

香港乳癌基金會年報

Hong Kong Breast Cancer Foundation

Annual Report 2009/10



前言 FOREWORD

在

2005 年，我們和一班乳癌康復者和熱心的支持者，眼見身邊很多病人因為乳癌而身心受創，而沒有得到適當的輔導和支援，於是大家於 2005 年合力創立了香港乳癌基金會，為患者提供交流抗病資訊和互相支援的平台，同時協助健康的婦女遠離乳癌威脅。

經過五年的努力，香港乳癌基金會從全由義工運作發展為今天有 13 名員工的機構，專注患者支援、公眾教育和以研究為本的倡議工作。

我們的支援服務由專業醫護人員帶領，由病人角度出發，致力增強患者、他們的親友及照顧者對抗乳癌的知識和能力，以助他們走過治療和康復之路。不少康復者又加入我們的義工行列，用同路人的經驗幫助新確診的患者。就這樣，乳癌基金會發展為本地唯一全面關顧乳癌患者身心靈需要的慈善組織，我們的支援服務五年來接觸二萬人次。

大部分乳癌都不是遺傳的，而是跟個人生活習慣等環境因素有關，因此我們積極推廣防範乳癌和定期的乳房健康檢查，以助患者及早發現病症。本會 2008 年推出的乳房 X 光造影檢查資助計劃，為低收入婦女提供乳房檢查資助和乳房保健教育。迄今二千多名婦女受惠而接受過免費造影檢查，當中 11 人發現乳癌，四人屬最早期的零期乳癌，意味她們可以及早醫治，免受生命威脅，而且治療方法較簡單，創傷亦較少。

在香港賽馬會慈善信託基金的支持下，本會將於 2011 年中成立社區乳健中心，為更廣層面的婦女提供乳癌普查和診斷的服務。這項嶄新的服務可望填補現時公營和私營乳房健康檢查服務之間的鴻溝，前者輪候時間冗長，而後者則收費高，令低收入人士卻步。

惟有掌握本地乳癌實況，才可以找出有效的改善方案。香港乳癌基金會於 2007 年成立了本港首個全面的乳癌資料庫，結集醫護界專家的經驗和力量，搜集和分析本地乳癌患者的數據。資料庫至今發表了兩份香港乳癌實況報告，收集近三千人的資料。在可見的將來，資料庫的研究成果將成為我們倡議工作的有力佐證，為香港找出更適切的乳癌防控、檢查、治療和康復方案。

作為小規模的非牟利慈善組織，我們的經費全靠公眾捐款，沒有你的支持，我們的服務和工作無法推行。謹在此向每一位捐款者、義工、夥伴、同事和會員致以衷心的謝意。回望五年，我們為乳癌基金會的成績感到鼓舞。

對抗乳癌的路任重道遠，我們希望有你同行，直至乳癌威脅不再。

In 2005, the Foundation was formed by a group of breast cancer survivors and volunteers to provide a platform for the coordination of information exchange and peer support for those diagnosed with breast cancer. Our goal as the organisation grew was to offer better outcomes to women with breast cancer, and to help healthy women protect themselves against it.

Five years on, the Foundation has evolved into an organisation with a wider scope of operation built on three pillars: Patient Support, Public Education and Research-based Advocacy.

Our professional-led support service is aimed to serve the community with extended breast cancer care, empowering women with breast cancer, their families, friends and carers with the requisite knowledge and resources on their journey of overcoming the disease and its treatment.

The majority of breast cancer cases are not hereditary but are linked directly to our environment and our living habits. Hence we actively promote preventive measures and early detection of breast cancer by regular screening. In particular, our Mammography Screening Financial Assistance Programme plays a critical role in screening and education for the underprivileged groups. So far we offered free screening to over 2000 women and 11 cancer cases were diagnosed. In mid 2011, we are setting up a community-based Breast Health Centre to serve all women in Hong Kong with screening and diagnostic services.

No measure no control. It is impossible to really make an impact on breast cancer control without a clear understanding of the local situation. The Foundation set up its research arm, the Hong Kong Breast Cancer Registry in 2007 to collect and analyse data of local breast cancer cases. The findings and insights will serve as evidence on which our policy advocacy for better prevention, detection, treatment and rehabilitation of breast cancer is based.

As a non-profit organisation dependent on public funding and volunteer help, generous and much-appreciated support from individuals and companies continues to be important while the Foundation continues to look for expansion of its membership and draw in key stakeholders from society at large.

Please continue to support our efforts in safeguarding the health and well-being of those who are and who may be affected by breast cancer. Together we can make a difference!



張淑儀醫生
創會人
Dr. Polly Cheung
Founder



霍何綺華
主席
Mrs. Eliza Fok
Chairman

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願景與使命 Vision and Mission

香港乳癌基金會於 2005 年 3 月 8 日成立，是本港首間專注乳健教育、患者支援、研究及倡議的非牟利慈善組織。我們與乳癌患者、康復者、醫護界人員和支持者攜手，致力消滅乳癌對本港社會的威脅。

我們的使命：

- 🎀 教育公眾認識和防範乳癌；
- 🎀 支援患者對抗乳癌和克服治療所面對的障礙和創傷；
- 🎀 倡議改善本港的乳癌防控、篩檢、診斷、治療及護理方案。

The Hong Kong Breast Cancer Foundation was set up on 8 March 2005, as a non-profit charitable organisation dedicated to breast cancer education, support and advocacy. We work with breast cancer survivors, supporters and concerned health care professionals, striving to eliminate the threats of breast cancer to local community.

