



# 香港乳癌基金會年報

## Hong Kong Breast Cancer Foundation Annual Report 2011/12

及早發現 治療關鍵  
Early Detection Saves Lives

# 抱負和使命

## Our Vision and Mission

### 抱負

#### Our Vision

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，致力消除乳癌在本地的威脅。

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

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### 使命

#### Our Mission

- 提高公眾對乳癌的認識及推廣乳房健康的重要性
  - 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
- 
- Promote public awareness of breast cancer and the importance of breast health
  - Support breast cancer patients on their road to recovery
  - Advocate better breast cancer care in Hong Kong



The Hong Kong Breast Cancer Foundation is a registered charity with the Hong Kong Inland Revenue Department. Ref No. 91/7226

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Thanks to you

# 創會人和主席的話

## Foreword

2011/12年是香港乳癌基金會豐收的一年：在乳健教育、患者支援服務、研究及倡議工作上的許多目標，我們都獲得超出預期的成果，意味我們為有需要人士提供的服務愈見成效。提高乳房保健意識是預防乳癌的最佳方法；多年來，香港乳癌基金會的工作由對抗乳癌，已漸轉致也為在本地培養一種乳健文化。我們的使命，是要鼓勵女性養成定期做乳健檢查的習慣，萬一患上乳癌，也能及早發現，減低痛苦，提升治癒機會。

今年其中一個最令人鼓舞的消息，是邀得行政長官夫人梁唐青儀女士和食物及衛生局局長高永文醫生出任我們的名譽贊助人，認同並與我們齊心貢獻消除乳癌威脅的工作。

在服務方面，承蒙香港賽馬會慈善信託基金的熱烈支持，香港乳癌基金會的乳健中心自於2011年5月投入服務以來，一直提供收費相宜的專業乳健檢查服務，並為有經濟困難的人士免費服務。香港賽馬會給予我們的慷慨贊助，我們確認了社會上乳健檢查服務供求落差的關注：私營醫院/診所收費高；而公營醫療服務的輪候時間過長，令普羅大眾未能定期做乳檢。有鑑本地缺乏政府主導的乳癌檢查計劃，我們唯有為本地婦女提供收費和輪候時間合理的優質乳健檢查服務。

2011/12年，香港乳癌資料庫投入運作第四年，是本港在收集乳癌數據上範圍最廣、資料最全面的資料庫，涵蓋近8,000名患者的生活習慣及治療方式等資料。回應資料庫第三號報告所指低收入地區婦女對抗乳癌認知薄弱的問題，基金會特別對這群組的婦女加強乳健教育，鼓勵她們接受檢查；反映我們在制定服務策略方面，一直根據最新的研究所見作出考慮，同時，長期倡導本港民眾接受乳健檢查。

另一方面，本地乳癌宗數不斷上升，患者對支援服務的需求亦持續增加，故此我們加強資源投放，確保為服務使用者提供優質支援服務。我們的護士及社工都受過專業培訓，每一位對支援乳癌患者的工作都滿腔熱誠。

本年度我們推出了首個廣告/市場推廣計劃「乳癌檢測·三缺一不可」，推廣乳健中心的新服務，榮獲HKMA/TVB傑出市場策劃銀獎及小預算市場策劃獎，憑藉的就是我們貫徹團隊的熱誠令評判也人為感動，認為這個推廣計劃的成功，除了創意優異外，我們也深明受眾的需要，以及他們對乳房健康的警覺不足。廣告/市場計劃在2012年10月獲獎，本來不屬於本年報的報告範圍，但我們急不及待，希望第一時間把這個令人振奮的消息及基金會彪炳的戰績與大家率先分享。

事實上，熱誠是我們各方努力的核心，亦把贊助者、捐助者、合作伙伴、義工、顧問及同工等連繫一起。我們特別感謝團隊的同工的努力、積極付出，令基金會的工作屢創佳績，不斷向前。

我們期待您加入這個艱鉅但充滿意義的旅程，與我們攜手建設更健康的香港社會。

2011/12 was another year of well-earned success for the Hong Kong Breast Cancer Foundation: we have out-performed most of our targets in breast health education, patient support, research and advocacy, which means we have served those that have needed us more effectively than ever before. Over the years, the HKBCF's fight against breast cancer has evolved also into shaping a breast health culture in the territory, as breast awareness is our best safeguard. Our mission is to encourage women to form a habit of regular breast screening with the aim to detect breast cancer early, if ever it hits.

One of the most heartening news this year is the recognition granted us by our two new Honorary Patrons, Mrs. Regina Leung, wife of the Chief Executive, HKSAR, and Dr. Ko Wing Man, Secretary for Food and Health, who joined us in our cause to eliminate the threat of breast cancer to the local community.

In terms of direct service delivery in the year, thanks to the ardent support of the Hong Kong Jockey Club Charities Trust, our Breast Health Centre which commenced service in May 2011, continued to provide professional breast screening services at affordable prices, with those financially challenged served for free. The tremendous patronage enjoyed by the Centre right from the start confirms our concern that there is a service gap in the community when it comes to regular breast screening: the private hospitals/clinics are too expensive for the mass while the wait for public service is too long to be helpful. In the absence of a government-led breast cancer screening programme in Hong Kong, women need quality-assured service at a reasonable price and waiting time, which we offer.

The past year marked the 4th year in operation of the Hong Kong Breast Cancer Registry - the most comprehensive, population-wide data bank capturing the breast cancer history, including lifestyle and treatment options, of almost 8,000 patients. In response to the findings of its third report confirming the vulnerability of women in low-income districts, we stepped up breast health education to this group of women to encourage them to undertake breast screening. This reflects our strategy of tailoring services according to the latest research findings and our long-standing research-based advocacy for population-wide breast cancer screening to be introduced in Hong Kong.

With the number of breast cancer cases continuously going up, demand for our patient support service also continued to rise. To meet the growing need, we strengthened our team to ensure we provide quality support to clients. We are known for our professionally trained nurses and social workers, all of whom are passionate to help.

