



香港乳癌基金會年報
Hong Kong Breast Cancer Foundation
Annual Report 2010/11



點滴滙川

2010-2011 in numbers



2

《香港乳癌實況第二號報告》出版
The second report of the Hong Kong Breast Cancer Registry, *Breast Cancer Facts in Hong Kong Report No. 2*, was released



32

人受惠於乳癌藥物資助計劃
people have benefited from our Drug Financial Assistance Programme



18

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



1,000

會員人數突破這數字
Members are with the Foundation



28

名康復者接受培訓，成為本會義工，為同路人提供支援
survivors were trained to be volunteers who support their peers who are fighting breast cancer



1,200

人於乳健中心投入服務的首個月登記預約檢查
bookings were received in the first month after Breast Health Centre came into service



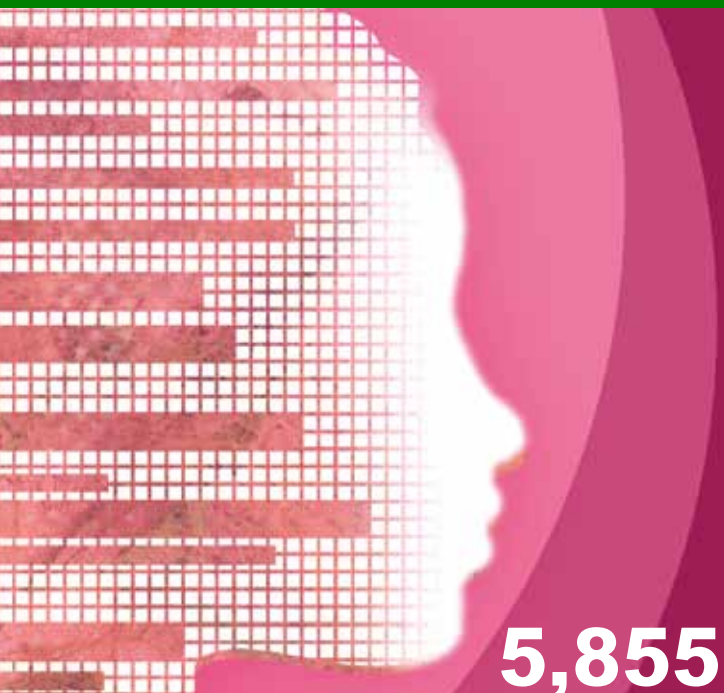
1,898

名患者及家人參與支援小組
breast cancer patients and their family members
attended our support groups sessions



3,332

人參加乳健教育講座
people attended our breast health education talks



5,855

名乳癌患者登記加入香港乳癌資料庫，提供病歷資料讓我們掌握本地乳癌實況
people registered with the Hong Kong Breast Cancer Registry providing personal data for our analysis and study

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前言

Foreword

乳癌持續高踞本港婦女癌症的首位，單在 2009 年香港已有近 3000 人新確診乳癌，其中八成半屬入侵性乳癌。儘管乳癌的醫療技術不斷進步，本港婦女的乳癌普查率卻仍然普遍偏低，經由定期檢查而偵測到的乳癌個案亦僅佔少數。大部分患者都是待摸到腫塊時才發現病徵，錯過了及早發現和有效治療的最好時機。

香港乳癌基金會年內在乳健教育、患者支援、研究及倡議三大服務範疇均取得良好進展。

乳健中心於 2011 年 5 月正式成立，為這一年重要的里程碑。乳健中心的成立及首三年經費由香港賽馬會慈善信託基金撥款一千四百萬元捐助。乳健中心致力推廣乳健教育和提供大眾都能負擔的檢查服務，與專業醫護人員、放射專科醫生和社區組織合力鼓勵適齡婦女養成定期檢查以確保乳房健康的習慣。我們相信，乳健中心可以移風易俗，確立並普及乳健文化。

在患者支援服務方面，我們明白乳癌患者和康復者的需要，因此引入淋巴水腫預防及護理服務，以及年輕患者支援小組等服務。公益金連續三年撥款，以及服務使用者的讚賞對我們的發展方向予以肯定。

我們於 2007 年為研究本港乳癌實況而成立的香港乳癌資料庫，繼續致力收集和分析乳癌患者的資料。資料庫搜集的資料越多，對我們提倡有利乳癌防治的醫護政策所發揮的力量就越大。資料庫年內發表的《香港乳癌實況第二號報告》清楚展示定期乳癌普查的好處，以及不同的社會群組之間乳健狀況的差異，有助我們改進本港的乳癌防控及醫護方案。

這一年，我們強化了管治機制，在團隊、義工和支持者的共同努力下，得以開創新猷，服務更多受乳癌威脅的人。

踏入新一年，我們總結過往經驗，繼續力求進步。願你與我們同行，消滅乳癌的威脅！

Breast cancer remains the most common cancer among women in Hong Kong. Nearly 3,000 people were newly diagnosed in 2009, of whom 85 % had invasive cancer. Despite a continuing improvement in breast cancer outcomes, the rates of women who are regularly screened for breast cancer as well as the rates of breast cancer cases detected through routine screening are undesirably low in Hong Kong. Most patients detected symptom by chance and missed the opportunity of early detection and early treatment.

During the year, we have achieved good progress on three fronts – education, patient support and research & advocacy.

The inauguration of the Breast Health Centre in May 2011 marks a ground-breaking milestone of the year. Its set up and the first three years of operation is funded by a HK\$14 million grant from Hong Kong Jockey Club Charities Trust. As part of a wider public education campaign, the Breast Health Centre engages medical professionals, radiologists and community groups in efforts to promote and facilitate regular screening among women at appropriate ages. We believe that it will be a tangible and lasting health legacy for the local community.

On patient support, the Foundation has introduced new services to address the unmet need of survivors such as young patients support group, as well as prevention and management of breast cancer related lymphoedema. We have been encouraged by the continued funding support from The Community Chest of Hong Kong and also the positive feedback from users.