Mission

- 🎀 To **educate** the public about breast cancer and know-how of early detection
- 🎀 To **support** those with breast cancer on their road to recovery, and help them minimise the trauma and hardship
- 🎀 To **advocate** better prevention, detection, diagnosis, treatment and care of breast cancer in Hong Kong



教育：提升公眾的乳健意識

Education: Building Breast Health Awareness

「在香港乳癌基金會的教育講座上，我認識到健康的飲食和生活習慣有助減低患乳癌的風險，另外定期檢查乳房健康也十分重要。我又將有關的小冊子傳給我的朋友和媳婦，與她們分享乳健貼士。」

"I learnt from an educational talk held by the HKBCF that healthy diet and lifestyle can help reduce the risk of getting breast cancer. It's important to check up our breasts regularly. I passed on the breast health booklets to my friends and my daughter-in-law to share the tips with them."

胡女士 粉嶺家庭主婦
Ms. Wu, housewife in Fanling

「許多國家已經實行女性乳房健康普查，反觀香港卻未有這種計劃；不少人發現患上乳癌時已經是病症的較後期。作為民間組織，本會盡力協助婦女進行定期乳癌篩檢。希望香港政府也考慮為婦女提供進一步的健康服務。」

"Population-wide breast cancer screening programmes are implemented in many countries. Yet Hong Kong doesn't have such a programme or else many women could have detected breast cancer at an earlier stage. We as an NGO are making efforts to promote early detection. We hope the Government can take further steps to protect public health."

范徐麗泰 香港乳癌基金會名譽會長
The Hon Mrs. Rita Fan Hsu Lai-tai, GBM, GBS, JP
Honorary President, HKBCF



口耳相傳

女性在乳癌威脅下首當其衝，因此我們設計不同的乳健教育活動為學校、私營機構和社區裡的女性介紹防範乳癌的方法。

「乳房 X 光造影檢查」資助計劃

「乳房 X 光造影檢查資助計劃」是本會乳健教育的基石之一。我們資助從未接受過乳癌檢測的四十歲以上低收入婦女進行乳房 X 光造影檢查。自該計劃於 2008 年 9 月推出至 2010 年中，有 2,327 名婦女受惠，當中 4 人確診患有乳癌，繼而得以及時治療。

在 2009/2010 年度參加計劃的 927 名婦女中，八成四人表示計劃令她們對乳癌風險的認識增加；七成表示對乳房健康檢查的態度有所改變。

走進學校及社區

我們努力不懈推廣乳健訊息，在本年度先後舉辦了七次學校講座及 23 次社區講座，接觸近 2,300 人，向他們介紹乳癌高危因素、防範乳癌的方法，以及示範自我乳房檢查的方法。

Spreading the Words through a Myriad of Channels

Breast cancer affects female most. That's why we have designed public education activities that target female in schools, companies and the community.

Mammography Screening Financial Assistance Programme

One of the cornerstones of our awareness building efforts is our Mammography Screening Financial Assistance Programme that supports low-income women aged 40 or above who otherwise would not get tested for breast cancer. Since its launch in September 2008 until June 2010, 2,327 women benefited from the programme and received their free mammograms. Of all the participants, four had been diagnosed with breast cancer at an early stage and received timely treatment.

Among the 927 women who participated in the programme in 2009/2010, 84 per cent expressed that the programme let them better understand breast cancer risk, and 70 per cent had changed their attitudes towards attending breast examinations.

Involving Students and the Community

In our ongoing effort to bring breast health information to women at large, we held 7 school talks and 23 community talks reaching an audience of nearly 2,300 people. In these talks we explained risk factors for breast cancer, tips for averting the risk and demonstrated how to perform breast self-examination.



學校

Schools

迦密主恩中學	Carmel Divine Grace Foundation Secondary School
香港正覺蓮社佛教正覺中學	HHCKLA Buddhist Ching Kok Secondary School
港九潮州公會馬松深中學	H.K. & Kln. C.C.P.A. Ma Chung Sum Secondary School
景嶺書院	King Ling College
瑪利曼中學	Marymount Secondary School
瑪利諾高中書院	Maryknoll College
英華女學校	Ying Wa Girls' School

社區團體

Community group

愛嬰醫院香港協會	Baby Friendly Hospital Initiative Hong Kong Association
明愛堅道社區中心	Caritas Community Centre - Caine Road
明愛筲箕灣綜合家庭服務中心	Caritas Integrated Family Service Centre - Shau Kei Wan
教區菲藉人士牧民中心	Diocesan Pastoral Centre for Filipinos
香港家庭計劃指導會上水婦女會	FPA Sheung Shui Women's Club
香港家庭計劃指導會將軍澳婦女會	FPA Tseung Kwan O Women's Club
工聯會屯門地區服務處	F.T.U. Tuen Mun District Service Office
工聯會荃灣地區服務處	F.T.U. Tsuen Wan District Service Office
香港中西區婦女會	Hong Kong Central and Western District Woman Association
香港家庭福利會	Hong Kong Family Welfare Society
葵涌 (南) 綜合家庭服務中心	Kwai Chung (South) Integrated Family Service Centre
樂群社會服務處 (大埔)	Lok Kwan Social Service (Tai Po)
樂群社會服務處 (慈雲山)	Lok Kwan Social Service (Tsz Wan Shan)
西貢區社會福利署綜合家庭服務中心	Sai Kung Integrated Family Service Centre Social Welfare Department
西貢將軍澳婦女會	Sai Kung and Tseung Kwan O Women's Association Limited
香港教育學院持續專業教育學院	School of Continuing and Professional Education The Hong Kong Institute of Education
香港戒毒會	The Society for the Aid and Rehabilitation of Drug Abusers
城市睦福團契	Urban Peacemaker Evangelistic Fellowship
黃大仙婦女聯合會	Wong Tai Sin Women's Association

我們在 2009 年 11 月 6 及 7 日一連兩天在「中西區健康節」推廣「及早發現，治療關鍵」，數百婦女觀看乳健教育短片及學習自我檢查乳房健康的步驟。



In November 2009 we took part in the two-day Central and Western District Health Festival to promote "Early Detection Saves Lives." Many women became more aware of the risks from our educational video and learned the simple steps of self-examination.