Our passion was fully recognized and handsomely rewarded in the year with the amazing winning of both the Silver Award and the Small Budget Award in the HKMA/TVB Awards for Marketing Excellence 2012 by our first-ever advertising/marketing campaign 'Three Steps to Breast Health' publicizing the new service provided by the Breast Health Centre. The judges were most encouraging in their assessment and attributed the success of our campaign to the backing of 'the extremely passionate team with in-depth understanding of the needs and low alertness of the target audience in regard to breast health'. Technically, this is outside the remit of this report as the award was presented in October 2012 but we felt such exciting news and significant achievement deserved sharing as soon as we can.

Indeed our passion is at the centre of what we do. It is the common thread connecting our patrons, donors, partners, volunteers, advisors and staff. Our team of dedicated staff deserves a special mention as it is with their support and exceptional efforts that we have been able to advance our cause and continuously improve year on year in our education of and service to those that most need us.

We look forward to you joining us in this arduous yet meaningful journey for a healthier community.



張淑儀醫生  
創會人  
Dr. Polly Cheung  
Founder

霍何綺華  
主席  
Mrs. Eliza Fok  
Chairman

# 當年大事記要

## A Fruitful Year in Numbers

3 《香港乳癌實況第三號報告》於2011年9月出版。這份最新數據顯示，基層婦女有急切需要接受乳房健康教育及經濟援助。

The Breast Cancer Facts in Hong Kong Report No. 3 was released in September 2011, revealing that women with lower socio-economic status have a strong and urgent need for breast health education and financial assistance.



5 22 22間企業和機構成為基金會的粉紅絲帶夥伴，為我們籌款及提高社會的乳健意識。

22 corporations and organizations showed their support for our mission by becoming Pink Ribbon Partners, raising funds for us and awareness of the importance of breast health.



3 377 377名新會員加入香港乳癌基金會的大家庭，每名新成員都協助向市民灌輸乳健意識，引領香港的乳健文化推廣，對抗乳癌威脅。

We welcomed 377 new members to the HKBCF family, each of whom strengthens our efforts to inculcate and lead a breast health culture in Hong Kong to fight against breast cancer.



2,807 2,807 盡心盡力的義工，為支持基金會的目標、受助者及捐款人，提供輔導服務、籌款，及組織活動，總服務時間超過2,807小時。

Our dedicated volunteers donated 2,807 precious service hours towards counselling, fundraising and events organization to support our cause, our beneficiaries and benefactors.





5,410人於乳健中心進行乳房健康檢查，接受專業而收費相宜的服務，認識到定期進行乳房檢查，有助提早發現乳癌，對抗乳癌潛在的威脅，保護自己的生命。

5,410 people undertook potentially life-saving breast cancer screening at the Breast Health Centre, experiencing our professional and affordable screening service and learning the importance of regular breast cancer screening for early detection.



7,966名乳癌患者及康復者加入香港乳癌資料庫，提供病歷資料，有助我們透過數據的深入分析，建立具參考性的資料庫，以便醫療專業人員及相關人士制定更有效的治療方案。

7,966 breast cancer patients and survivors contributed to the data collection and in-depth analyses of the Hong Kong Breast Cancer Registry, creating a significant and insightful data bank for medical professionals and relevant stakeholders to develop better treatment options.



11,515名乳癌病友及其家人透過我們的支援服務獲得安慰、關愛、資訊、教育及抗癌的正能量。

11,515 breast cancer patients and their families gained from our Support Service which provided comfort, care, information, education and strength in their fight against cancer.



乳癌藥物資助計劃撥出1,088,050港元，為低收入患者提供所需治療，避免延誤治療引起對患者的額外創傷、增添對公立醫療系統的財政壓力。

HK\$1,088,050 was spent on the Breast Cancer Drug Financial Assistance Programme to provide low income patients with the necessary treatment, avoiding costly delays and further physical and financial stresses to the patients and the public health system.

# 歷年工作重點 Milestones

## 2011-2012

### 2011

#### 九月 September

《香港乳癌實況第3號報告》公佈，指出不同區域經濟條件的落差，對低收入婦女在乳癌檢查及乳癌確診期數的影響。

Critical breast cancer facts announced via Breast Cancer Facts in Hong Kong Report No. 3 with key findings highlighting the impact of socioeconomic disparity on breast cancer screening and stage of cancer diagnosis for women in lower income brackets.

#### 十月 October

第7屆步行籌款活動——「乳健康大步走」成功舉行，吸引超過1,600名步行者參與，籌得200萬港元善款，破歷年紀錄。

The 7<sup>th</sup> successful walkathon - Pink Walk for Breast Health - with over 1,600 walkers taking part and raising a record-breaking HK\$2 million.

#### 十一月 November

與香港中文大學聯合舉辦2011年乳癌會議，就乳癌研究及治療方案進行國際學術交流。

International outreach to academia for updated information exchange on breast cancer research and treatment development by co-organising Breast Cancer Conference 2011 with the Chinese University of Hong Kong.

#### 十二月 December

香港乳癌基金會及Genomic Health就本地患者使用Oncotype DX<sup>®</sup>乳癌檢驗方法進行聯合研究計劃，探討使用後會否有助減少病人使用化療的情況。

The HKBCF and Genomic Health jointly launched a research project on local patients' use of Oncotype DX<sup>®</sup> Breast Cancer Assay to gauge the effectiveness of the latter in minimizing chemotherapy for patients.

在臉書推出本會首個社交媒體外展平台

Our first social media outreach launched via Facebook

 [www.facebook.com/breasthealthforlife](http://www.facebook.com/breasthealthforlife)

### 2012

#### 三月 March

獲獎無數的電影《桃姐》慈善放映特別場吸引1,000名支持者，喚起公眾對乳房健康的警覺性及提升香港乳癌基金會的品牌。

Charity movie screening featuring multiple award-winning film 'A Simple Life' attracted over 1,000 supporters, raising awareness on breast health and HKBCF's brand.