Hong Kong Breast Cancer Registry, the research-oriented facility set up by HKBCF in 2007, carries on data collection for better understanding of local breast cancer facts. The more data the Registry collects, the more impact it can exert on our advocacy for betterment of breast cancer care in Hong Kong. The data analysis in the Breast Cancer Facts in Hong Kong Report No. 2 conveys a clear message on the benefits of breast cancer screening and where we can focus our attention to address health inequalities. It also helps us map out better solutions for breast cancer prevention and treatment in Hong Kong.

With a strengthened governance and strong support by our team of staff, volunteers, individuals and organisations, we have been able to create and pursue more ambitious and productive projects and initiatives. Consequently we have reached more people affected by or at risk of breast cancer than ever before.

We will sustain that vitality as we embark on a new year by celebrating the past in order to inspire fresh advances for the future. Let's work for better breast health!



創會人張淑儀醫生
Dr. Polly Cheung
Founder



主席霍何綺華
Mrs. Eliza Fok
Chairman

活在當下 愛惜自己

The Power of Now

「活在當下，愛惜自己！」是麗好（假名）的座右銘。生命不在乎長短，重要是要過得好，認識麗好的，都深深受到她的正能量感染。

麗好於2010年中乳癌復發，癌細胞擴散到肺和骨，妹妹見麗好身心受苦，又不肯進食，十分痛心，於是設法幫忙。她的妹妹在網上找到了香港乳癌基金會。

乳癌基金會護士的輔導和講解，猶如陽光照進麗好的心扉，給她力量和希望。她不單得到很多有用的資訊，例如醫生會在什麼情況下處方嗎啡；怎樣處理失眠和負面情緒，如何面對晚期乳癌等等，她還領略到家人對她的疼愛，每天探訪她和照顧她的起居生活。

麗好參加了乳癌基金會的晚期乳癌支援小組「火鳳凰」，只要不用治療或覆診，她總是風雨不改的每星期來參加小組與戰友同哭同笑。後來體力轉弱，她也堅持坐輪椅來，將正能量帶給病友。

抗病期間，麗好親手造銀包、電話袋，送給姨甥和基金會的會員，點點心意，暖人心窩。

直至年底，麗好病情惡化，需入住寧養中心。但她仍然惦掛著「火鳳凰」組員，不時從護士口中打聽大家的近況。護士知道她的心思，於是與組員用錄影機拍下大家的祝福和勉勵；無法離開病榻的麗好看著片段，笑了。

不久，麗好離開了，但遺愛人間。令組員認識到晚期乳癌並不可怕，晚期患者一樣可以活得精彩，調息與家人和朋友的關係。

不是大富人家的她囑咐妹妹將她的積蓄，捐贈乳癌基金會，希望將支援服務的關愛延續下去。

麗好在 love corner 送上一株太陽花，散發光明和鼓勵。
Lai-ho dedicated a sunflower to the Love Corner, giving her peers encouragement

"Live in the moment; live a good life" is Lai-ho(alias)'s motto. It doesn't matter how long one lives, but the quality of life is essential. Lai-ho was well known for her beam of positive energies among her friends.

She got her breast cancer relapsed in 2010. Cancer spread to her lungs and bones. Her sister felt sorry as Lai-ho lost appetite and faith in herself. Her sister found the HKBCF through the internet.

The counselling and encouragement given by the nurses at the Foundation was like sunlight beaming into the heart of Lai-ho. She got useful information about treatment and care, for example, in what condition the doctor will prescribe morphine; how to cope with negative emotions and insomnia. She also felt the love from her family who visited her every day and supported her.

Lai-ho joined the Phoenix Group (for advanced stage breast cancer patients). She came every week and enjoyed every moment she spent with her peers in the group. She insisted to join the support group session on wheelchair when her condition got worse.

During treatment, she made little purses and bags as gifts to her family and friends at HKBCF.

Near the end of the year, Lai-ho's condition got worse and had to stay in palliative care centre. She missed her peers so much and often asked about them when she talked to the HKBCF nurses. The nurses and the group filmed greetings and encouragement. Lai-ho smiled when she watched it.

A few days later, Lai-ho passed away. Before she died, she had asked her sister to give her savings to the HKBCF, hoping that it will help sustain the patient support service.

香港乳癌基金會

Who We Are

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，致力消滅乳癌在本地的威脅。

使命

- ✘ 教育公眾認識乳癌和及早發現的重要性
- ✘ 支援乳癌患者踏上康復之路
- ✘ 倡議改善本港乳癌防控和醫護方案

The Hong Kong Breast Cancer Foundation was set up on 8 March 2005, as a non-profit charitable organisation dedicated to eliminating the threat of breast cancer in the local community through education, support and research and advocacy.

Mission

- ✘ Educate the public about breast cancer and promote early detection
- ✘ Support breast cancer patients on their road to recovery
- ✘ Advocate better breast cancer care in Hong Kong



大事年誌

Year by Year Highlights

2005

3月8日 Mar	創會 Inauguration
10月 Oct	舉辦首屆關注乳癌步行籌款活動 The first annual breast cancer awareness walkathon

2006

9月 Sep	發表有關香港婦女對乳癌檢查的意識及習慣調查結果 Released survey results on Hong Kong women's perception and awareness about breast cancer examination behaviour
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2007

11月 Nov	位於上環的乳癌患者支援服務資源中心投入服務 Patient Resource Centre in Sheung Wan opened 聯同香港中文大學癌症學院合辦第12屆乳癌會議 Co-organised the Breast Cancer Conference, the 12th Annual Symposium of the Hong Kong Cancer Institute with the Chinese University of Hong Kong 成立香港乳癌資料庫 Established Hong Kong Breast Cancer Registry (BCR)
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2008

9月 Sep	為有經濟困難或低收入婦女提供免費乳房 X 光造影檢查 Mammography Screening Financial Assistance Programme launched to enable economically disadvantaged women to receive free screening service
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2009

6月 Jun	推出乳癌藥物資助計劃提供口服標靶藥物費用資助 Drug Financial Assistance Programme started to support patients on a targeted therapy drug
9月 Sep	乳癌資料庫發表首份《香港乳癌實況報告》 "Breast Cancer Facts in Hong Kong", the first research report of Hong Kong Breast Cancer Registry was released
10月 Oct	香港乳癌基金會辦事處遷址炮台山 HKBCF's new office in Fortress Hill opened