企業講座

我們鼓勵商業機構在履行企業社會責任的框架下，為員工安排乳癌教育講座。過去一年，我們為多家商業機構舉辦講座：

溢達集團 Esquel Group

佐丹奴 Giordano

Max Mara

Hanesbrands (HK) Limited

匯豐保險 HSBC Insurance

Corporate Talks

Several companies engaged us to deliver talks to their employees within their corporate social responsibility framework. We wholeheartedly thank these organisations for trusting their valuable time to us.



支援：全方位關顧患者需要

Support: The Many Faces of Support

「初確診時覺得好迷失，整個人掉進谷底。香港乳癌基金會支援服務的護士和患病的姊妹們給我有關治療的醫護資訊，以及應付負面情緒的方法，幫我重拾信心。我現在為基金會做義工，向剛接受過手術的同路人示範手部運動，與大家一起進步，感覺很開心。」

"I felt lost and discouraged when I was diagnosed with breast cancer. Now I see a bright future. Through the HKBCF nurses and peers I learned about treatment options and how to cope with negative emotions. Today I lead an upper-limb exercise class. It feels good to be moving forward with my 'sisters'."

李太 乳癌患者支援小組組員

Mrs. Vivian Li, HKBCF patient support group member & volunteer



「參加了家人支援小組，我學會多聆聽和容忍，細心聽太太所講，然後看看怎樣幫助她。」

"Upon joining family support group organised by the Foundation, I learnt to be a good listener and become a better caregiver for my wife."

李先生 家人支援小組組員

Mr. Li, HKBCF family support group member



情緒支援

我們致力提供各種支援服務以回應受乳癌影響的人士的身心靈需要。

貼心護理錦囊

我們明白患者在治療期間面對的不適和不便，因此我們製作乳癌護理錦囊，以助患者更輕鬆應付治療的副作用。當中的熱敷包可增加患者的血液循環，有助化療

注射；《我的歷程》日誌讓患者記錄治療過程及進度。護理錦囊經診所及醫院免費送給準備接受術後治療的乳癌患者。



互相扶持

對乳癌患者來說，沒有什麼比同路人的扶持和鼓勵更加有用。不少人患上乳癌後面對過多資訊和眾說紛紜而感到迷失或失去信心，因此香港乳癌基金會開設開放的平台，讓患者及康復者互相分享經驗和感受，甚至解答疑難。患者可免費參加患者支援小組（個人面談或電話支援）或個別輔導服務。此外，患者的家庭成員也可參加我們的家人支援小組，學習如何支持他們的親人。

過去一年，一千四百多名乳癌患者參加了不同的支援小組，約 280 名初確診患者及百多名患者的家人得到我們的家人支援小組支持。我們又安排了 58 對患者和康復的「過來人」進行了三千多次電話聯繫，分享抗癌經歷。



Emotional Support

We have strived to provide distinct and various support services that cater to the needs of all whose body, mind and spirit has been touched by breast cancer.

A Pack Full of Comfort

We realise the discomfort and inconvenience resulting from breast cancer treatments. That's why we produce the Breast Cancer Comfort Pack to help patients better cope with the side effects of treatments. The pack contains a heat pack to help blood circulation for ease of injection, and "My Journey" a journal to record their medical appointments and follow-ups. The gifts are distributed through clinics and hospitals for free to those who are receiving post-surgery treatments.

People Helping People

Many patients get confused and lose confidence when faced with an overload of information about treatments. To breast cancer patients, nothing is better than the support from one who had been through the same path. Hence, we have created an open forum for those affected by breast cancer to share experiences and feelings, or to seek solutions to their problems. At no cost, patients participate in our Patient Support Group (in person or by phone) or our individual counselling service. In addition, family members of patients take part in our Family Support Group where they can learn how to support their loved ones.

Over the year, over 1400 people with breast cancer participated in the different support groups, some 280 were newly diagnosed and over 100 of their family members obtained support in our Family Support Group. We engaged in some 3,000 phone conversations with patients and linked up 58 patient-survivor pairs enabling them to share their experiences on the phone.

專家與康復者的支持

香港乳癌基金會十多名會員和義工於 2010 年 4 月出席在上海舉行的全球華人乳癌病友組織聯盟大會，交流支援及復康方面的經驗。

我們在過去一年舉行了七次「齊齊與專家對話」座談會，讓患者有機會與專注乳癌的專科醫生和已康復的抗癌勇士面談和交流，患者提出個人的疑難，即時得到回應或建議。我們感謝以下人士貢獻出寶貴時間：

- 王天鳳女士
- 李沛基醫生
- 袁家慧博士
- 張明智醫生
- 蔡浩強醫生
- 蔡梁婉薇女士
- 關永康醫生

知識就是力量

我們過去一年為患者舉辦了十次講座，由醫護專業人員就乳癌治療及康復後的護理作專題介紹，增強患者、康復者及其家人對有關方面的知識，遠離乳癌威脅。講座亦為患者提供每月聚頭交流的機會。

Words of Experts and Survivors Bring Reassurance

A group of HKBCF volunteers and members participated in the International Breast Cancer Rehabilitation Forum in Shanghai in April 2010, sharing with peers from all different parts of the world the experience in patient support and recovery.

