

**“Breast Health Risk Factors BINGO” moves to V City
1,500 people prompted to inquire about breast health and seek to protect
themselves from the threat of breast cancer**

(Press release – 21 October 2015) Hong Kong Breast Cancer Foundation (HKBCF)’s “Breast Health Risk Factors BINGO” campaign moves to V City, Tuen Mun today, with a 3-days breast health exhibition promoting the importance of breast cancer risk assessment and regular breast screening, and sharing with women in the community the tips for lowering breast cancer risk, in particular the know-how on stress management.

Since its launch in September in Kowloon East, the campaign has already brought the roving exhibition to five shopping malls across the city. It will close at Olympian City, Kowloon East where the last exhibition will be held between 27 and 29 October.

The “Breast Cancer Risk Factors Bingo” Roving Exhibition

Since early September the “Breast Cancer Risk Factors Bingo”, a community-based breast health exhibition, has been touring around five shopping malls in Kwun Tong, Tsuen Wan, Sheung Wan, Tseung Kwan O and Causeway Bay, offering breast health education to 1,200 people. More than 5,600 people have joined the interactive game on the campaign website (www.hkbcf.org/bingo) to assess their risk of breast cancer and learned about quick facts about breast cancer risks. As a result of the public education efforts, coupled with the ad campaign, the HKBCF has received 1,500 enquiries, of which 70 percent had signed up for a breast screening with Breast Health Centre in seven weeks.

Since its establishment four years ago, the HKBCF Breast Health Centre has offered professional, convenient and affordable breast screening services to 30,000 people, of whom 9,000 women with financial difficulties had received fee waiver. For enquiries about or appointment of breast cancer risk assessment and breast screening services offered at the HKBCF Breast Health Centre, please call 3143 7333.

Dr. Wong Chun Kuen, Council member, HKBCF spoke at the commencement ceremony at V City, Tuen Mun today that HKBCF commemorates its 10th year of service to the community this year, it is more committed than ever to stepping up its public education initiatives to further promote public awareness of breast cancer and

the importance of breast health in the local community. “Breast cancer is an urban disease and has been the number one cancer among women in Hong Kong all these years. Ten years ago, one in every 22 women would have been diagnosed with breast cancer in her lifetime; now, one in 17 women will be so diagnosed. Many women are too busy with taking care of their family to realise their exposure to breast cancer risks. Some may even have misunderstanding about breast cancer as a disease. It is therefore extremely important to promote breast health and regular breast screening in the community.”

Mr. Lam Ka-tai, Deputy Director of Social Welfare (Services), Social Welfare Department and an officiating guest of today’s ceremony endorsed HKBCF’s Free Breast Screening Programme, which provides opportunities to women from low-income families to undertake breast screening for free. He said lack of financial resource should not be an obstacle in the fight against breast cancer. HKBCF’s continuous research and data analysis on local breast cancer cases serve to alert the public to become more breast health aware. He encouraged all to support the HKBCF’s free services benefitting a great number of women.

Relaxation helps reduce breast cancer risk

According to Hong Kong Breast Cancer Registry, the most common risk factors for breast cancer present in local breast cancer patients are lack of physical exercise (77%), no or little experience in breastfeeding (66%), high level of stress (37%) and age of 40 or above. Stress reduction is a key link in lowering breast cancer risks.

Dr. Chen Chia-lu, Sylvia, Psychiatrist, remarked that both working women and housewives may have stress resulting from their work and multiple duties. The key to relaxation is opening our heart – focusing on pleasant things, let go negative things and keep smiling. A sense of humour can help turn negative emotions into positive energies. “If you get nervous or anxious, think of a relaxing picture in your mind, for example, a beach or a park. Or else, get rid of the negative images in your head by taking deep breathing.” She also advised women that “listen readily, speak slow and get angry slow” helps manage stress while cancer is said to be associated with the accumulation of negative emotions.

Ms. Sharon Kwok, artist and champion for environment protection, also shared her tips for relaxation. She called on all working women to maintain a work-life balanced lifestyle. As an advocate for wildlife conservation, Sharon sees taking part in charity is one of the ways to relief herself from stress. “Don’t let work overwhelm our

time; make time for things we are fond of. I enjoy diving and painting too.” Sharon has had early-stage breast cancer detected some years ago. She reminded women of the importance of regular screening for effective cure of disease, if any, at an earliest possible time.

The “Breast Cancer Risk Factors Bingo” Roving Exhibition – October schedule

Date & Time	Location
21-23 October 2015 12:00PM – 6:00PM	MTR station level, V City, Tuen Mun
27-29 October 2015 12:00PM-6:00PM	UG/F, Phase I, Olympian City, Kowloon West

(End)

Photo captions:

1. (from left) Dr. Wong Chun-kuen, Council Member, HKBCF, artist Ms. Sharon Kwok, Mr. Lam Ka-tai, Deputy Director of Social Welfare (Service), Social Service Department and Ms. Ip Shun-hing, Chairman of Tuen Mun District Women’s Association officiated at the commencement ceremony of the Breast Cancer Risk Factors BINGO community-based public education campaign.



For Immediate Release



2. Dr. Sylvia Chen, psychiatrist, advised women to practise relaxation and release of stress as cancer is believed to be associated with negative emotions.



3. Sharon Kwok, who detected early-stage breast cancer in a regular body check-up, said it is important to have regular breast screening. Early detection means less intrusive and more effective treatment.

