

年報紀要

Annual Report Highlights
2006/2007

及早發現 治療關鍵
Early Detection Saves Lives

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創會人的話

香港乳癌基金會成立的宗旨是協助乳癌患者踏上康復之路，重返社會及家庭。目前，科學家和醫生仍未能完全掌握癌症的成因，因此病人唯有從生活方式、飲食習慣、心理性格、壓力處理、家庭關係及環境污染等方面入手預防，而預防及尋找更新的治療方法，是病人和醫療界的共同目標。

在這前提下，本人和有相同抱負的康復者，在眾多醫生及朋友的支持下，已於2005年3月8日成立香港乳癌基金會，作為非政府不牟利的慈善組織，致力推廣乳癌教育、支援及倡議。

香港乳癌基金會有賴義工、癌病康復者、醫護人員、各界人士所貢獻的資源、款項和時間，本人謹藉此機會，向曾協助本會成長和發展的人士，致以衷心感謝，並盼望能得到進一步支持。

張淑儀醫生

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Message from the Founder

The formation of HKBCF is based on my vision in the need for more care for breast cancer patients. It is my hope that once a woman receives this care she can recover fully, resuming her role in society and her family, and live her life to the fullest. In my years of experience with cancer patients, they are always looking for reasons why they have cancer, they review their life style, dietary habits, personality traits, stress from work and home, pollutants from the environment, etc, yet, scientists and clinicians are still unable to give them the answers they seek. However, they share a common goal: patients and healthcare professionals both desire the knowledge to prevent cancer and also to search for new treatments and hopefully one day, a cure.

On the 8th of March 2005, together with cancer survivors who share the same vision, with the support of many doctors and friends, HKBCF set out to carry out its mission as an organization dedicated to breast cancer through our mission of Education, Support and Advocacy- the first of its kind in Hong Kong

The work of HKBCF could not have been possible without the dedication of volunteers, resources and funds raised from cancer survivors, concerned doctors, nurses and their friends. It is cherished by people who share the vision and mission and who have contributed their time and effort. I thank those who have contributed to the growth of HKBCF. I look forward to your continuing support to the Foundation.

Dr. Polly Cheung

主席的話

➔ 2006年12月，本人獲得創會人張淑儀醫生的信任，接棒為香港乳癌基金會第二屆主席，感到十分榮幸。

香港乳癌基金會矢志為乳癌患者提供支援，並向社會公眾推廣乳房健康教育。過去一年，本會貫徹宗旨，以教育、支援和倡議為三大工作方針。

教育方面，本會全年舉辦了多次有關乳癌教育講座；接觸多個私營、公營機構、社區團體，講解乳癌成因，宣傳及早檢查的重要性。本會亦透過網站上載最新的乳癌資訊，並製作有關乳房健康的數碼光碟等，旨在提升不同階層人士對乳癌的認識。

支援方面，本會在2006至2007年間安排了超過50個支援小組，向病友和家屬提供輔導支援。本會同時致力倡議改善乳癌治理，支持有關乳癌的研究。

隨着本會服務不斷發展，現已重整架構、加強效率。展望未來，本會將繼續強化教育、支援、倡議三大範疇，並加強與國際抗癌組織合作，提升乳癌治理的質素，鼓勵乳癌普查。

蔡梁婉薇女士，BBS

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Message from the Chairman

➔ With the trust of Dr. Polly Cheung, I am honoured to assume the chairmanship of HKBCF for the new term in December 2006.

HKBCF is dedicated to supporting breast cancer patients and promoting the importance of breast health in Hong Kong. In the past year, we have made great strides towards achieving the three main objectives of the Foundation: Education, Support and Advocacy.

In our educational work, educational talks have been held periodically throughout the year. We organized talks on the causes of breast cancer and the importance of early detection for schools, public and private corporations and community organizations. We also share the latest breast cancer information through our website and have produced DVDs on breast health and self examination for distribution.

As for support services, more than 50 support group sessions were held in the past year. At the same time, we advocate for better breast cancer care and support breast cancer-related research.

Looking forward, we would further enrich our service to achieve our missions, seek collaboration with international anti-cancer organizations in order to improve the quality of breast cancer care in Hong Kong and promote public breast screening programmes.