We hosted seven sessions of "Meeting-The-Expert" and "Meeting-The-Heroine" in the past year, allowing the patients to meet doctors specialised in the field and survivors who have combated the disease and to seek advice and answers for their questions. Our gratitude goes to the following individuals for hosting the sessions:

- Dr. Michael Cheung Ming Chee
- Dr. Peter Choi Ho Keung
- Mrs. Joanna Choi
- Dr. Kwan Wing Hong
- Dr. Lawrence Li Pui Ki
- Ms. Mary Wong
- Dr. Rhoda Yuen

Knowledge is Power

In the year, ten monthly talks were held, covering a wide range of topics from breast cancer treatment to post treatment care. The main goal of the talks was to empower patients, survivors and their family members with breast cancer knowledge and therefore helped them better tackle their treatment situation. The talk was also a good occasion for patients to get together and share.

2010.06.19	乳癌骨轉移之症狀及治理方法 Bone Involvement and Related Treatment
2010.05.15	乳癌復康 - 運動治療 Effectiveness of Exercise on Breast Cancer Rehabilitation
2010.04.17	中醫於乳癌之預防、治療後及康復中之輔助 How traditional Chinese medicine supports the prevention and recovery of breast cancer patients
2010.03.20	乳癌後的亮麗人生 A Beautiful Life after Breast Cancer
2010.01.16	香港乳癌實況 2008 報告給我們的啟示 What we learned from the Breast Cancer Facts in Hong Kong 2008 Report
2009.11.07	食用雌激素與乳癌的關係 Effects of Estrogen on Breast Cancer

2009.10.10	乳癌手術後的淋巴水腫護理 Management of Lymphoedema after Breast Cancer Surgery
2009.09.05	壓力與乳癌 Stress and Breast Cancer
2009.08.01	乳癌的防治因素與防治 Epidemiological Factors affecting Breast Cancer
2009.07.18	運動與乳癌 Exercise and Breast Cancer

紓減乳癌藥費負擔

為了確保乳癌患者不會因無力負擔藥費而失去治療機會，香港乳癌基金會尋求與藥廠及醫療服務公司合作，為患者提供實質的經濟資助，減免患者在對抗乳癌過程中的後顧之憂。

自 2009 年 6 月開始，我們與葛蘭素史克藥廠合作提供口服標靶藥的資助計劃，申請者通過經濟審查（平均家庭月入不超過港幣 70,000 元，限額視乎申請人的家庭成員數目而定）。綜援受助人毋需通過經濟審查。截至 2010 年 6 月計劃惠及 18 名患者，補助金額合共港幣 559,000 元。

此外，我們於 2010 年 3 月與基健美公司合作，推出乳癌復發基因檢測 — 安可待® 資助計劃，資助有需要的患者進行評估復發可能性的檢測，以助醫生制訂最合適的治療計劃。



會員有如一家人

不少使用過本會支援服務的人士都選擇成為本會會員，會員人數持續增長，截至 2010 年中達 639 人。

Knocking Down Barriers to Treatment

In support of those who could not pay for the treatments or tests that are beneficial to them, the HKBCF has been pursuing partnership with pharmaceutical companies and medical service companies to run financial assistance programmes. We aim to lessen their burden on the journey of fight against breast cancer.

Since June 2009 we worked with GlaxoSmithKline to launch a financial assistance programme for an oral targeted therapy drug. Applicants with an average monthly household income not exceeding HK\$70,000 are eligible to apply while the financial means test is waived for CSSA recipients. As of June 2010, the programme has helped 18 patients, totalling HK\$559,000 in subsidies.

In addition, our partnership with Genomic Health bore fruit to a new assistance programme in March 2010 - the Breast Cancer Recurrence Score Assay - Oncotype DX Financial Assistance Programme. The assay allows doctors to assess the likelihood of recurrence and thus design a more appropriate treatment regime for patients. The qualified patients could apply financial subsidies for this test.

Stronger Ties within the HKBCF Family - Membership

Many who have used our support services choose to join as members of the Foundation. Our membership continues growing. Total number reached 639 as of June 2010.

會員活動：為健康和友誼喝采

最好的治療方法之一莫過於在生活細節上找到喜樂。我們舉辦不同的聯誼活動及節目，讓康復中的患者調劑一下，享受生活情趣，保持心境開朗。

本年度我們加入的新活動：

- 2009年9月「提升自我形象小組」舉行了四次聚會
- 2009年10月為會員安排兩場香薰治療課程
- 2010年3月6日在尖沙咀基督教青年會舉行香港乳癌基金會五週年會員聯歡聚餐
- 2010年5月22-29日音樂舒緩情緒班
- 2010年6月至今由導師周小君帶領的「音韻樂心靈」歌唱班組成
- 2010年6月火鳳凰小組（晚期乳癌患者）舉行英雄宴慶祝小組成立一週年，組員在「生命樹」寫上祝福和勉勵語句為同路人打氣



- 2010年7月至今火鳳凰小組逢星期五聚會

我們繼續舉辦編織、國畫班等興趣班，以及每月舉辦郊遊活動。

資源圖書館

香港乳癌基金會設有資源圖書館，歡迎市民使用和閱覽有關乳癌的期刊、研究報告、書籍、影音短片、雜誌及剪報等。

Members' Activities:

Cherishing Health and Friendship

One of the best remedies is to find joy in the simple things in life. With that in mind, we have hosted different social events and programmes to help members relieve emotional stress and enjoy peace and harmony in their recovery path.

In the past year, we have introduced new activities including:

- Self-Image Enhancement Group met four times in September 2009
- Two aromatherapy sessions were held in October 2009
- A Dinner Party in celebration of the 5th Anniversary of the HKBCF was held at the YMCA in Tsim Sha Tsui on 6 March 2010
- Relaxation with Music session held 22-29 May 2010
- Melody in Mind singing group led by Ms. Olivia Chow started in June 2010
- A Heroines' Party was held in June 2010 to celebrate the anniversary of the formation of the Advanced Breast Cancer Group. Members shared their joy and gratitude on a Tree of Life.
- Phoenix Group (advanced breast cancer) met every Friday since July 2010

We also continued making available interest classes, such as knitting and Chinese painting classes, as well as organised monthly outings for members.