2010

3月 Mar	創會五週年 Celebrated our fifth anniversary
4月 Apr	「春之樂韻」慈善音樂會為免費乳房 X 光造影檢查計劃籌款 "Melody of Spring" Charity Concert raising funds for Free Mammography Screening Programme
9月 Sep	《香港乳癌實況第二號報告》出版 Breast Cancer Facts in Hong Kong Report No. 2 was published
11月 Nov	為 40 歲以下的病友開設支援小組及引入淋巴水腫護理服務 Young patient (under 40) support group and lymphoedema care services were made available 與亞視合辦「乳你一生齊關心」創會五週年慈善晚會 Breast Health for Life - HKBCF 5th Anniversary Gala Dinner on TV

2011

3月 Mar	「暗香疏影」—— 余宇康教授慈善攝影展為本會籌款 BLOOM- Professor Richard Yu's Charity Photo Exhibition was held benefiting the HKBCF
5月 May	以社區為本的乳健中心投入服務 Our community-based Breast Health Centre was inaugurated
6月 Jun	會員組成合唱團「音韻樂心靈」 "Melody in Mind" a singing group comprised of survivors was formed

支援服務：給患者向前的力量

Support: Empowering Those Affected by Breast Cancer

「醫生醫好我的癌症，香港乳癌基金會治癒我的心靈。」

“The doctor treats my cancer; HKBCF cures my heart.”

支援小組組員

- A patient support group member

我們致力提供以患者為本的專業支援服務，包括治療資訊、支援小組和心理輔導等。除了專業醫護人員的指導以外，朋輩支援尤為重要，與有過同樣擔憂和恐懼的過來人在電話中或在支援小組中交流，患者容易產生共鳴和增強抗病，積極向前的信心。

We offer an extensive programme of professional-led, patient-centric support services for patients and their families, including treatment information, support groups and counseling. One of our most valuable services is peer support, either on the phone or face-to-face in the Centre by volunteers, who themselves have been through breast cancer. The knowledge of an 'experienced patient' puts her in a unique position to give encouragement and support. They talk about fears and concerns in a way that only someone who has had been through it can do.



貼心支援年青患者

年輕患者對乳癌的反應有別於較年長的患者，尤其是治療對她們外觀、工作、婚姻、照顧家庭等各方面的影響。我們於 2010 年 7 月為 40 歲以下的患者開設新的支援小組，讓她們透過分享、學習應對策略和放鬆技巧等，得到更貼心的支援。本會另為 40 歲以上患者、英語患者、晚期 / 復發患者、患者家屬和康復者設有不同的支援小組。

淋巴水腫護理

曾接受淋巴切除的患者有可能受上肢淋巴水腫這種後遺症困擾，我們引入特別的護理服務，協助有需要的人士預防和控制淋巴水腫。直至 2011 年 6 月，300 多人使用淋巴水腫測量服務，以及參與有關的支援小組、按摩和運動班。

電話支援小組

為了服務未能親身出席支援小組的患者，本會於 2011 年 3 月引入電話支援服務，患者可在電話上跟專業護士傾談，從中得到支持和聆聽。

Support to Young Patients

Younger women have specific concerns and problems relating to breast cancer, and its treatment and effect on their self-images, career, marriage and families. Hence, in July 2010 we started a new support group for those aged below 40, in addition to our group for patients aged over 40 and the groups for English-speakers, patients with advanced stage or relapsed cancer, survivors and family members. Participants share their experiences, coping strategies and relaxation skills so that they can learn from one another.

Lymphoedema Management

The Lymphoedema Care services were launched to help those who underwent lymph node surgery to prevent and detect lymphoedema at an early stage. The services include lymphoedema index measurement, self-lymphatic massage and exercise classes and lymphoedema management group. As of June 2011, some 300 survivors received measurements and tips for prevention and alleviation.

Telephone Support

To serve patients who cannot attend support group in person, a new support service was introduced in March 2011. This is led by a professional nurse of the HKBCF. This service addresses the patient's need for care, support and to be heard.

乳癌康復者學習如何預防上肢淋巴水腫
Survivors learn how to prevent breast cancer related lymphoedema



知識是抗癌力量

在過去一年，我們安排了九次講座，與患者和康復者分享抗病的醫護知識及貼士，以助趕走乳癌威脅。講座亦為患者及康復者提供一個相聚和交流的好機會。

Knowledge Helps Fight Breast Cancer

During the year, we organised nine educational talks covering a wide range of topics which help patients and survivors enhance breast cancer knowledge. The talks also provide good opportunities for patients to share and get together.

2010.07.17

乳癌手術後之荷爾蒙治療及趨勢

Hormonal Therapy After Breast Cancer Surgery and Its Development

2010.08.14

拆解乳癌倖存者常見的飲食謬誤

Myths and Facts on Diet for Breast Cancer Survivors

201.09.11

表達藝術治療幫助身心康復

Body-Mind Recovery through Expressive Arts

2010.10.09

淋巴水腫護理知多少

How much do you know about Lymphoedema Care

2010.11.13

如何處理乳癌治療的副作用

Management of Side Effects of Breast Cancer Treatment



2011.03.26

重拾妳的美麗與自信形象

Regain Your Beautiful Image and Self-confidence

2011.04.30

乳癌檢驗面面觀

Understanding the Various Tests for Breast Cancer

2011.05.21

乳癌會不會再來？

Will Breast Cancer Recur?

2011.06.18

乳癌康復後中醫食療調理

Diet Adjustment after Breast Cancer Treatment from Chinese Doctor's Perspective

健康訓練營

本會與荃灣港安醫院於 2011 年 1 月 16 日合辦健康日營，共有 75 名康復者參加，向專業導師學習運動和健康烹飪方法。

Health Camp

Seventy five breast cancer survivors joined the NEW-START programme, a health camp co-organised by the HKBCF and Tsuen Wan Adventist Hospital on 16 January 2011. Participants learned tips on exercising and healthy cooking from professional instructors.

