



UNIVERSITY
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BREAST EDUCATION INITIATIVE GAINS NATIONAL RECOGNITION

Our breast education research has been cited in several articles highlighting the lack of breast knowledge and sports bra use in many different female groups, from schoolgirls to elite sportswomen. Research group member Brogan Horler recently attended the netball world cup where several of the competitors were observed not to be **wearing appropriate breast support**. This widespread lack of breast awareness, and positive role models, may contribute to the rapid decline in female sport participation observed in secondary schools.

Researcher Dr Nicola Brown was recently invited to Westminster to present the group's research findings on the breast concerns of adolescent girls to the All Party Parliamentary Group on Breast Cancer. During this session Dr Brown shared the strategies we have **developed to educate girls about breast health**.

Dr Brown's work has also gained support from public figures such as Eartha Pond (former Arsenal footballer and now PE teacher), and from the Bust Trust foundation. Moving forward we aim to engage with more MP's to encourage schools in their local constituencies





SUPPORTING BRITAIN'S ELITE ATHLETES

We have been working in collaboration with the English Institute of Sport and Clover Group Int. Ltd. Hong Kong (lingerie manufacturer) on the SmartHER campaign supporting Britain's elite female athletes. The campaign aims to better understand the female athlete in order to encourage communication in the sporting community and to gain crucial improvements in performance at world-class events.

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MAKING AN IMPACT

To contribute to our objectives of broadening understanding and raising awareness in this important aspect of women's health, the