Making Information Available

Our resource library located in the HKBCF office is open to the public. It contains journals, research reports, books, videos, magazine and newspapers clippings related to breast cancer.



研究及倡議：掌握本港乳癌實況

Research & Advocacy: Understanding Breast Cancer Facts

「我參加了香港乳癌資料庫。資料庫涵蓋乳癌患者得病前後的資料，數據分析很有用，讓我知道其他患者的治療方法；亦警醒像我一樣過重和欠缺運動的女性，是高危一族，要加以注意。」

"I've participated in the Hong Kong Breast Cancer Registry. It collects information from breast cancer patients. The analysis is so helpful; it tells us how breast cancer is affecting the community, the treatment options my peers received and those who are overweight and lack exercise are at higher risk of breast cancer."

Julia 香港乳癌資料庫參加者

Julia, Breast Cancer Registry participant

「已經有四千多名乳癌患者加入香港乳癌資料庫，提供病歷資料作分析和研究。愈多人參與，數據就愈有代表性。」

"More than 4,000 patients have registered with the Breast Cancer Registry. They provide their personal and clinical data for analysis and critical research. The more people participate, the more representative the Registry would be."

陳婉嫻 香港乳癌基金會顧問

Chan Yuen Han, Honorary Advisor, HKBCF

香港乳癌實況報告：第一號報告

我們在 2009 年 9 月發表了首份《香港乳癌實況報告 2008》。這是香港乳癌資料庫自成立兩年來收集本地乳癌個案數據的成果。報告讓我們看到未受注視的本港乳癌情況：

- 香港女性確診乳癌的年齡中位數為 47 歲，相比澳洲及美國年輕。
- 本港乳癌患者最常見的高危因素是缺乏運動及從沒有餵哺母乳。
- 由影像檢查發現的乳癌腫瘤比自己無意中發現的腫瘤平均為小。

香港乳癌資料庫的數據收集工作涵蓋面由最初的私家醫院，到現在包括多家公立醫院，所得數據更具全面和更有代表性。截至 2010 年 6 月，已有 4,012 名本港乳癌患者及康復者登記參與香港乳癌資料庫。



Hong Kong Breast Cancer Facts Report No. 1

September 2009 marked the release of our first Breast Cancer Facts in Hong Kong 2008 report. This was the culmination of the data-collection work which began in 2007 when the Hong Kong Breast Cancer Registry was launched. The analysis revealed information regarding the local breast cancer situation that had been neglected:

- 47 is the median age at which Hong Kong's women are diagnosed with breast cancer - significantly younger than that in Australia and the United States.
- Lack of exercise and no breast feeding are the most common risk factors for breast cancer for local patients.
- Screening-detected breast cancer tumour is smaller than self-detected tumour in terms of size on average.

To make its coverage more comprehensive and representative, the Breast Cancer Registry started to collect data from patients receiving treatment at public hospitals in addition to patients of private clinics and hospitals. As of June 2010, more than 4,000 people affected by breast cancer had registered with the Registry.

數據收集的協作機構 Participating Sites (as of June 2010)

浸會醫院	Baptist Hospital
廣華醫院	Kwong Wah Hospital
東區尤德夫人那打素醫院	Pamela Youde Nethersole Eastern Hospital
博愛醫院	Pok Oi Hospital
瑪嘉烈醫院	Princess Margaret Hospital
屯門醫院	Tuen Mun Hospital
養和醫院	Hong Kong Sanatorium & Hospital
北區醫院	North District Hospital
沙田威爾斯親王醫院	Prince of Wales Hospital
瑪麗醫院	Queen Mary Hospital
基督教聯合醫院	United Christian Hospital
四間私家診所	Four private clinics

香港乳癌資料庫簡報

在 2010 年 5 月，我們出版了第一期《乳癌資料庫簡報》半年刊，以補充《香港乳癌實況報告》。首期簡報刊載了兩項專題分析：乳癌普查比自行檢查更有效診斷出乳癌；手術對患者自我形象的影響。

Hong Kong Breast Cancer Registry Bulletin

In May 2010, we also published the first bi-annual Breast Cancer Registry Bulletin. This first issue featured two sub-analysis: breast cancer is detected earlier through regular screening rather than self-examination; and how different treatments affect patients' self-images differently.

www.hkbcf.org/breastcancerregistry



傳訊 Media and Communications

借助電視廣播

我們致力讓更多人認識乳癌風險和防範的方法，我們獲無線電視贊助節目時間及協助製作，於2009年10月5至9日翡翠台黃金時段的《東張西望》節目內播出一連五集的《乳癌新啟示》，向逾百萬觀眾介紹乳癌徵兆、乳癌檢測、手術及治療方法以及康復者的故事分享。

now TV 在2009年9月播映了改編自日本少女長島千惠積極對抗乳癌的真人真事紀實片《花嫁》。now TV亦與本會合作製作了一連五集的十分鐘短片《花嫁的叮囑》，呼籲婦女定期自我檢查，帶出「及早發現，治療關鍵」的訊息。

Spreading the Words on TV

We got local TV station TVB's support in making a five mini-episode series from 5 to 9 October 2009 titled "New Inspiration on Breast Cancer." The series went out during prime-time programme "Scoop" getting across our message to more than one million audiences. The five informative episodes included information on breast cancer symptoms, detection, treatment and survivor stories.

now TV televised in September 2009 the Japanese documentary "April Bride," based on the true story of young Chieko and her strong and optimistic battle against breast cancer. Alongside, the Foundation and now TV co-produced five short films to highlight the importance of regular screening in order to detect cancer early.