與專家和英雌對話

「與專家 / 英雌對話」講座是深受會員歡迎的活動，我們定期邀請精於乳癌治療的醫護界專家和有乳癌經驗的過來人與會員對話，以及解答有關對抗乳癌的種種疑難。

我們謹此向以下講者致謝：

- 張明智醫生
- 蔡浩強醫生
- 關永康醫生
- 關許建香女士
- 李沛基醫生
- 袁家慧博士

乳癌不可怕

香港乳癌基金會於 2011 年 2 月首次出版乳癌叢書《乳癌不可怕》，結集 21 位乳癌患者、康復者、患者家人和醫護人員，分享如何面對不同期數的乳癌以及應付治療過程中的種種困難。我們希望這些真實故事能夠鼓勵讀者：積極面對，對抗乳癌的路會走得更易。這本書在本港書店有售。

護理錦囊

壓力球、運動繩、暖包、咕啞、帽、日誌簿……，粉紅錦囊內含的每一件物品，都是為新確診乳癌患者精心設計的，以助他們在治療期間應付日常所需和紓減治療副作用。護理錦囊經由本會的患者支援服務、診所和醫院免費贈予將要接受治療的乳癌患者。



Meeting the Experts and Heroines

Meeting-the-Expert and Meeting-the-Heroine sessions allow members to get answers for their questions about treatments from medical professionals specialising in breast cancer care and from breast cancer survivors.

Our thanks go to the following speakers :

- Dr. Michael Cheung Ming-chi
- Dr. Peter Choi
- Dr. Kwan Wing-hong
- Mrs. Virginia Kwan
- Dr. Lawrence Li Pui-kee
- Dr. Rhoda Yuen Ka-wai

Patient Book

The HKBCF has published a book (in Chinese Language) in February 2011 containing 21 real-life stories of how people have approached breast cancer – women and men, patients in an advanced stage and in relapse, people who can barely afford treatment, and more. They all seem to share one conviction:

Be positive and the journey against cancer becomes easier. The book is available at bookstores.



Comfort Pack

The comfort pack aims to help patients cope with their day-to-day needs and the side effect of treatments. Each pack includes a stress ball, exercise rope, heat pack, cushion, cap, a log book and other useful information and resources. The packs are distributed through our support service, clinics and hospitals for free to those who are receiving newly diagnosed treatments.

音韻樂心靈

「音韻樂心靈」歌唱班於 2011 年 6 月在義務歌唱導師周小君老師的帶領下開班，成員皆為乳癌康復者。歌唱不單有助改善呼吸控制和放鬆，更為大家提供以歌會友的機會。歌唱班曾於本會多項大型活動上獻唱。



「音韻樂心靈」唱出希望和活力
Melody in Mind sings for hope and strength.

減輕藥費負擔

香港乳癌基金會明白到癌症治療對家庭收入較低的患者而言是沉重的經濟負擔，基金會由 2009 年起夥拍葛蘭素史克推出乳癌藥物資助計劃，支援在藥物開支方面面對困難的患者。截至 2011 年 6 月，32 名患者獲得計劃資助，總值為港幣 190 萬元。

會員是一家

本會於 3 月 5 日假紀利華木球會舉辦五週年會員聯歡聚餐，180 人齊齊渡過充滿笑聲和歌聲的晚上，晚會並設義賣籌款和義工嘉許儀式，表揚熱心貢獻時間和經驗的義工們。

Melody in Mind

Melody in Mind, a singing group comprised of survivors started in June 2011, is aimed to help survivors improve their breathing control, relax, have fun and connect with others. The class also provides a chance for participants to express themselves through singing. The group led by Ms. Olivia Chow performed in various HKBCF events.

Drug Subsidies

Understanding that cancer treatments could impose a heavy financial burden on patients from lower income families, the HKBCF has been partnering with GlaxoSmithKline on an oral targeted therapy drug since 2009. We support patients who are financially challenged by their medication costs under the Breast Cancer Drug Financial Assistance Programme. As of June 2011, 32 patients have benefited from the programme ; the subsidies totalling HK\$1.9 million.

Membership

The HKBCF held its annual Spring Dinner Party on 5 March at the Craigengower Cricket Club hosting 180 guests. The evening was full of joy with singing performances, a charity sale and a special ceremony to recognise the contribution by our volunteers.



會員新春聯歡會
Members had fun at the Spring Dinner Party

乳健教育：防範乳癌 知行合一

Education: Creating Awareness and Actions

「本港婦女普遍對乳癌普查知而不行，是由於意識不足和社區裡的乳癌檢查服務不足。許多女性輕視乳癌普查的重要性，誤以為有乳癌自然會摸到或看到。」

“ The awareness-action gap is due to lack of awareness and accessible screening services in the community. Many women overlook the importance of breast cancer screening as they mistakenly think that breast cancer is palpable and visible. ”

香港乳癌基金會創會人 張淑儀醫生
Dr. Polly Cheung, Founder of the HKBCF

社區乳健中心啟動

籌劃多年、香港首創的香港乳癌基金會乳健中心於2011年5月開幕、香港首創為社區為本的非牟利乳健診所，使命是透過乳健教育推動乳健文化，以及提供一站式服務，包括專業、優質而收費大眾化的乳健檢查、診斷及跟進服務。

我們明白並非所有婦女都有能力負擔定期乳癌檢測服務的費用，因此我們推出「免費乳健檢查計劃」，為低收入或有經濟困難的婦女提供資助。綜援、交通津貼或傷殘津貼受助人，以至家庭資產和入息通過有關審查的人士，均可獲豁免收費。

乳健中心的成立和首三年經費由香港賽馬會慈善信託基金捐助。中心在投入服務的首個月便有1200多人預約，反映市民對有關服務的需求之大。

Bhc.hkbcf.org

預約電話：3143 7333



本會策動全港首間社區乳健中心
The HKBCF inaugurated the first community-based breast health centre in Hong Kong.

Opening of Breast Health Center

The first of its kind HKBCF Breast Health Centre (BHC) was launched in May 2011. The not-for-profit community-based clinic provides one-stop breast health services – education promoting breast health culture as well as affordable yet professional and quality breast cancer screening service, diagnosis and follow-up service.

Understanding that regular screening fee may not be affordable for all women, the BHC offers fee waivers under the Free Breast Screening Programme to women with low-income or financial difficulties. People living on Comprehensive Social Security Assistance, transport support allowance or disability allowance; and people whose household assets and income pass the means test are also eligible for the subsidies.