Mrs. Joanna Choi, BBS

關於我們

香港乳癌基金會於2005年3月成立，是本港首間以支援和幫助乳癌病人為宗旨的註冊慈善機構。本會得到一批乳癌康復者、患者親友及醫護專業人員的支持，共同致力推廣乳癌教育、支援和倡議。

宗旨

- 提高各界人士對乳癌的關注，認識及早發現的重要性
- 幫助乳癌患者踏上康復之路
- 支持有關乳癌研究，提倡改善乳癌護理

服務

1. 教育

- 透過網站和出版刊物，提供有關乳癌及乳房保健的重要資訊
- 透過定期講座和公眾教育計劃，提高大眾對乳房保健的意識，認識及早發現乳癌的重要性

2. 支援

- 透過支援小組，鼓勵患者及其家屬積極抗癌
- 設立資源中心，提供有關乳癌和保健用品的資訊
- 為病患者和會員提供輔導

3. 倡議

- 爭取提升乳癌病患者的福利
 - 倡議有關乳房保健的政策
 - 與其他國際抗癌組織合作，提升乳癌治理的質素
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About us

Hong Kong Breast Cancer Foundation, inaugurated in March 2005, is the first charity dedicated to breast cancer in Hong Kong. With the combined efforts of breast cancer survivors, their supporters and health care professionals, we serve the community by our dedication to breast cancer education, support and advocacy.

Our Mission

- Raise public awareness of breast cancer and the importance of early detection
- Provide support for breast cancer patients on their road to recovery
- Support research and advocate for better breast cancer care in Hong Kong

Our Service

1. Education

- Provide essential information on breast cancer and breast health via our website and publications
- Raise public awareness of breast health and the importance of early detection of breast cancer through public education

2. Support

- Provide encouragement for patients and their families via support group sessions
- Provide essential information and resources via our resource centre
- Provide counselling advice for patients and members

3. Advocacy

- Improve the welfare of breast cancer patients in Hong Kong
- Lobby for health care policy in breast healthcare
- Further the standard of patient care through networking and working with other international organizations which share the same objectives

組織架構

創會人 張淑儀醫生

名譽會長 范徐麗泰女士
GBM, GBS, JP

理事會成員

創會人 張淑儀醫生
主席 蔡梁婉薇女士, BBS
副主席 霍宇山女士
秘書 關許建香女士
司庫 胡湯文潔女士
會員 范建明先生
白美娜女士
鄭秀娟女士
卓嘉韻女士
何靜兒女士
李志妍女士
麥樂嫦女士

顧問團 關永康醫生
梁冬陽醫生
李沛基醫生
袁家慧博士
麥懿活醫生
Dr. Mary Rodrigues
Mrs. Pauline Magnus
麥黃小珍女士
蕭孫郁標女士
任關佩英女士
王長如小姐
陳麗雲教授, JP
余葉嘉莉女士

榮譽法律顧問 梁新春女士
(梁鄧蔡律師事務所)

Organization Structure

Founder Dr. Polly Cheung

Honorary President Hon Mrs. Rita Fan Hsu Lai-tai,
GBM, GBS, JP

Council Members

Founder Dr. Polly Cheung
Chairman Mrs. Joanna Choi, BBS
Vice Chairman Ms. Sandy Fok
Secretary Mrs. Virginia Kwan
Treasurer Mrs. Judy Woo
Members Mr. Fan Kin Ming
Mrs. Veronica Bourke
Ms. Ada Cheng
Ms. Charmaine Cheuk
Ms. Grace Ho
Ms. Charmaine Li
Ms. Mabel Mak

Honorary Advisors Dr. Kwan Wing Hong
Dr. Leung Tung Yeung
Dr. Lawrence Li
Dr. Rhoda Yuen
Dr. Yvonne Mak
Dr. Mary Rodrigues
Mrs. Pauline Magnus
Mrs. Sandra Mak
Mrs. Yvonne Siu Sun
Mrs. Lily Yam
Ms. Annie Wang
Prof. Cecilia Chan, JP
Mrs. Carrie Yu

Honorary Legal Advisor Ms. Pansy Leung
(Pansy Leung, Tang & Chua, Solicitors)

教育工作報告

「及早發現·治療關鍵」，本會的宗旨之一是要提高各界人士對乳癌的關注和認識。過去一年，本會定期每月舉辦一次乳癌教育講座，邀請專家主講不同範疇的題目，包括最新醫療資訊、飲食建議等，讓患者在康復路上得到裨益。