網上聯繫

香港乳癌基金會的網站（www.hkbcf.org）累計有三萬人次登入，是我們宣揚乳健資訊的有效途徑。年內，我們在網站加設了每日更新的乳癌新聞，以及乳健教育小冊子以供下載。不少患者及其家人通過本會網站而接觸我們的支援服務。

HKBCF Online

With almost 30,000 visits, our website (www.hkbcf.org) continues being an effective way to communicate with the breast health communities. We have launched a breast cancer news service and downloadable publications. The website is also a crucial access point to services for breast cancer patients and their families.



新聞媒體

我們就乳癌資料庫的報告、檢測資助計劃舉行新聞發布會，並不時向傳媒介紹本會支援服務及項目成效、教育講座及籌款活動等。今年香港乳癌基金會錄得 83 篇報章及雜誌報道，反映我們的工作更受認同。



Getting Media Attention

Press conferences were held for the release of Breast Cancer Facts in Hong Kong report and the launch of new financial assistance programme. We also promote through news media our support services and programme, educational talks and fundraising initiatives. We recorded 83 mentions in the news media this year, evidence of the growing recognition of our cause.

出版

我們推出了《粉紅絲帶通訊》革新號，這份季刊每期發行量逾二千，除了專題介紹乳癌及乳房健康資訊，亦是我們與支持者維繫溝通的渠道。我們每月出版「會員通訊」通知會員本會的最新活動和服務。為了善用資源和方便讀者，我們的讀物都設有電子版可供免費訂閱。

Publications for Education Purpose

The revamped Pink Ribbon newsletter, with a circulation of over 2,000, discusses breast cancer and breast health issues and keeps readers updated on our work. Our monthly Members' Circulars serve as the key channel for us to maintain communications with members. To make better use of our resources and ease the reading experience, readers can subscribe to our publications online for free.



籌款 Fundraising

香港乳癌基金會本年度的籌款收入為港幣 904 萬元。我們繼續得到熱心的機構及支持者鼎力支持；慈善音樂會和一年一度的步行籌款活動這兩項大型籌款活動共籌得 258 萬元。

The fundraising revenue of last year is \$9.04 million. We are pleased to receive unrestrained and generous support from individuals and organisations to our cause. \$2.58 million was collected from the charity concert and the annual walkathon we held in the year.

聲聲悅耳

近九百人於 2010 年 4 月 4 日晚上出席由香港愛樂樂團呈獻的「春之樂韻」慈善音樂會，由本身是乳癌康復者的著名鋼琴家林敏柔、香港管弦樂團首席大提琴家鮑力卓和小提琴家孟先擔任特別表演嘉賓。音樂會為本會籌得近 80 萬港元，該筆款項可資助近千名低收入婦女接受免費乳房 X 光造影檢查。



Music to Our Ears

The Hong Kong Philharmonic Orchestra presented "Melody of Spring" on 4 April, 2010. This charity concert raised close to HK\$800,000, which was directed specifically at the Mammography Screening Financial Assistance Programme. The Philharmonic Orchestra performed with special guest, soloist and a breast cancer survivor Margaret Lynn in the piano, Richard Bamping in the cello and Xian Meng in the violin. Approximately 900 people enjoyed the performance.

Breast Cancer Awareness Walkathon 2009

Another highlight of our fundraising efforts was the Pink Walk Against Breast Cancer - our annual signature event was held on 18 October 2009 within the International Breast Cancer Awareness month. Almost 800 supporters walked around the Peak in pink and raised an impressive HK\$ 1.76 million. Three prizes were awarded to:

關注乳癌步行籌款 2009

本會為響應「國際乳癌關注月」而於 2009 年 10 月 18 日舉行「關注乳癌步行籌款 2009」，近 800 人身體力行支持，身穿粉紅服飾的參加者在太平山頂構成充滿活力的「粉色」人海，場面壯觀。活動籌得港幣 176 萬元。我們衷心多謝參與其中的市民、會員、支持者、公司和學校。

三項籌款獎項得獎者是：

- Adele and Michael Pieper — 「粉」墨登場獎
- Ms Chan Yiu Yi — 個人最高籌款獎
- Estee Lauder Group (HK) Ltd — 最高參與人數獎

- Adele and Michael Pieper - Best Dressed Pink Award
- Ms Chan Yiu Yi - Top Fund Raiser Award
- Estee Lauder Group (HK) Ltd - Highest Participation Award



粉紅絲帶夥伴

我們在年內得到多家商業機構及社團支持，將其活動的收益撥捐予香港乳癌基金會，當中更有 12 間捐贈額超過港幣二萬元而成為本會的「粉紅絲帶夥伴」。

A Caring Community

Many organisations have shown their strong support by hosting beneficiary events or promotions and donating some or all of the proceeds to us, which are vital for our services and programmes. Our Pink Ribbon Partner programme recognises those who donated more than \$20,000.

粉紅絲帶夥伴 Pink Ribbon Partners

A.T. Cross (Asia Pacific) Limited

Annie Klein New York

村鄉葡萄園 (國際) 有限公司 Cottage Vineyards (International) Ltd.

香港足球會 Hong Kong Football Club

京瓷亞太有限公司 Kyocera Asia Pacific Limited

婦女遊樂會 Ladies' Recreation Club

Max Mara

Movement Improvement

Orla Kiely

Pandora

Pure Yoga

Tap That Events and Marketing

Turner Broadcasting System

W Hotel



香港崇德社將電影首映禮部分收益贈予本會。
The Zonta Club of Hong Kong donated part of its film premiere proceeds to the HKBCF.



