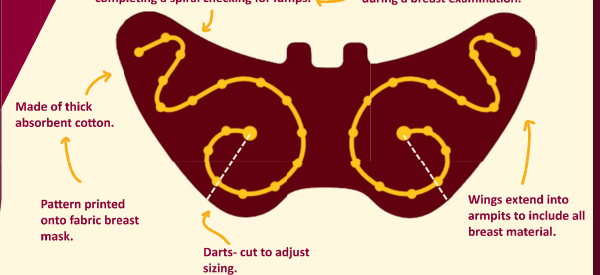
- Most informative and accurate
- Staff training could place additional pressure on workers
- Bra fitting shops are not available everywhere
- Some users would prefer to consult a doctor rather than a bra fitter
- Could reduce strain on medical services and minimise concerns about wasting appointment time

The Product

Available in all chemists and beauty shops, accessible to everyone.

Moisturising Sheet Breast Mask

Use Monthly
Spiral pattern - to be followed pushing down on each dot with three fingers and completing a spiral checking for lumps. Examination method used by doctors during a breast examination.



Made of thick absorbent cotton.

Pattern printed onto fabric breast mask.

Darts - cut to adjust sizing.

Wings extend into armpits to include all breast material.

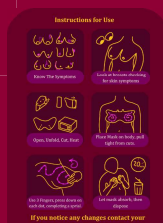
The Solution

An educational tool combining a tactile model replicating breast tissue containing a hard immobile lump, and a moisturising sheet breast mask that integrates self care and education to encourage regular engagement with breast checking. The product presents medically accurate information in an accessible and engaging way, empowering individuals to better understand their own bodies and recognise potential signs of breast cancer earlier.

Usage



Feel the example lump in the replica breast tissue as a reference when performing your own examination.



Know the symptoms of breast cancer and learn how to examine yourself.



Use the mask to support and guide you through the examination process.

Moisturise and take care of your skin while taking care of your breasts.

References

Cancer Research UK (2022) Breast cancer statistics [online] Cancer Research UK. Available at: <https://www.cancerresearchuk.org/health-professional/cancer-statistics/statistics-by-cancer-type/breast-cancer> [Accessed 10/01/2023].
Breast Cancer Now (2023) Signs and symptoms of breast cancer [online] Breast Cancer Now. Available at: <https://www.breastcancer.org.uk/about-us/signs-and-symptoms> [Accessed 10/01/2023].

Packaging and Textural Breast Lump Example

Relevant humorous name to grab attention, be memorable, and encourages discussion, while implying to the product functions.

Textural example on outside of the packaging along with all the information to ensure it can still be accessed without purchasing the product for maximum exposure to the public.

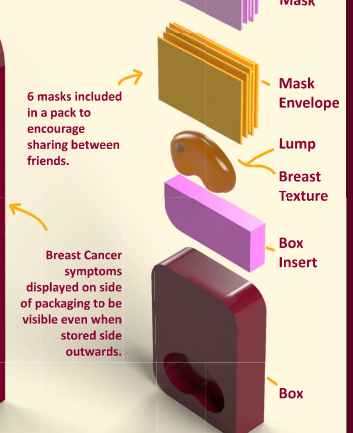
Singular lump in upper quadrant for clarity and accuracy of message.



Inclusive and varied sizing highlighted on bottom of packaging.

Box Contents

Plastic covering to ensure mask stays fresh and moist.



6 masks included in a pack to encourage sharing between friends.

Breast Cancer symptoms displayed on side of packaging to be visible even when stored side outwards.

Box insert used to support packing from damage during texture feeling.