本會同時推行「公眾教育計劃」，為10個不同的私營、公營機構和社區團體主辦教育講座，共超過600人出席。講座的主要內容包括：講解乳癌的成因、治療方法、預防方法，並指導自我乳房檢查，更邀請了乳癌患者分享其故事。

於2007年3月期間，本會支持由香港女青年商會安排，假奧海城商場舉辦的「乳你有關」乳癌展覽會，展覽內容以預防乳癌和有關醫學資訊為主，吸引大批市民參觀，加深他們對乳癌的認識。



Education Report

'Early Detection Saves Lives' – to raise public awareness of breast cancer is one of HKBCF's missions. Our main aim through our education programmes is to encourage people to take their health into their own hands. We provide informative talks for the general public and our members on breast health and awareness and underline the necessity for breast self-examinations as a means of early detection.

Over the year, monthly educational talks were held to keep members informed of the latest breast cancer news. We invited specialists to deliver talks on different topics such as the latest medical information and dietary recommendations.

Through our Public Education Programme, we have organized talks for private and public corporations as well as community organizations, with over 600 participants. The topics covered the causes of breast cancer, treatment and prevention which included information on the vital breast self-examination. Breast cancer survivors were also invited to share their experience.

HKBCF and Hong Kong Jayceettes Junior Chamber co-organized a public exhibition at Olympian City in March 2007. The exhibition, which covered the prevention and medical information of breast cancer, drew much attention from the general public.



支援服務工作報告

本會有賴一批乳癌康復者和專業人員（醫護人員、心理醫生）成立病人支援小組，向患者提供心理和社交的支援網絡，在電話輔導之外，若有需要，亦會安排面談。

病人支援小組同時定期每周一次聚會，讓乳癌康復者與病友互相分享療程經歷、交換最新的癌病資料、舒緩情緒、互相鼓勵；本會的專業人員會提供醫學和心理意見。

支援小組聚會，由一名醫護人員和一名心理學家帶領下進行。過去一年，本會安排了超過50個小組聚會，逾600人次參與。本會也專為其中30多名病友安排特別小組，幫助他們緩解困擾和壓力。

過去一年，共有100多名病友享用本會的支援服務（包括電話跟進、輔導），而大部分病友已完成治療過程，目前正踏上康復之路。

除支援小組外，本會也經常舉辦康體活動，讓病人可以鬆弛身心，感受歡樂和友情，改善心理質素。



Support Service Report

With the help of a group of breast cancer survivors, medical professionals and psychologists, the Patient Support Group has been set up to provide much needed social and psychological aid to breast cancer patients. The dedicated telephone counselling service proved to be very effective and our Patient Support Group staff also provided face to face counselling.

Patient Support Group organized sharing sessions weekly to facilitate mutual support between breast cancer patients. Our team of medical and psychological professionals offered advice and answered questions.

Patient Support Group sharing sessions were led by a health care professional and a psychologist. Over the year, HKBCF conducted more than 50 Patient Support Group sessions with over 600 participants. In addition to peer support we also arranged special sessions for more than 30 patients to help them relieve stress and distress.

In the past year, our support service has served over 100 patients and the majority of them have completed their treatment successfully.

Through our support services, various activities are organised to help our members relax their bodies and minds, gain rapport, build friendships and enrich their quality of life.



根據2004年的統計，本港每22名女性中，便有1人一生中有機會患上乳癌，最年輕患者年齡不足20歲。為喚醒社會公眾對乳癌的關注及警覺性，本會於過去一年舉行了多次新聞發布會，宣揚「及早發現」的訊息。

本會於2006年9月舉行了以下記者會：

- 「香港乳癌基金會成立一周年及乳癌治療突破發布傳媒午餐」，席間邀請內科腫瘤科專科醫生蕭麗珊，講解乳癌治療最新發展—「標靶療法最新臨床研究」。
- 「香港女性對乳癌的危機意識和乳房檢查情況調查」暨「楊千嬅慈善郵票集發行典禮」新聞發布會。會上公布一項於同年7月至8月進行的調查結果，發現絕大部分受訪的18至59歲女性忽視乳房檢查的重要性，高危女性（40至59歲）的情況尤其令人憂慮。



為宣揚「及早發現·治療關鍵」的訊息，本會邀請本港著名歌影星楊千嬅小姐擔任本會大使，並與本會合作推出「楊千嬅慈善郵票集」，希望藉此提高各界女士對乳癌的警覺性，促使她們積極採取行動，定期檢查。