#### 四月 April

本會參與第四屆全球華人乳癌病友組織聯盟大會，以全球力量減少乳癌在華人社會的負面影響。大會邀請了乳癌患者及康復者參與研究及治療發展資訊交流。

Joined the global effort to reduce the adverse impact of breast cancer in Chinese communities through the 4<sup>th</sup> Global Chinese Breast Cancer Organisation Alliance (GCBOA) Conference – an event inviting breast cancer patients and survivors to participate in research and treatment development information exchanges.

#### 五月 May

第一次舉辦的康復者日營「亮麗人生」，獲逾一百名乳癌康復者參加，藉此建立緊密聯繫。

Our first-of-its-kind Survivors' Camp – Brighten Up Your Life – created a bonding experience for over a hundred breast cancer survivors.

#### 六月 June

舉辦上肢淋巴水腫論壇——為淋巴水腫的乳癌患者提供資訊分享平台，交流淋巴水腫成因及治療方法。

Upper Arm Lymphoedema Forum – providing a platform for information sharing on the causes and treatment methods of Lymphoedema in breast cancer patients.



# 2005-2011

## 2005

三月八日 8 March

創會  
Inauguration

十月 October

舉辦首屆關注乳癌步行籌款活動  
The first annual breast cancer awareness walkathon.

## 2006

九月 September

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 of breast cancer examination behaviour.

## 2007

十一月 November

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屆乳癌研討會  
Co-organised the 12<sup>th</sup> Annual Symposium of the Hong Kong Cancer Institute with the Chinese University of Hong Kong, underscoring HKBCF's research strength and alliance.

成立香港乳癌資料庫  
Established the Hong Kong Breast Cancer Registry (BCR).

## 2008

九月 September

為有經濟困難或低收入婦女推出免費乳房X光造影檢查計劃  
Mammography Screening Financial Assistance Programme launched to enable economically disadvantaged women to receive free screening service.

## 2009

六月 June

推出乳癌藥物資助計劃，提供口服標靶藥物費用資助  
Breast Cancer Drug Financial Assistance Programme launched to support patients on targeted therapy.

九月 September

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 report of the Hong Kong Breast Cancer Registry released.

十月 October

香港乳癌基金會辦事處遷址炮台山  
HKBCF moved to the new office in Fortress Hill to accommodate a larger team of staff and an extended range of services to the public. The office has remained HKBCF's headquarters to date.

## 2010

三月 March

創會五週年  
Celebrated our 5<sup>th</sup> anniversary.

四月 April

「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 raised funds for the Free Mammography Screening Programme.

九月 September

《香港乳癌實況第2號報告》發表  
Hong Kong Breast Cancer Facts Report No.2 (second report of the BCR) published.

十一月 November

引入淋巴水腫護理服務及為40歲以下的病友開設支援小組  
Young patient (under 40) support group and lymphoedema care services 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 5<sup>th</sup> Anniversary Gala Dinner, also screened on TV.

## 2011

三月 March

「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 HKBCF.

五月 May

香港賽馬會資助、以社區為本的乳健中心投入服務  
Our Jockey-Club sponsored, community-based Breast Health Centre inaugurated.

六月 June

乳癌康復者組成合唱團「音韻樂心靈」  
"Melody in Mind", a singing group comprised of breast cancer survivors formed.

# 教育： 及早發現 治療關鍵 EDUCATION: Early Detection Saves Lives

單親媽媽阿娟經常感到胸口痛，甚至曾經半夜痛醒。阿娟是綜援受助者，深知公立醫院需排期數月以上才輪候到檢查及診斷。但經社工介紹後，她發覺原來香港乳癌基金會的乳健中心為低收入人士提供免費的一條龍檢查服務，包括乳房X光造影、超聲波，及有需要時抽取組織化驗和醫療轉介。

結果，阿娟經檢驗後確診患上乳癌，因為有乳健中心醫生的轉介信，很快便獲安排在公立醫院做手術。乳健中心加快了阿娟接受治療的過程。目前，阿娟正康復中。阿娟的經驗，再次引證香港乳癌基金會的基本信念：「及早發現 治療關鍵」。

「免費乳健檢查計劃真的幫到我！健康最重要，有健康才可以照顧家庭！」阿娟說。

Terrible pain in Ah Kuen's breast had been waking her in the middle of the night, robbing her of hours of sleep. As a single mother and a Comprehensive Social Security Assistance recipient, Ah Kuen is familiar with the public health system and assumed that she would have to queue up for months for an appointment and for eventual diagnosis. Upon the referral of a social worker, she was surprised – our Breast Health Centre provided her a one-stop free service including mammography screening, ultrasound and needle biopsy, and medical referral if necessary.

Unfortunately, Ah Kuen was diagnosed with breast cancer. Fortunately for her, however, with the referral letter from the medical consultants of the Breast Health Centre, she was scheduled to undergo surgery at a public hospital expeditiously. The Breast Health Centre helped speed up her treatment process and she is now recovering. Ah Kuen's experience is a positive illustration of the Hong Kong Breast Cancer Foundation's fundamental belief that Early Detection Saves Lives.

"I have really benefited from the Free Breast Cancer Screening Programme. Health is the most important asset, without which I won't be able to take care of my family."

## 乳健中心成立一周年

獲得香港賽馬會慈善信託基金的大力支持，香港乳癌基金會本著「及早發現，治療關鍵」的信念，於2011年5月成立乳健中心，提供乳健檢查服務。

截至2012年6月底，乳健中心已為5,410人提供乳健服務，其中1,800人受惠於「免費乳健檢查服務」。服務使用者中，89人經檢查後確診患上乳癌，年齡介乎27至83歲，偵測率達1.65%，比一般推行全民強制性普檢乳癌的海外國家的0.5%高出三倍，反映香港普羅大眾對乳癌檢查服務的殷切需求。

香港乳健中心推出「免費乳健檢查計劃」，回應本港基層婦女的需要。「免費乳健檢查計劃」提供一站式免費專業服務，包括X光檢查、診斷和轉介服務，大大縮短使用者的輪候時間。來自低收入家庭的婦女只要通過入息審查標準，或本身是綜援、政府交通津貼或傷殘交通津貼的受助人，均可獲免費檢查服務。