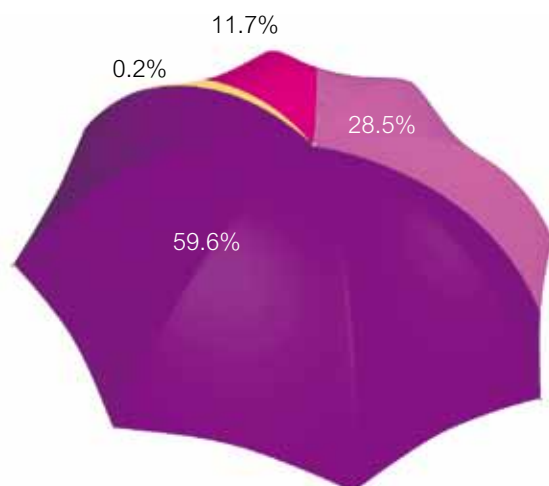
香港足球會的球類競技日及慈善晚會為本會籌得近百萬元。
The Hong Kong Football Club's Pretty in Pink ball and sports day raised nearly one million in support of the HKBCF.

財務報告摘要 Financial Highlights

21

收入 INCOME

2009/10
HK\$'000



收入 Income

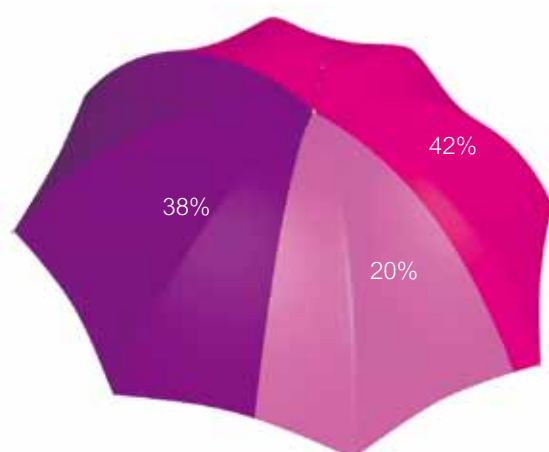
捐款 Donations	5,384
籌款活動收益 Fundraising activities	2,579
公益金撥款 Community Chest	1,055
利息收入 Interest Income	18
總收入 Total Income	9,036

備註 Notes:

1. 本年度兩項大型籌款活動為 2009 年 10 月的步行籌款活動及 2010 年 4 月的慈善音樂會。
Two major events held - Walkathon in Oct 2009 and Charity Concert in Apr 2010.
2. 香港乳癌基金會為香港公益金會員機構，於 2009/10 年度獲撥款 1,054,742 元。
The Foundation became a Member Agency of The Community Chest of Hong Kong from 1 April 2009 and was allocated HK\$1,054,742 in 2009/10 for Support Services.

項目開支 PROGRAMME & SERVICE EXPENDITURE

2009/10
HK\$'000



項目開支 Programme & Service Expenditure

支援 Support	2,222
教育 Education	1,126
倡議 Advocacy	2,437
總支出 Total Expenditure	5,785

備註 Notes:

1. 籌款開支：HK\$799,000，佔籌款收益 9%。
Fundraising expenses: HK\$799,000, approximately 9% of the funds raised from our activities.
2. 行政費用：HK\$389,000，佔總收入 4%。
Administrative expenses: HK\$389,000, approximately 4% of the total income.

此財務摘要摘自香港乳癌基金會截至 2010 年 6 月 30 日的年度財務報表。

該財務報表由鍾曉藍會計師事務所審核，已存於香港乳癌基金會辦事處以供各界人士索閱。

These Financial Highlights are based on HKBCF's financial accounts for the year ended 30 June 2010.
The full audited financial statements by Eric H.L. Chung & Co. are available at our office.

香港乳癌基金會的組成 People

香港乳癌基金會的行政決策機構為管理委員會，管理委員會由認同本會目標的乳癌康復者及社會人士組成。管理委員會選舉於每兩年 12 月舉行的會員大會上舉行。

理事會理事會由管理委員會成員及其他社會界別人士組成，每季開會就機構的運作及發展提供建議。所有理事及管理委員會成員職務屬義務性質。

The HKBCF is governed by a Management Committee who are elected at the General Meeting of HKBCF held annually in December. The Council, made up of management committee members and individual members, meets quarterly to give advice to the running and development of HKBCF. Members of both bodies serve on a voluntary basis.

創會人

張淑儀醫生

FOUNDER

Dr. Polly Cheung

名譽會長

范徐麗泰女士，GBM，GBS，JP

HONORARY PRESIDENT

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

贊助人

梁紹鴻先生

PATRON

Mr. Edwin Leong

理事會 (2008-2010)

張淑儀醫生 (創會人)*
 蔡梁婉薇女士，BBS (主席)*
 白美娜女士 (副主席)*
 關許建香女士 (秘書)*
 胡湯文潔女士 (司庫)*
 陳英凝教授
 周錦華女士 (2010 年 1 月起)
 鄧蘊賢女士
 霍何綺華女士
 王天鳳女士
 劉劉寶芝女士
 麥黃小珍女士
 徐寶珽女士 (2010 年 5 月起)
 袁家慧博士

* 管理委員會

COUNCIL (2008-2010)

Dr. Polly Cheung (Founder)*
 Mrs. Joanna Choi, BBS (Chairman)*
 Mrs. Veronica Bourke (Vice Chairman)*
 Mrs. Virginia Kwan (Secretary)*
 Mrs. Judy Woo (Treasurer)*
 Prof. Emily Chan
 Ms. Brenda Chow (from Jan 2010)
 Mrs. Wendy Tang Connell
 Mrs. Eliza Fok
 Mrs. Mary Hemrajani
 Mrs. Tammy Lau
 Mrs. Sandra Mak
 Ms. Mabel Tsui (from May 2010)
 Dr. Rhoda Yuen

*Management Committee

顧問團

陳麗雲教授太平紳士
 陳婉嫻女士 (2010 年 1 月起)
 邱吳惠平女士
 高靜芝女士 (2010 年 1 月起)
 關永康醫生
 梁冬陽醫生
 李沛基醫生
 麥懿活醫生
 Mrs. Pauline Magnus
 Dr. Mary Rodrigues
 蕭孫郁標女士
 王長如小姐
 任關佩英女士
 余葉嘉莉女士