The first three years of operation have been generously funded by The Hong Kong Jockey Club Charities Trust. We received over 1,200 bookings for screening, highlighting the great demand for this service in the community.

Bhc.hkbcf.org

For an appointment: 3143 7333

打麻雀與乳健檢查

「單靠自摸，點信得過？」這句順口溜來自乳健中心充滿創意的廣告，廣告利用二筒麻雀牌象徵乳房，藉著打麻雀這種婦女常做的消閒活動，帶出乳健訊息。



我們邀請了膾炙人口的影視紅星毛舜筠小姐擔任乳健中心大使，她在廣告中一人分飾家庭主婦、事業女性和富有太太，三人在麻雀怡樂的同時，道出要偵測早期乳癌，單靠自我檢查並不足夠，必須輔以定期的臨床檢查和乳房x光造影檢查，三管齊下，缺一不可。



將乳健訊息帶進社區

我們與企業、學校及社團合力推廣乳健教育及乳健檢查。在一年間，我們透過講座共接觸了3400人，分享乳癌的高危成因、減低乳癌風險的貼士、以及示範自我乳健檢查的方法。



乳房模型

仿照人體乳房組織和腫塊質感造成的模型，有助大家學習正確的乳房檢查方法。

Breast Model

The teaching aids represent breast tissue and lesion hardness, and is used in conjunction with our educational talks to teach palpatory examinations the right way.

Mahjong and Breast Cancer Screening

"Feeling (the mahjong tiles) alone is not enough" is the slogan of the BHC advertisement, based on the visual imagery of two-circle mahjong tiles - symbols of the breasts.

In order to connect the educational message with the activity of playing mahjong, with which middle-age women, our target audience, are familiar with, we have launched a creative advertising campaign to promote the Breast Health Centre. In the advertisement, actress Ms. Teresa Mo, Ambassador of the Breast Health Centre, acts three roles - a housewife, a business woman and a wealthy woman to promote the necessity of 3-step breast examinations.

Community Outreach

In order to convey our message as widely as possible, we promoted breast health awareness in companies, schools and community groups and encouraged eligible employees/members to join Breast Screening Programme. This year we organised talks reaching nearly 3,400 people. In these talks we shared the risk factors for breast cancer, tips for averting the risk and demonstrated how to perform a breast self-examination.

《乳房保健指南》

這本圖文並茂、免費派發的粉紅小冊子，載有乳癌的小統計，以及預防和檢查乳癌的方法。



Passport to Breast Health

The pink little book is published to help the general public understand more about breast cancer and to encourage better breast examination habits.

我們曾為以下機構舉辦乳健講座： Organisations where we have held a breast health talk:

企業

Corporations

紐約美隆銀行香港分行	BNY Mellon, HK Branch
Pure Yoga	Pure Yoga
斯平瑪斯特有限公司	Spin Master Toys Far East Ltd.
中信銀行國際有限公司	CITIC Bank International Limited
港島香格里拉大酒店	Island Shangri-La, Hong Kong
英國保誠保險	Prudential
麗東酒店	Newton Place Hotel
香港猶太婦女會	Jewish Women's Association of Hong Kong
香港女會計師協會	Association of Women Accountants (Hong Kong)
美心集團	Maxim's
屈臣氏	Watsons
Nu Skin	Nu Skin
瑞士諾華製藥 (香港) 有限公司	Novartis Pharmaceuticals (HK) Limited

社團

Community groups

自在人生自學計劃學生會	Capacity Building Mileage Programme - Student Union
葵涌城市睦福團契	Kwai Chung Urban Peacemaker Evangelistic Fellowship
油塘聚賢坊	Yau Tong Tsui Yin Fong
陳鑑林議員辦事處	Office of Chan Kam Lam, Legislative Councillor
鯉魚門邨居民聯會	Kowloon Federation of Association - Lei Yue Mun Estate
基督教懷智服務處	Wai Ji Christian Service
香港職業發展服務處	Hong Kong Employment Development Service
香港聖公會將軍澳安老服務	Hong Kong Sheng Kung Hui Tseung Kwan O Home for the Elderly
勵賢會	Association of District Ambassador

學校

Schools

佛教何南金中學	Buddhist Ho Nam Kam College
嘉諾撒聖瑪利書院	St. Mary's Canossian College
拔萃女書院	Diocesan Girl's School
Carmel School Association Elsa High School	Carmel School Association Elsa High School
香港專業教育學院 (沙田)	IVE (Shatin)
東華三院李潤田紀念中學	Tung Wah Group of Hospitals Lee Ching Dea Memorial College
顯理中學	Henrietta Secondary School

研究及倡議： 掌握本港乳癌實況

Research & Advocacy : Understanding Breast Cancer Facts

「《香港乳癌實況第二號報告》顯示大多數乳癌個案並非遺傳，而是跟個人飲食和生活習慣、生活壓力和環境有密切關係。防範乳癌至為重要，而透過乳健檢查，及早偵測及對治病症，能大大減輕個人及公共醫療的財政負擔。」

'The Breast Cancer Facts in Hong Kong Report No. 2 reveals that most breast cancer cases were not inherited but were closely related to dietary habits, lifestyle habits, stress level and environment. Prevention of breast cancer is of the utmost importance. Early detection of breast cancer through breast screening can significantly alleviate the financial burden on individuals and healthcare system.'

瑪嘉烈醫院腫瘤科主任及乳癌資料庫督導委員 邱振中醫生
Dr. Yau Chun-Chung, Chief of Service, Department of Oncology,
Princess Margaret Hospital &
BCR Steering Committee Member

香港乳癌實況報告

香港乳癌資料庫於 2010 年 9 月發表《香港乳癌實況第二號報告》，載有 2300 多名來自公營和私營醫院乳癌患者的資料分析，在包括 1000 名私家醫院患者資料的首份報告的基礎上，提供更多、更深入的資訊。報告並首次探討公私營醫療機構乳癌個案的特徵和治療的差異。



Hong Kong Breast Cancer Facts Report No. 2

The second report of the Hong Kong Breast cancer Registry was released in September 2010.