目前，香港沒有全民乳癌普查，若要進行乳房檢查，不是要接受公營醫療機構偏長的輪候時間，就是要接受私家醫院偏高的檢查費用。乳健中心的設立，就是要填補這個「市場」空隙，為有需要人士提供優質、專業而收費大眾化的乳房健康檢查及診斷服務，輪候時間也較短。乳健中心擁有專業的醫護團隊，與基金會合作無間的診斷中心和醫務顧問，可為服務使用者提供優質、快捷、方便的檢查。



乳健中心一周年新聞發佈會  
Breast Health Centre 1<sup>st</sup> Anniversary press conference

# 1<sup>st</sup> Anniversary of Breast Health Centre

With the kind support of The Hong Kong Jockey Club Charities Trust, the Hong Kong Breast Cancer Foundation Breast Health Centre (BHC) was launched in May 2011 offering breast cancer screening services to paying clients as well as those who are qualified to receive the service free. The BHC realises our fundamental belief that “Early Detection Saves Lives” and by the end of June 2012 had provided services to 5,410 people with nearly 1,800 benefitting from our Free Breast Cancer Screening Programme. 89 of the 5,410 were subsequently diagnosed with breast cancer and their ages range from 27 to 83 years old. The detection rate of 1.65% is three times higher than the average detection rate of overseas countries with mandatory population-wide breast cancer screening, reflecting a strong public demand for breast cancer screening services.

The BHC introduced the Free Breast Cancer Screening Programme to meet the urgent needs of Hong Kong’s economically disadvantaged women. It is a one-stop free, professional service including screening, diagnostic and referral services; drastically cutting down the waiting time for service users. Women with low family income who pass the assessment criteria are eligible for the subsidies for free breast cancer screening services, including those living on Comprehensive Social Security Assistance, transport subsidy scheme or disability allowance.

Hong Kong has yet to launch a population-wide breast cancer screening programme. The BHC fills in the significant gap between the relatively expensive services available at private facilities and the long waiting time at public ones, providing professional, affordable breast cancer screening and diagnostic services within a much shorter time frame. We are able to offer this much-needed service to women in Hong Kong because we have our own medical team and we partner with diagnostic centers and medical consultants to optimize quality, speed and convenience for our clients.

2012年5月，我們推出以下三項新措施，擴大接受乳健中心免費服務的對象層面，令更多有需要人士受惠。

In May 2012, we introduced three new initiatives with the purpose of broadening the reach of our free service, making it more accessible for those in need:

## 1. 簡化申請程序

簡化對低收入申請人的經濟審查，並取消家庭資產審查。

Relaxed the assessment criteria by eliminating the value of total household assets.

## 2. 增設交通津貼

為合資格人士提供交通津貼，減輕她們的車資負擔。

Offered transportation allowance for qualified applicants.

## 3. 縮短審批及輪候時間

只需申請人證明過去三個月(以往為六個月)的家庭入息不超過特定上限。

Applicants only required to submit proofs of household income for the past three months (previously six months) for eligibility assessment.

家庭成員 Family members	每月家庭總收入不超過(港幣) Monthly household income (HKD) not exceeding
一人 Single person	\$9,000
二人 Family of two	\$14,000
三人 Family of three	\$16,000
四人 Family of four	\$19,000
五人 Family of five	\$22,000
六人 Family of six	\$25,500

若想進一步了解乳健中心的運作，請瀏覽 [bhc.hkbcf.org](http://bhc.hkbcf.org) 或致電 3143 7333

For more information on the Breast Health Centre, please visit [bhc.hkbcf.org](http://bhc.hkbcf.org) or call 3143 7333.

## 將乳健訊息帶進社區 Community Outreach

與企業及團體合作，可擴大社區接觸面，並傳遞乳健訊息。過去一年，我們的專業團隊探訪了81間企業、社區團體及學校，推廣「乳癌檢測·三缺一不可」的乳癌檢測計劃，向20,000人指出乳房健康的重要性。三個檢測步驟包括1)自我檢查；2)臨床檢查；以及3)X光造影檢查。

乳房健康計劃提倡三管齊下，旨在針對本港女性乳健意識不足及香港缺乏這方面的公眾教育資源，提醒所有母親、妻子、女兒、同事及社區朋友，須要做好乳房健康護理。

Partnering and working together with corporations and organizations is an effective way to broaden our community outreach and spread our message. During this year our professional team, equipped with the “Three Steps to Breast Health” educational and screening programme, visited 81 corporations, community groups and schools, sharing our message on the importance of breast health with nearly 20,000 people. The three steps in the programme are 1) self examination; 2) clinical examination and; 3) mammography screening.

The Three Steps to Breast Health programme is especially designed to combat the relatively low breast health awareness among women and lack of public education resources in this regard in Hong Kong, alerting all mothers, wives, daughters, co-workers and friends in our community to the need for better breast health care.

乳房健康講座及展覽參加人數一覽：

Total number of participants of the breast health talks and exhibitions at a glance:

種類 Types	次數 Number	總出席人數 Total Attendance
活動/路演/展覽 Events / roadshows / exhibitions	18	15,400
企業工作坊 Corporate workshops	19	1,080
非政府組織講座 Talks to NGOs	38	1,328
學校講座 Talks to schools	6	1,296
總數 Total	81	19,104

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## 市場推廣計劃 Marketing Campaigns

「乳癌檢測·三缺一不可」 “Three Steps to Breast Health”

我們在2011年5至8月推出首個市場推廣廣告計劃「乳癌檢測·三缺一不可」，提高乳房健康意識及宣傳乳健中心的新服務。由於反應理想，我們於同年10月至11月推出第二輪市場推廣活動，吸引1300人預約於乳健中心接受乳房檢查，亦增加了香港乳癌基金會的曝光率及知名度。最為重要的是，有關廣告計劃也是有效的教育工具，讓我們的訊息觸及更廣層面的受眾。

We launched our first-ever advertising campaign “Three Steps to Breast Health” from May to August 2011, promoting breast health awareness and the new services of the BHC. The initial success led to a second wave of marketing efforts from October to November 2011, generating a total of over 1,300 bookings for breast cancer screening at the BHC as well as raising the visibility and brand awareness of the HKBCF. Most importantly the advertising campaign was a great educational tool benefiting a much wider cross-section of the target audience.