本會同時透過不同媒體，宣揚有關乳癌的知識。2006年10月，時任本會副主席的蔡梁婉薇女士與本會顧問、心理學家袁家慧博士接受亞洲電視節目《下午茶麼茶》訪問，講解乳癌的風險和預防方法，以及患者的心路歷程及需要。

本會亦曾接受南華早報訪問，介紹本會的支援服務和分享乳癌患者的經歷。該報也曾連載本會顧問、乳癌康復者麥懿活醫生由確診癌症、治療、到康復的心路歷程之文章。這些文章大受歡迎，其後更集結成書籍《Dr. Hannah: A Mother's Diary》出版。



➔ According to 2004 statistics, 1 in every 22 women stands a chance of developing breast cancer in her lifetime. Patients can be as young as age 20. To raise public awareness of breast cancer and the importance of early detection, HKBCF held several press conferences in the past year.

The following press conferences were held in September 2006:

- “A Media Lunch on the 1st Anniversary of HKBCF & the Latest Treatment Breakthrough in Breast Cancer”. Dr. Diana Siu, specialist in medical oncology, was invited to explain the latest development in breast cancer treatment - “Target Treatment”.
- “The Survey Results of Hong Kong Female’s Perception and Awareness of the Breast Cancer Risk and Breast Examination Behaviour, together with the Launch of Miriam Yeung Stamps Collection”. At the press conference, the results of a survey conducted in July and August 2006 were announced. Survey results revealed that most of the interviewees, aged between 18 and 59, neglected to see the importance of breast self examination, the situation among the high risk women age group (40 – 59) was particularly worrying.

To help spread the message of “Early Detection Saves Lives”, Ms. Miriam Yeung, a popular artist in Hong Kong, was invited to be the Ambassador of HKBCF. The “Miriam Yeung Stamps Collection” was launched to appeal to women of all ages to make regular examinations and take preventive actions against breast cancer.

HKBCF also publicized information about breast cancer through the media. In October 2006, HKBCF’s then vice-Chairman, Mrs. Joanna Choi, and its advisor and psychologist, Dr. Rhoda Yuen, were invited to be guest speakers on ATV’s programme, “Women Plaza II”, to talk about the risks and prevention of breast cancer, as well as the psychological changes and needs of breast cancer patients.

HKBCF introduced its support services and shared the story of a breast cancer patient through its interview with the South China Morning Post. The newspaper also published the story of HKBCF’s advisor, Dr. Yvonne Mak, who is a breast cancer survivor. The weekly instalments of her story were so popular that it was later published as the book “Dr. Hannah: A Mother’s Diary”.

籌募工作報告

過去一年，本會舉行了三項大型籌款活動，共籌得港幣近400萬元，所有善款除用於為乳癌病患者和康復者提供全面的支援及輔導服務外，更支持本會有關乳癌成因的研究，倡議改善乳癌護理。

2006年10月15日，本會假山頂舉行「乳你同行」慈善步行籌款，逾400人參與，籌得港幣70多萬元。是次籌款活動得到雅詩蘭黛香港集團 (Estée Lauder Hong Kong Limited) 及峰景餐廳 (Café Deco) 全面支持。

2007年5月4日，本會假四季酒店首次舉行慈善籌款晚宴，以「La Belle Epoque (The Beautiful Era)」為主題，獲社會各界近300位善長仁翁出席共襄善舉，並獲得多間機構贊助，捐出多項名貴物品拍賣，籌得逾港幣300萬元。

同年5月，本會聯同法國時裝品牌Baby Jane cacharel，舉辦慈善T-shirt籌款活動，宣揚「及早檢查」的訊息。本會大使楊千嬅小姐及Baby Jane cacharel的設計師各自設計了限量版的「With Love」慈善T-shirt作義賣，Baby Jane cacharel將所得之約9萬元利潤全數撥捐本會。



Fundraising Report

In the past year, three major fundraising activities were organized, raising nearly \$4 million for HKBCF. The funds have been used to provide comprehensive support and counselling service to breast cancer patients and survivors, and to support HKBCF's research in breast cancer so as to advocate for better breast cancer care.

The Walkathon 2006, our flagship event, was held on 15 October at the Peak with over 400 participants. A total of over \$700,000 was raised. Special thanks to the support of Estée Lauder Hong Kong Limited and Café Deco without whom this event wouldn't be possible.