The data of more than 2,300 patients who joined the Registry were analysed, with the coverage extended from 1,000 patients receiving private medical care in the first report to patients from both private and public hospitals in the second report. The Report has, for the first time, probed into the differences in cancer characteristics and treatment between both private and public sectors.

報告重點：

- 在私家醫院接受治療的乳癌患者，確診時期數屬 0 期 (即原位乳癌) 的比例最高，有 13.6%；公營醫院患者則只有 5.7% 屬 0 期個案。
- 患者認為在各類治療方法中，化療帶來的身心痛楚最大。
- 於群組內最常見的乳癌高危因素為：確診前無餵哺母乳經驗、過胖或超重、面對高度精神壓力。
- 超過 85% 患者無家族病史。

香港乳癌資料庫會跟進訪問每位患者，了解他們完成治療後的狀況。

數據將協助我們監察本港乳癌的趨勢，和加深了解本港乳癌患者的 (1) 風險因素；(2) 治療方案；(3) 復發和存活率以及 (4) 定期檢查的裨益，這些資料對患者和醫護專業人員等都極具參考價值。



乳癌資料庫每年編撰《香港乳癌實況報告》
Breast Cancer Registry compiles Breast Cancer Facts in Hong Kong

Highlights of the report are as follows:

- On the distribution of cancer stages at the time of diagnosis, the highest proportion of stage 0 cases (in-situ breast cancer) was found in patients receiving private medical care (13.6%), compared with (5.7%) public hospital patients.
- Among various types of therapies, patients considered chemotherapy the most distressing.
- The most common risk factors among the cohort are lack of exercise, no previous experience of breast feeding, obesity/overweight and high levels of stress.
- Over 85% of the patients had no family history of breast cancer.

In the long run, the Hong Kong Breast Cancer Registry will proactively follow up the latest status of each patient to capture post-treatment clinical outcomes.

The data of BCR will help us monitor the trends of breast cancer in Hong Kong and deepen the understanding of (1) risk factors of breast cancer; (2) treatment options of the breast cancer patients; (3) recurrence and survival rate of breast cancer survivors and (4) benefits of regular breast screening. These statistics are valuable resources to both patients and healthcare professionals.

數據收集點 Participating Sites

(截至 2011 年 6 月) (as of June 2011)

香港港安醫院	Hong Kong Adventist Hospital
香港浸信會醫院	Hong Kong Baptist Hospital
香港養和醫院	Hong Kong Sanatorium & Hospital
廣華醫院	Kwong Wah Hospital
北區醫院	North District Hospital
東區尤德夫人那打素醫院	Pamela Youde Nethersole Eastern Hospital
博愛醫院	Pok Oi Hospital
威爾斯親王醫院	Prince of Wales Hospital
瑪嘉烈醫院	Princess Margaret Hospital
瑪麗醫院	Queen Mary Hospital
屯門醫院	Tuen Mun Hospital
基督教聯合醫院	United Christian Hospital
仁濟醫院	Yan Chai Hospital
12 間私家診所	12 private clinics



傳訊 Communications



媒體關係 Media relations

我們與媒體合作向市民大眾推廣有關乳癌及乳健檢查的訊息。過去一年的一大突破是在電視播放「乳你一生齊關心」創會五週年慈善晚宴及籌款節目，讓數十萬計的觀眾認識我們的工作。

本會先後於 2010 年 9 月和 2011 年 5 月舉行新聞發佈會，介紹《香港乳癌實況第二號報告》以及乳健中心的成立。年內我們錄得超過 121 次媒體報導。

網站 Website

不少患者及其家人透過互聯網 (www.hkbcf.org) 而認識香港乳癌基金會，因而獲得有關乳癌治療和支援服務的資訊。

關注乳癌的人士亦可在我們的網站取得乳健教育資源，本地乳癌的統計數字，以及本會的各類出版物。每月平均有 7,000 人次瀏覽本會網站。

Media relations

We continue to work with the media to promote breast cancer awareness and breast screening to the general public. A breakthrough was to have our Gala Dinner televised on TV, reaching hundreds of thousands of people.

Two press conferences were organised for the release of Breast Cancer Facts in Hong Kong Report No. 2 (September 2010) and the inauguration of Breast Health Centre (May 2011). In the financial year, we recorded 121 counts of news media coverage across various media.

Website

Many people have become better informed about our services through our website (www.hkbcf.org). Patients can also find information on treatments and the support services available at our Foundation.



Our website also has a collection of resources on breast health education and local breast cancer facts. All publications of the HKBCF are available online. It records an average of 7,000 visits per month.

www.hkbcf.org

出版物品

每年出版三次的《粉紅絲帶通訊》是我們與捐款者和支持者的溝通渠道。通訊去年以封面故事形式探討讀者關心的課題：「拆解吃大豆與患乳癌的迷思」、「提防乳癌治療後遺症：淋巴水腫」和「乳健中心投入服務，推動乳癌普查」。除了個別訂閱者，通訊經由診所和醫院免費派發，傳遞乳健訊息。

另外，我們每月出版《會員通訊》，讓會員知悉本會最新的會員活動和支援服務。

Publications

Pink Ribbon Newsletter is a vehicle for us to communicate with donors and supporters. In the year, we published three editions of *Pink Ribbon Newsletter*, with cover stories featuring: "Puzzling Link Between Soy and Breast Cancer", "Lymphoedema: What Every Person with Breast Cancer Should Know" and "Mind the Awareness-Action Gap: Screening for Breast Cancer." Copies are available through individual subscriptions and at designated clinics and hospitals.

Members are informed of support services and activities through a *Members' Circular* which is published on monthly basis.



你可以在網上 www.hkbcf.org 閱讀年報以及其他香港乳癌基金會刊物的電子版。

粉紅絲帶通訊

會員通訊

香港乳癌基金會短片

其他出版物品

You can read this annual report and other HKBCF publications at www.hkbcf.org

Pink Ribbon Newsletter

Members' Circular

Video on HKBCF channel

Other publications

籌款 Fundraising

感謝捐款者使我們能夠服務更多有需要的人

Thanks to generosity of our donors who have helped us achieved more.