### 母親節宣傳運動 Mother's Day Campaign

五月母親節，我們把母親節的種種慶祝活動和乳健中心成立一周年連繫一起推出宣傳，包括在報章刊登文章及廣告，推廣我們的抗乳癌目標，同時建立大眾對基金會的認知，方便大眾尋求服務。

香港乳癌基金會推行宣傳的最終目的，是傳遞乳房健康重要性的訊息，鼓勵來自不同生活層面的婦女養成定期檢查乳房的習慣。我們會繼續努力，集中向有需要的女性提供資訊和服務，以及宣傳我們的研究的重要性，減少乳癌的威脅。

Leveraging various Mother's Day celebrations in May as well as the 1<sup>st</sup> anniversary of the BHC, we launched a publicity campaign which included newspaper articles and print advertising to promote our cause and build brand awareness.

The ultimate goal of HKBCF's marketing campaigns is to spread the message on the importance of breast health and to encourage women from all walks of life to commit to regular breast health checks. Our continued efforts focus on promoting the availability of information and accessibility of our services to women in need as well as the importance of research in our fight to eliminate the threat of breast cancer in Hong Kong.



# 支援服務： 為患者注入抗病正能量

## SUPPORT: Delivering Strength and Hope

醫生診斷美儀患上第三期乳癌後，她感到極之憂鬱。生活似乎給推倒了，令她一無所有。她不能再上班，亦無法料理家務和照顧丈夫、女兒。

美儀與香港乳癌基金會的護士會面，了解乳癌的療程及接受情緒輔導後，對前路漸漸恢復信心。她加入患者支援小組，在抗病途上有同路人並肩同行，明白到自己並非孤單一人。美儀可以安心地抒發感受，及從其他病友身上學習照顧自己的貼士。美儀成為了香港乳癌基金會的活躍會員，每星期參加支援小組的活動和編織班，與同路人聚頭，更當上義工與病友分享抗病經驗，交流如何將負面情緒轉化為正能量。美儀決定要讓生命活得豐盛，不向病魔低頭。

她這樣鼓勵病友：「雖然患病，但至少有家人的愛我們，就是我們的福氣！」

Mei Yi was totally depressed. She was diagnosed with Stage 3 breast cancer. She felt the cancer had taken over her entire life and that she had lost everything, including herself. She could no longer go to work, nor take care of housework, her husband and daughter.

After meeting the counselling nurse from HKBCF's Support Service for emotional support and information on treatment, Mei Yi started to see a dim light in an otherwise long and dark tunnel. She joined the patients' support group and quickly realized that she was not alone, that they were all "in the same boat". She felt more comfortable expressing her feelings freely and learned caring tips from other patients. Gradually, Mei Yi became a very active member of the HKBCF. She participated in the patients' support groups and knitting classes every week to meet with her peers, she even volunteered to share with other patients her own fight against breast cancer - how she had turned negative emotions into positive energy. Mei Yi decided to live her life to the fullest and not let the illness take over her life.

Mei Yi encouraged her peers by saying that "Despite the illness, we are always lucky to be loved by our family."

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## 三項全新措施：優化服務

### Three New Initiatives: Better Our Service

#### 1. 支援服務委員會

成立於2011年11月，成員包括負責支援服務的副主席，資深員工及來自不同小組的組長，此等小組包括病友支援小組、「音韻樂心靈」、興趣小組等。支援服務委員會的主要目標是發展新構思，持續改善香港乳癌基金會對患者及其家人的支援服務。

#### 1. Support Service Committee

Established in November 2011 this committee is comprised of our Vice Chairman overseeing Support Service together with senior staff and leaders from different groups including patient support groups, "Melody in Mind", interest classes and so on. The Support Service Committee focuses on its objective of developing new ideas that will contribute to the sustained continuous improvement of the HKBCF's support to patients and their families.

## 2. 「沿途有您—師姐師妹計劃」 支援初確診患者

於2011年5月推出「沿途有您—師姐師妹計劃」，為有需要的初確診乳癌患者配對義務「同路師姐」，讓患者得到更貼身的支援和關懷。十九位熱心的義工均有對抗乳癌經歷，當中包括病友或患者親友，他們都接受過基金會專業護士及心理專家的培訓，能為剛開始與乳癌作戰的患者提供寶貴支援。



## 2. One-to-one Support : Breast Friend Programme

As a means of providing better and stronger support for newly diagnosed breast cancer patients, the Breast Friend Programme was launched in May 2011. The Programme carefully matches newly diagnosed patients with volunteers who have had experience in the fight with breast cancer either as a patient or as a family member or friend of a patient. The 19 volunteers have been carefully trained by our professional counselling nurse and counselling psychologist and are able to provide valuable support to those patients who are just embarking on their fight against breast cancer.



## 3. 第一次義工聚會

鑑於以分享經驗形式支援病友的需求殷切，我們於8月舉行了首次義工聚會。全情投入的義工，分享他們為香港乳癌基金會提供支援服務的經驗，以及期間遇上的挑戰。聚會讓義工之間產生了既強大又具意義的連繫，為他們持續不斷的義務工作注入強心針。義工的踴躍參與，令義工聚會成為了一年一度的盛事。

## 3. First Volunteers' Meeting

The need for support in the form of shared experiences led to our first volunteers' get-together in August. Our dedicated volunteers shared their experiences and challenges in providing support and services to HKBCF's good cause. The meeting enabled our volunteers to create strong and meaningful bonds that in turn give them strength and encouragement in their continued volunteer work. The positive feedback has led to the Volunteers' Meeting becoming an annual event.