名譽法律顧問

梁新春女士 (梁鄧蔡律師事務行)

會員

639 名 (截至 2010 年 6 月 30 日)

香港乳癌基金會大使

廖碧兒小姐

行政總監

關雪梅女士

職員

全職工作人員：13 人 (截至 2010 年 6 月 30 日)

HONORARY ADVISORS

Prof. Cecilia Chan, JP
 Ms. Chan Yuen Han (from Jan 2010)
 Mrs. Nancy Chiu
 Ms. Sophia Kao (from Jan 2010)
 Dr. Kwan Wing Hong
 Dr. Leung Tung Yeung
 Dr. Lawrence Li
 Dr. Yvonne Mak
 Mrs. Pauline Magnus
 Dr. Mary Rodrigues
 Mrs. Yvonne Siu Sun
 Ms. Annie Wong
 Mrs. Lily Yam
 Mrs. Carrie Yu

HONORARY LEGAL ADVISOR

Ms. Pansy Leung (Pansy Leung, Tang & Chua, Solicitors)

MEMBERS

639 (as of 30 June 2010)

HKBCF AMBASSADOR

Ms. Bernice Liu

EXECUTIVE DIRECTOR

Ms. Daisy Kwan

STAFF

Total staff members: 13 (as of 30 June 2010)

香港乳癌基金會
HK Breast Cancer
Foundation



支援 Support





倡議 Advocacy



教育 Education



鳴謝 THANK YOU

衷心向曾在過去一年支持我們的人士及機構致謝。

We acknowledge the support of all individuals and organisations who have joined the cause in some way. THANK YOU!

捐款機構 Funding body

The Community Chest of Hong Kong

曾捐贈港幣二萬元或以上的機構及個人 Organisations and individuals donating HK\$20,000 or above

AstraZeneca Hong Kong Limited

A-World Consulting Limited

Body Architect Citispa Limited

Cannon Trustees Limited

Ms. Katie Chan

Vivien Chan & Co.

Mr. David Cheung Lik Ching

Ms. Choi Miu Ling

Commanderie de Bordeaux

Esquel Group

Mrs. Eliza Fok

Genomic Health Inc

GRI Fashion (HK) Limited

Gucci Group (Hong Kong) Limited

Mrs. Virginia Hui

Mr. Anthony Kong

Ladies' Recreation Club

Mr. Leung Wing Kong Joseph

Magna Design Limited

Melchers (H.K.) Limited

Mr. Ng Chung Keung David

Providence Foundation Limited

A.T. CROSS (Asia Pacific) Limited

Billion Development & Project Management Limited

Canadian International School of Hong Kong

CCIF Corporate Advisory Services Limited

Ms. Betty Chan Po King

Ms. Cindy Chen Shu Ling

Dr. Polly Cheung Suk Yee

CLP Holdings Limited

Diagnostix Group

Ferrari Owner's Club of Hong Kong

Felicia Kathy Louey

GlaxoSmithKline Limited

Mr. Stephen Gore

Hong Kong Football Club

Jacobson Medical (Hong Kong) Limited

Ms. Kuan U Nong & Mr. Lai Kwok Leung

Prof. & Mrs. Lau Chu Pak

Lo Ka Chow and Lo Fong Shiu Po Memorial Foundation Limited

Ms. Mabel Mak

Movement Improvement Limited

Novartis Pharmaceuticals (HK) Limited

The Pure Group

Roche Hong Kong Limited
Sanofi-aventis Hong Kong Limited
Tai Hung Fai Enterprise Co. Limited
Dr. Tong Pak Chuen Patrick
Ventura International Limited
Wacoal HK Co. Limited
Ms. Yeung Kit Man & Mr. Ng Ho Ho

Sa Sa International Holdings Limited
Sun Hung Kai Real Estate Agency Limited
Ms. Tam Siu Shan
Turner Broadcasting System
Countess Elizabeth Joan Von Pfeil
Ms. Wong Ling Ling
Zonta Club of Hong Kong

捐贈物資 In-kind donation

Carring Company
Hang Lung Properties
Winwell Holdings Limited
Wong's Kong King Holdings Limited

排名按英文字母次序排列

All names are in alphabetical order

名單未能盡錄，謹此致歉，如有錯漏，歡迎指正。

Apologies for not including all donors and supporters in the list.

這一年 2009-2010 in numbers

1

第一份《香港乳癌實況報告》發表
The first Breast Cancer Facts in Hong Kong Report was published

12

間機構成為我們的粉紅絲帶夥伴
organisations joined us as Pink Ribbon Partners

18

名乳癌患者受惠於自 2009 年推出的藥物資助計劃
people have benefited from the Drug Financial Assistance Programme since 2009

800

人參與「關注乳癌步行籌款 2009」
walked for the cause in the Breast Cancer Awareness Walkathon 2009

1,459

名初確診患者及其家人參加我們的支援小組
newly diagnosed and their family members attended our support group sessions

2,327

名婦女在乳房 X 光造影檢查資助計劃的支持下接受免費檢查
women have received a free mammogram under our Mammography Screening Financial Assistance Programme since its launch

2,898

人參加我們的防範乳癌教育講座
people attended our public education talks

4,012

人登記加入「香港乳癌資料庫」提供病歷資料以供我們分析和研究
people registered with the Hong Kong Breast Cancer Registry providing personal data for our analysis and study

5.8M

全年項目開支
programme and service expenditure in the year

以上為截至 2010 年 6 月 30 日止的統計數字
Figures current as of 30 June 2010

www.hkbcf.org



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電話 Tel : 2525 6033 電郵 email : info@hkbcf.org