乳你一生齊關心 五週年慈善晚會

為慶祝創會五週年，本會於 2010 年 11 月 20 日假香港會議展覽中心舉行慈善晚會，近五百名嘉賓、名人及熱心支持者出席。晚會內容剪輯為電視節目於亞視本港台播放和進行電視募捐。晚會設有慈善拍賣，並邀得康復者葉麗儀女士獻唱和名譽會長范徐麗泰女士分享抗病心得。



Breast Health for Life

The Hong Kong Breast Cancer Foundation's 5th Anniversary was marked by a Gala Dinner which was held on 20 November 2010 at the Hong Kong Convention and Exhibition Center. The glittering event welcomed nearly 500 VIPs, celebrities and staunch supporters of our Foundation. Bringing a splash of glamour to the evening were charitable performances by singer Frances Yip and our honorary President Mrs. Rita Fan sharing her experience in fighting breast cancer. The show was televised on ATV Home channel with a TV appeal for donations.

暗香疏影 — 余宇康教授慈善攝影展

腎科專科醫生余宇康教授慷慨支持，2011 年 3 月舉辦以梅花為題材的慈善攝影展，為本會籌得港幣一百萬元善款。

BLOOM – Professor Richard Yu Charity Photo Exhibition

We were honoured to have Professor Richard Yu, a renowned specialist in nephrology to host a charity photo exhibition BLOOM in March 2011 in support of our Foundation. The unique exhibition showcased photographic works by Professor Yu and raised one million.



余宇康教授 (右二) 籌辦攝影展為本會籌得一百萬元，以支持本地乳癌實況研究。
Professor Richard Yu's (second, right) charity photo exhibition raised HK\$1 million to support our breast cancer research.

乳健康大步走 2010

本會最具代表性的籌款活動已踏入第六個年頭，逾1,300人參與步行籌款活動，籌款額達港幣170萬元。

Pink Walk Against Breast Cancer 2010

Our signature fundraising event is the Pink Walk Against Breast Cancer. The year 2010 marks the 6th year of the walkathon. Over 1,300 supporters joined the walk on 3 October at the Peak and raised an impressive HK\$1.7 million.



粉紅絲帶夥伴

多個機構在年內將慈善活動的收益，或產品 / 服務的部分收益捐予本會，以助我們籌款兼推廣乳健意識。凡捐款額達二萬元或以上的機構 / 人士，為我們的粉紅絲帶夥伴。

Pink Ribbon Partners

Many organisations have helped us raise both funds and breast health awareness by hosting beneficiary events or donating some or all of their sale proceeds to us. Our Pink Ribbon Partner programme recognises those who donated more than \$20,000.



婦女遊樂會連續四年舉辦關注乳癌的會員活動，為本會籌款。Ladies' Recreation Club have hosted four annual breast cancer awareness campaigns to raise funds for HKBCF

粉紅絲帶夥伴 Pink Ribbon Partners 2010-11

Ballyhoo Limited
Black Rock
Charmante Body Fashions Limited
Clarisonic/ Pacific Bioscience Laboratories Inc.
Elle HK
Embry (H.K.) Limited
Ellafanny Holdings Limited
Fitness First
Hong Kong Football Club
Hong Kong Yogathon
Jessica Group
Kao Corporation
Kyocera, Asia Pacific Limited
Ladies' Recreation Club
Main Plan Limited
Movement Improvement Limited
Pure Group
Swarovski Hong Kong Limited



團隊 Organisation

香港乳癌基金會的行政決策機構為其管理委員會，由認同本會目標的乳癌康復者及社會熱心人士組成。管理委員會的成員於每兩年的會員大會上互選產生。基金會亦設理事會，管理委員會成員均為理事會成員，而理事會定期開會就機構的運作及發展提供建議。管理委員會及理事會成員職務皆屬義務性質。

The HKBCF is governed by a Management Committee of which members are elected every two years at the General Meeting. All Management Committee members belong to the Council that meets regularly to give advice on 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 (2010-2012)

張淑儀醫生 (創會人)*
 霍何綺華女士 (主席)*
 白美娜女士 (副主席)* (截至 2011 年 12 月)
 周錦華女士 (副主席)*
 王天鳳女士 (副主席)*
 麥黃小珍女士 (副主席)*
 關許建香女士 (秘書)*
 胡湯文潔女士 (司庫)*
 陳英凝教授
 鄭阮培恩女士

COUNCIL (2010-2012)

Dr. Polly Cheung (Founder)*
 Mrs. Eliza Fok (Chairman)*
 Mrs. Veronica Bourke (Vice Chairman)* (until Dec 2011)
 Ms. Brenda Chow (Vice Chairman)*
 Mrs. Mary Hemrajani (Vice Chairman)*
 Mrs. Sandra Mak (Vice Chairman)*
 Mrs. Virginia Kwan (Secretary)*
 Mrs. Judy Woo (Treasurer)*
 Prof. Emily Chan
 Mrs. Betty Cheng



管理委員會全體成員
 Management Committee of HKBCF

蔡梁婉薇女士, BBS (上任主席)*
 劉劉寶芝女士
 李沛基醫生 (由 2011 年 11 月起)
 崔裕景女士 (由 2010 年 12 月起)
 譚婉芳女士 (由 2011 年 11 月起)
 鄧蘊賢女士
 徐寶珽女士
 黃振權醫生 (由 2011 年 7 月起)

* 管理委員會成員

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 陳婉嫻女士 (由 2011 年 1 月起)
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 關永康醫生
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 Mrs. Pauline Magnus
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 梁新春女士, 梁鄧蔡律師事務所
 莊燕玲女士, 肯尼狄律師行

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1049 (截至 2011 年 12 月 31 日)

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 Mrs. Theresa Kwong (from December 2010)
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1049 (as of 31 December 2011)

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Ms. Teresa Mo

CHIEF EXECUTIVE OFFICER

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STAFF

19 (as of 30 June 2011)