### 義工的貢獻

總義工人數：108人

服務總時數：2,807小時

### Volunteers' Contribution

Total number of volunteers: 108

Total number of hours served: 2,807 hours

## 4. 假髮及領巾美容工作坊

良好的儀容既能令患者感覺良好，又可增強抗病期間積極向前的信心。我們因此邀請了假髮公司的形象設計師，為會員舉行定期工作坊。形象設計師分享如何挑選及配戴假髮、運用染髮劑及以領巾裝飾的知識及貼士。工作坊為患者提供了實用及有趣的資訊，幫助患者保持美好的儀容及增強自信。

## 4. Wigs and scarves aesthetics workshops

Looking good is a significant contributor to feeling good and to empowering our patients in this area. We invited stylists from a wig company to hold regular workshops for members. The stylists imparted knowledge and tips on how to choose and manage a wig, apply hair dyes as well as new and decorative ways to use scarves. These workshops provided practical, useful and fun information to patients to help them look good and feel strong.

# 情緒支援及資訊提供 Emotional and Information Support

患者對情緒支援及資訊的需求，大大超出我們的預算。年內我們向751名乳癌患者提供了服務，其中563人為新確診人士。2,486人到訪過我們的服務中心。同路人電話支援服務小組配對了104對患者及義工，共處理869個電話。

The demand for our emotional and information support service significantly exceeded expectations and available resources. During the course of the year we served 751 breast cancer patients, among them 563 were newly diagnosed. We received a total of 2,486 visits during this period. The peer volunteer telephone support service matched 104 pairs of patients and volunteers and a total of 896 calls were conducted among them.

患者接受輔導服務：747人次

747 visits for Patient Counselling Service

患者家屬參加家人輔導小組：290人次

290 visits for Family Group Counselling Service

治療前準備小組：558人次

558 visits for Pre-treatment Group Service

## 經濟支援 Financial Support

### 1. 乳癌藥物資助計劃 Breast Cancer Drug Financial Assistance Programme

我們於2009年與葛蘭素史克(GSK)攜手推出乳癌藥物資助計劃後，共47名患者接受了藥物治療的經濟資助。2011/12年度的藥物資助額為110萬港元，確保低收入人士可使用所需的口服標靶藥物。

Since launching the Breast Cancer Drug Financial Assistance Programme in partnership with GlaxoSmithKline in 2009, 47 patients have received financial support for their required drug therapies. In 2011/12 alone the programme subsidized HK\$1.1 million worth of medication to ensure low income patients' access to the oral targeted therapy drugs required.

### 2. 假髮送贈計劃 Free Wig Programme

對於接受乳癌治療的患者來說，能夠保持儀表，可增強其對抗乳癌的信心。我們於2012年推出假髮送贈計劃。承蒙各捐贈者慷慨解囊，我們為接受綜合援助或獲豁免醫療費的患者提供免費假髮，讓她們保持儀容及增強信心，對抗癌症。

Appreciating the desire of patients undergoing breast cancer treatment to feel more comfortable in their appearance and understanding the boost of confidence this would provide to them, we launched the Free Wig Programme in 2012. With the generous support from various donors we have been able to provide free wigs to patients on Comprehensive Social Security Assistance or with medical fee waivers, giving them the appearance and confidence boost to face their journey against cancer.

## 護理支援 Paramedical Support

### 1. 淋巴水腫護理服務 Lymphoedema Care services

香港乳癌基金會的淋巴水腫護理服務，旨在協助接受了腋下淋巴切除手術及電療後的患者，預防或及早偵測上肢可能會出現淋巴水腫的問題。

The IIKBCF's Lymphoedema Care services help patients who have undergone lymph node surgery and radiation to prevent lymphoedema or at least detect it at an early stage.

1,252人次接受淋巴水腫指數測量

1,252 visits for Measurement of the Lymphoedema Index

455人次參加預防淋巴水腫按摩技巧及運動班

455 visits for Self Lymphatic Massage and Exercise Class

396人次出席淋巴水腫護理支援小組

396 visits for Lymphoedema Management Groups

### 2. 手術後上肢運動班 Post-operative limb exercise class

需要接受手術的新確診患者，若在手術後進行上肢運動，可有助改善活動能力。

For newly diagnosed patients required to undergo surgery, a set of post-operative limb exercises helps them improve mobility after the surgery.

398人次參加

398 visits

# 康復者計劃 Survivorship Programme

## 1. 康復者日營 – 「亮麗人生」2012 Survivors' Camp – Brighten Up Your Life 2012

2012年5月6日，一年一度的康復者日營於突破青年村舉行。腫瘤學家、營養師及臨床心理學家在活動中分享康復者在接受乳癌治療後護理身心的重要性及方法。日營期間，乳癌康復者練習冥想與心靈治療、歌唱、運動及瑜伽等多種另類治療方法。日營更讓乳癌康復者分享抗病經歷及戰勝病魔的心路歷程。年內，共100名康復者分享了對未來的感想及如何積極面對乳癌。康復者也交流經驗，建立友誼，為她們在康復路途上帶來強大的支持與鼓舞。

Our annual survivors' day camp took place at the Breakthrough Youth Village on 6 May 2012. An oncologist, dietitian and clinical psychologist spoke to camp members about the importance of and methods for physical and psychological care post-breast cancer. During the camp breast cancer survivors also practiced imagery and internal healing, singing, exercise and yoga to give them a variety of alternative healing activities. The Survivors' Camp also provides an opportunity for breast cancer survivors to share experiences and triumphs with others. This year around 100 survivors shared their thoughts and feelings on the road ahead and sought to focus on the positive side of their breast cancer journey. The bonding experience created new friendships which will give these survivors tremendous support and courage on their roads to recovery.

## 2. 音韻樂心靈 Melody in Mind

康復者組成的「音韻樂心靈」歌唱班不斷成長，基金會多項活動及場合中深受觀眾讚賞。「音韻樂心靈」為乳癌康復者提供了美妙的平台，以歌聲與聽眾分享對人生的積極性，慶祝她們成功對抗乳癌。

Our amazing survivors' choir has continued to grow and their performances at the HKBCF's various events and occasions have been well received. "Melody in Mind" is a wonderful platform for breast cancer survivors to celebrate their successful fight through singing and sharing the positivity with their audiences.