On 4 May 2007, we held our first-ever Gala Dinner with the theme 'La Belle Epoque (The Beautiful Era)' at the Four Seasons Hotel. Nearly 300 generous individuals supported the event and a number of corporations donated precious gifts for the charity auction. More than \$3 million was raised through this event.

In the same month, HKBCF co-organized a T-shirt fundraising activity with French fashion label Baby Jane cacharel to spread the key message of "Early Detection". HKBCF ambassador, Ms. Miriam Yeung, and a Baby Jane cacharel designer each designed a limited edition of "With Love" T-shirt for charity sales. Baby Jane cacharel donated all proceeds of sales of about \$90,000 to HKBCF.



會員活動

為協助病友和康復者消除負面情緒，改善生活質素，本會安排康體聯誼活動，例如插花、郊遊、參觀藝術館等，舒緩情緒、鬆弛身心，讓同路人增進友情和關懷。

Members' Activities

HKBCF organized regular social activities for our members such as outings, museum visits and floral arrangement classes. Through these activities, members were able to enjoy themselves and relax with their friends and peers.



出版物品

本會於2007年4月起，定期向會員發放「粉紅絲帶電子通訊」，並於每月以電子郵件及郵遞方式，向會員預告有關本會的最新活動消息。所有資訊均同步上載本會網站，方便會員及公眾人士瀏覽。

除了「香港乳癌基金會簡介」和「乳房的健康指引」數碼光碟外，本會於過去一年製作了：

- 「乳房檢查指南卡」 — 闡釋自我乳房檢查的正確方法。
- 「乳你同行」數碼光碟 — 由專業醫護人員講解乳癌的成因、病徵、檢查方式、乳癌的期數和各種療法。
- 《治病圖解叢書—乳癌》（原著作者：Dr. Mohammed Keshtgar和Dr. Rob Stein；英國Health Press出版社）— 此書以淺白的圖解闡釋乳癌成因及如何取決治療方法，使患者對治療有更深入的了解，從而作出明智的決定。

本會不時向醫院、病人、機構及出席教育講座的人士，免費派發有關乳房健康的教材，讓市民更具體地掌握有關知識。過去一年，本會已派出超過5,000張「乳房檢查指南卡」和4,000隻「乳房的健康指引」數碼光碟。

Publications

In April 2007, the Pink Ribbon E-Newsletter was launched on our website. We also distribute monthly circulars to our members to update them on the latest activities and news of HKBCF. All information is uploaded to our website simultaneously for convenient access by members and the public.

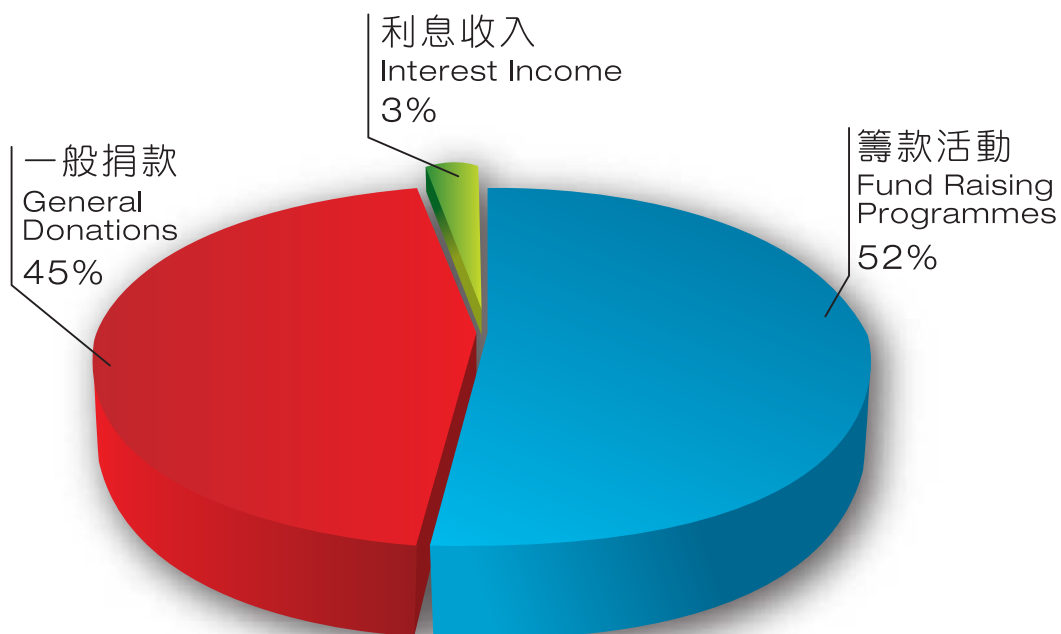
Apart from “HKBCF Pamphlet” and “A Guide to Breast Healthcare” DVD, HKBCF developed and produced:

- “Guide to Breast Examination Card” - An illustrated guide for breast self examination.
- “Taking on the Breast Cancer Challenge” DVD - Medical professionals explain the causes, signs, assessment methods and stages of breast cancer as well as its treatment options.
- Chinese version of “Patient Pictures Breast Cancer” (English original by Dr. Mohammed Keshtgar and Dr. Rob Stein; published by Health Press Limited, UK) - Mohammed Keshtgar, a leading breast surgeon in England, developed this pictorial book to help breast cancer patients understand more about breast cancer so that they can make informed decisions about their treatment.

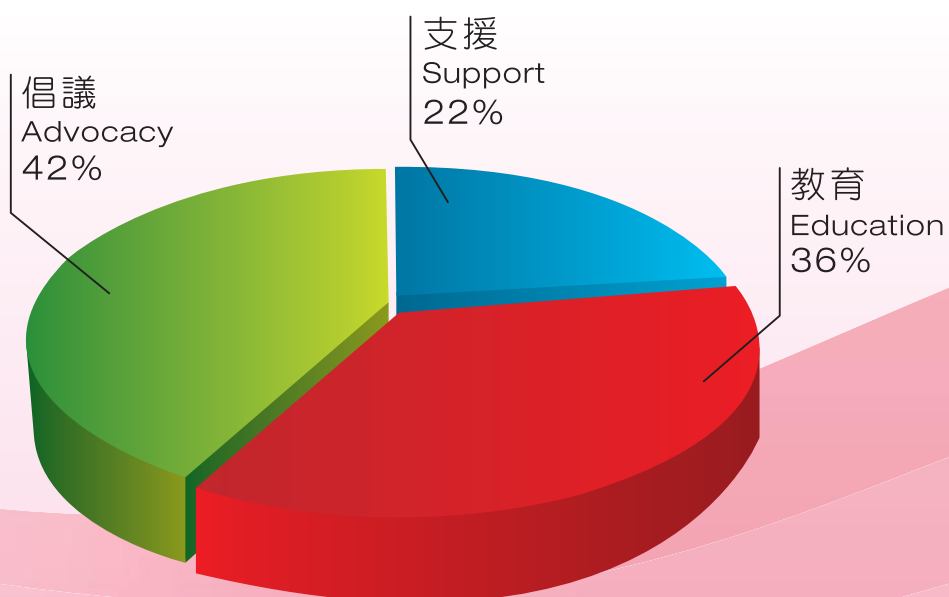
In the past year, more than 5,000 “Guide to Breast Examination Cards” and 4,000 copies of “A Guide to Breast Healthcare” DVDs were distributed to hospitals, patients, organizations, and attendees in our public talks.



收入來源 Source of Income



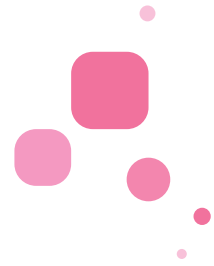
服務開支分佈 Services Expenditure Distribution



請支持我們

➔ 香港乳癌基金會致力贊助、支援及宣揚乳癌教育，並倡議提早診斷、有效治療和幫助乳癌患者建立正確人生觀。我們需要你的支持，你可以：

- 慷慨捐助，支持我們的服務
- 運用自己的時間及專長，加入我們的義工隊或籌款隊
- 成為會員，參與我們的活動



Please Support Us

➔ HKBCF is dedicated to funding, supporting and advocating education and awareness programmes, early diagnosis and effective treatment, and a positive attitude towards life for those living with breast cancer. We cannot achieve these goals without your support. You are invited to:

- Make a donation to support our programmes
- Volunteer your time and expertise and join our volunteer or fundraising team
- Participate in our activities as a member



鳴謝

➔ 在2006-2007年間，香港乳癌基金會幸蒙各階層人士和機構的慷慨捐獻和支持，得以繼續向病患者及公眾提供服務。我們謹代表所有受惠人士，表示無限謝意。

Acknowledgement

➔ In 2006 – 2007, HKBCF received donations and support from various organizations and people from all walks of life. On behalf of those who have benefited from their generosity and support, we hereby express our deepest gratitude.

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