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蔡映媚律師 (法律顧問)	Ms. Yvonne Chua (Legal Advisor)
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關永康醫生	Dr. Kwan Wing-hong
羅振基醫生	Dr. CK Law, Stephen
李沛基醫生	Dr. Lawrence Li
熊楚屏女士 (由 2011 年 1 月起)	Mrs. Cecilia Tseung (from Jan 2011)
麥黃小珍女士	Mrs. Sandra Mak
黃亭亭醫生	Dr. Wong Ting-ting
邱振中醫生	Dr. Yau Chun-chung
關伯明先生 (截至 2010 年 12 月)	Mr. Peter Kwan (until December 2010)
楊佩成醫生 (截至 2010 年 12 月)	Dr. Gary Yeoh (until December 2010)

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張淑儀醫生	Dr. Polly Cheung
蔡梁婉薇女士, BBS	Mrs. Joanna Choi, BBS
劉寶頌醫生	Dr. Shirley Lau
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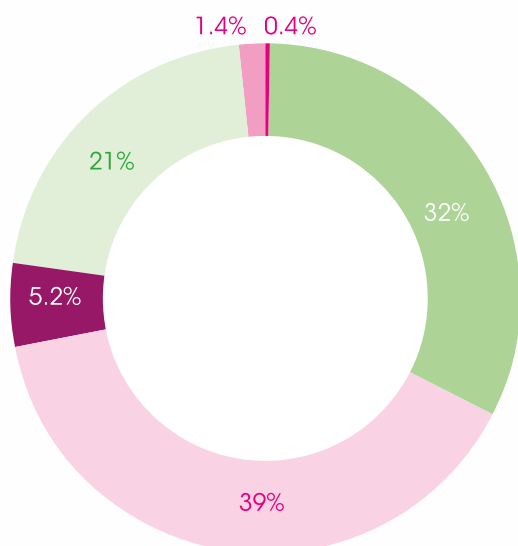
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香港乳癌資料庫為世界衛生組織轄下的國際癌症登記協會 (IACR) 成員。

The Breast Cancer Registry is a member of the International Association of Cancer Registries (IACR).

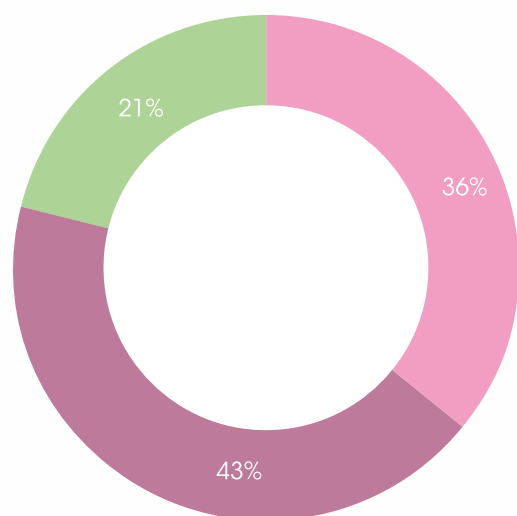
財務報告 Financial Highlights

收入 Income



	2010/11 HK\$'000
捐款 Donations	6,530
籌款活動 Fundraising activities ¹	7,953
公益金撥款 Community Chest of Hong Kong ²	1,059
香港賽馬會慈善信託基金撥款 ³	4,319
The Hong Kong Jockey Club Charities Trust	
服務收入 Service Income ⁴	280
利息收入 Interest Income	91
總數 Total income	20,232

項目及服務開支 Programme /Services Expenditure



	2010/11 HK\$'000
支援服務 Support Service	3,722
乳健教育 Early Detection & Education	4,402
研究及倡議 Research & Advocacy	2,205
總數 Total expenditure⁵	10,329

備註 Notes:

- 本年度兩項大型籌款活動：乳健康大步走 (10 月) 及創會五週年慈善晚會 (11 月)
Two major events held: Pink Walk against Breast Cancer in Oct 2010 and Gala Dinner in Nov 2010.
- 香港乳癌基金會為香港公益金會員機構，於 2009 年獲三年撥款 2,378,000 元作支援服務經費。
The Foundation is a Member Agency of The Community Chest of Hong Kong and was allocated \$2,378,000 since 2009 for support services.
- 由 2010 年 10 月，香港賽馬會慈善信託基金撥款 14,750,000 元以資助乳健中心成立及其首三年經費。
From October 2010, Hong Kong Breast Cancer Foundation is receiving a grant of \$14,750,000 from the Hong Kong Jockey Club Charities Trust for the set up of the Breast Health Centre and its operation of the first 3 years.
- 服務收入來自淋巴水腫測量服務、乳健檢查服務、化驗及診斷服務。
Service income comes from Lymphoedema Measurement Service, Breast Screening Service and Diagnostic Service.
- 籌款開支：\$3,370,000，佔籌款額約 17%
Fundraising expenses: \$3,370,000, approximately 17% of funds raised.
行政費用：\$521,000，佔總收入 3%
Administrative expenses: \$521,000, approximately 3% of the total income.

此財務摘要摘自香港乳癌基金會截至 2011 年 6 月 30 日的年度財政報表。
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 2011.
The full audited financial statements by Eric H.L. Chung & Co. are available at our office.

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. THANK YOU!

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The Community Chest of Hong Kong 香港公益金

Hong Kong Jockey Club Charities Trust 香港賽馬會慈善信託基金

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CLP Holdings Limited	Hong Kong Dragon Boat Association
	Hong Kong Football Club



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22/F, Jupiter Tower, 9 Jupiter Street, North Point, Hong Kong (Fortress Hill MTR station Entrance/Exit A)
電話 Tel: (852) 2525 6033 傳真 Fax: (852) 2525 6233
電郵 Email: info@hkbcf.org

香港乳癌基金會 — 乳健中心 HKBCF Breast Health Centre

香港北角木星街 9 號永昇中心 21 樓
21/F, Jupiter Tower, 9 Jupiter Street, North Point, Hong Kong
電話 Tel: (852) 3143 7333 傳真 Fax: (852) 2525 6233
電郵 Email: customercare@hkbcf.org

香港乳癌資料庫 Hong Kong Breast Cancer Registry

香港北角木星街 9 號永昇中心 22 樓
22/F, Jupiter Tower, 9 Jupiter Street, North Point, Hong Kong
電話 Tel: (852) 2525 6033 傳真 Fax: (852) 2525 6233
電郵 Email: bcr@hkbcf.org

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