## 3. 會員周年聚會 Annual Members Gathering

會員周年聚會是一項重要活動，促進會員、義工及支援者之間的網絡、強化協同效應。聚會於2012年3月3日假香港富豪酒店舉行，共約200人出席。會員透過義賣布偶及編織圍巾籌款。我們的康復者歌唱班「音韻樂心靈」的演出更成為了當晚的亮點。

The Annual Members Gathering is a major event for networking and celebrating synergies among members, volunteers and supporters. This year nearly 200 people gathered for the event on 3 March 2012 at the Regal Hong Kong Hotel. Members raised funds for the HKBCF through selling handmade dolls and knitted shawls. The highlight of the evening was the performance by "Melody in Mind".



## 4. 借鏡海外經驗 擴展國際網絡 Overseas Exchange, Outreach and Networking

香港乳癌基金會代表團於2011年11月9至11日出席台北的第16屆國際康復之路乳癌支持會議，與逾千名康復者、義工及醫護人員分享患者支援和義工培訓的經驗。

A HKBCF delegation comprised of over a thousand breast cancer survivors, volunteers and medical people, attended the 16<sup>th</sup> Reach to Recovery International Breast Cancer Support Conference in Taipei from 9 to 11 November 2011, exchanging knowledge and skills in patient support and volunteers training.



## 5. 健康教育講座 Educational Talks

基金會全年共舉辦11次教育講座和6次專題講座，接近1000人參加。活動中，醫療專家應邀到場分享乳癌患者及康復者在飲食、運動及其他方面的健康資訊。

Nearly 1,000 participants benefitted from the 11 educational talks and 6 seminars organized by the HKBCF. Medical experts were invited to these talks and seminars to share information on diet, exercise and other aspects of health for breast cancer patients and survivors.

2011.07	乳癌復康運動 Exercise for breast cancer survivors	註冊物理治療師方佩儀小姐 Ms. Pauline Fong Registered Physiotherapist
2011.08	平靜心靈的密碼 The Secret Code for Relaxation	臨床心理學家袁詠春小姐 Ms. Anita Yuen Clinical Psychologist
2011.09	香薰與乳癌 Aromatherapy and Breast Cancer	註冊香薰治療師袁彩鳳小姐 Ms. Carol Yuen Registered Aromatherapist
2011.10	健康美食工作坊 Workshop on Healthy Diet	英國註冊營養師許綺賢小姐 Ms. Selina Khor Registered Dietitian (UK)
2011.11	乳癌治療後如何選擇及適當地進行瑜珈運動 "Spread Your Wings and Fly!" - a workshop on yoga and breast cancer	註冊瑜珈導師文雪賢小姐 Ms. Rani Kamaruddin Registered Yoga Teacher
2011.12	健康美食工作坊(DVD重溫) Workshop on healthy & delicious food	英國註冊營養師許綺賢小姐 Ms. Selina Khor Registered Dietitian (UK)
2012.01	淋巴水腫護理 Lymphoedema Care	淋巴水腫治療師及註冊護士張春好小姐 Ms. Doris Cheung Qualified Lymphoedema Therapist, Registered Nurse
2012.02	乳癌治療新方法 Updated breast cancer treatment	臨床腫瘤科專科醫生關永康醫生 Dr. Kwan Wing Ilong Clinical Oncologist
2012.03	足部反射按摩工作坊 Foot Reflexology Workshop	足部反射學講師陳健民先生 Mr. Clemens K.M. Chan Foot Reflexology Tutor and Practitioner
2012.04	乳癌康復後中藥與食療調理 Chinese Medicine and Diet after breast cancer treatment	註冊中醫師崔紹漢博士 Dr. Chui Shui I Ion Registered Chinese Medical Practitioner
2012.06	乳癌康復後的健康與運動 Exercise and health for breast cancer survivors	浸會大學副教授雷雄德博士 Dr. Lobo Ilong Tak Louie Associate Professor, Ilong Kong Baptist University

2011年8月起，基金會會員可使用健康教育講座的光碟存檔。

Starting August 2011, our DVD archive on the educational talks and seminars were made available to our members.

## 6. 興趣小組及活動 Interest Classes and Activities

847人次參與興趣小組班，包括瑜珈、編織、普通話、國畫和易筋經班。

847 visits for interest groups including yoga, knitting, Putonghua and Yijingjing.



# 研究及倡議： 掌握香港乳癌實況

## RESEARCH & ADVOCACY: Understanding Breast Cancer Facts in Hong Kong

### 參與病人的心聲

#### A show of appreciation from a breast cancer patient

致：香港乳癌資料中心

我黃菊係2012.10.09日收到您們資料中心報告摘要內容，我很詳細分解文字，

「知道很多資訊。」

很感激您們資料中心分析，我黃菊會多加留意，注重身體變化，

「以回答您們關心。」

「很內心感動。」

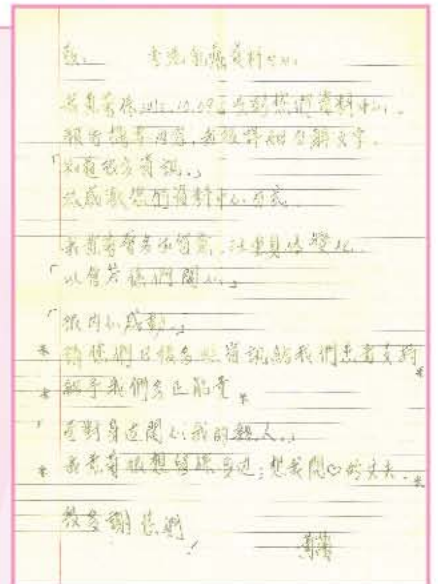
請您們日後多些資訊給我們患者支持，給予我們多正能量，

「面對身邊關心我的親人。」

我黃菊很想留係身邊；想我開心的丈夫。

很多謝您們！

黃菊



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### 香港乳癌實況第三號報告

#### Breast Cancer Facts in Hong Kong Report No. 3

2011年9月發表的香港乳癌實況第三號報告，指出一個令人擔憂的情況：低收入社區缺乏乳房健康教育及健康護理服務的資源，剝奪了患者及早偵測、治病的機會、使他們承受不必要的醫療費用及創傷。

香港乳癌資料庫當時共收集了5,393名患者的資料進行分析，顯示本港不同社區的乳癌患者，無論在乳癌檢查比率及確診時的乳癌期數上都存有差異。低收入社區的患者，相比高收入社區的患者，乳房檢查比率較低，確診時的乳癌期數亦傾向於晚期。報告結果加強了我們在香港全面推行乳房檢查計劃、減少本地乳癌威脅的決心。



The release of the HKBCF's Breast Cancer Facts in Hong Kong Report No. 3 in September 2011 highlighted an alarming situation – that lack of breast health education and healthcare services in poorer districts is depriving patients of the chance for early detection, when treatment costs and suffering are minimal.

The Hong Kong Breast Cancer Registry had collected data from 5,393 patients at the time for analysis, revealing disparities in breast cancer screening rates and breast cancer stage at time of diagnosis among different parts of the territory. Patients in districts with lower average income had lower screening rates and were more likely to have advanced-stage breast cancer at the time of diagnosis compared to patients residing in higher-income districts. The findings of the report reinforces our belief and strengthens our resolve, to advocate for a population-wide breast cancer screening programme in Hong Kong to eliminate the threat of breast cancer to our community.

## Oncotype DX<sup>®</sup> 乳癌檢驗的研究 Research on Oncotype DX<sup>®</sup> Breast Cancer Assay

2011年12月，香港乳癌基金會與Genomic Health合作，就Oncotype DX<sup>®</sup> 乳癌檢驗展開研究計劃，調查了150名患有早期(I期或II期)陰性淋巴結癌及雌激素受體呈陽性乳癌患者。研究結果預測了復發的可能性，亦提供了協助患者選擇更有效治療方案(特別關於化療方面)的資料。

In December 2011 the HKBCF and Genomic Health jointly conducted a research project on Oncotype DX<sup>®</sup> Breast Cancer Assay. The research studied 150 participants with early stage (stage I or II) node negative and estrogen receptor-positive (ER+) breast cancer. The research findings predict the likelihood of recurrence, information which can be used to facilitate better choice of treatment, particularly in relation to the use of chemotherapy.

### 會議 Conferences

2011年10月，香港乳癌基金會乳癌資料庫的團隊出席於毛里裘斯舉行的第33屆IACR周年大會，在會上發表分析香港乳癌高危因素的病例對照研究結果。

HKBCF's BCR team participated in the 33<sup>rd</sup> IACR Annual Meeting held in Mauritius in October 2011, presenting findings of a case-control study on risk factors contributing to breast cancer in Hong Kong.

同年11月，香港乳癌基金會與中文大學合辦2011乳癌研討會，創會人張淑儀醫生與海外專家分享了香港乳癌資料庫的數據分析結果。基金會副主席王天鳳女士亦在場分享患者在診斷和治療方面的看法。

Our Founder Dr. Polly Cheung shared our Breast Cancer Registry (BCR) data analyses with overseas experts at the Breast Cancer Conference 2011, co-organised by the HKBCF and Chinese University of Hong Kong in November 2011. Vice Chairman Mrs. Mary Hemrajani also presented patients' perspectives on diagnosis and treatment at the conference.

2012年4月，在美國加州第四屆全球華人乳癌組織(GCBOA)會議上，基金會醫務顧問郭子熹醫生分享了香港乳癌基金會的數據分析結果，副主席王天鳳女士亦獲選為GCBOA行政督導委員會(2012-2014)成員。

Dr. Carol Kwok, medical advisor of the HKBCF shared BCR data analyses at the 4th Global Chinese Breast Cancer Organisation Alliance (GCBOA) Conference held in California, USA in April 2012. Our Vice Chairman Mrs. Mary Hemrajani was elected as a member of the GCBOA's Executive Steering Committee (2012-2014).

2012年6月，在香港廣華醫院的上肢淋巴水腫論壇上，我們的醫務顧問陳穎懷醫生發表了「香港乳癌基金會引入淋巴水腫護理服務的初期經驗」，指出淋巴水腫研究的初步分析結果。

Dr. Sharon Chan, medical advisor of the HKBCF presented the "Initial Experience of HKBCF Lymphoedema Service" with preliminary analysis of lymphoedema study at the Upper Arm Lymphoedema Forum in June 2012 at Kwong Wah Hospital, Hong Kong.



創會人張淑儀醫生  
Founder Dr. Polly Cheung



副主席王天鳳女士  
Vice Chairman Mrs. Mary Hemrajani

### 參與診所/醫院名單 (2012年6月):

#### List of participating sites (as of June 2012):

香港安醫院	Hong Kong Adventist Hospital
香港浸信會醫院	Hong Kong Baptist Hospital
香港養和醫院	Hong Kong Sanatorium and 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

# 籌款 Fundraising



葉德嫻(中)主持慈善特別場的開幕禮儀式，帶出「同心倡乳健」的訊息。  
Ms. Deanie Ip (middle) officiated at the opening ceremony of the charity movie screening that calls for support to breast health.

## 你的貢獻能拯救生命 Your Contributions Save Lives

感謝各界在基金會籌款活動中慷慨解囊、積極參與，讓我們在2011/12年度籌得港幣1,100多萬港元，使我們得以順利推展各項對抗乳癌的工作，包括發展教育工作，患者支援服務，以及針對有需要婦女進行的研究及倡議工作。

本年度兩大重點籌款活動分別為「乳健康大步走」步行籌款和《桃姐》慈善特別場，兩者均獲得熱烈支持。

Thanks to your generous support and active participation in our fundraising efforts we raised over HK\$11 million last year which greatly contributes to our ability to continue our education, support and research & advocacy services to women in need in the fight against breast cancer.

Our two major fundraising events of the year were “Pink Walk Against Breast Cancer” and a charity screening of the movie “A Simple Life”, both of which were very well supported.

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### 「乳健康大步走」2011 Pink Walk Against Breast Cancer 2011

「乳健康大步走」踏入第七個年頭，超過1600人參加，籌得超過200萬港元善款。

Over 1,600 enthusiastic supporters joined our 7<sup>th</sup> annual walkathon and raised over HK\$2 million for the HKBCF.

### 《桃姐》慈善特別場 A Simple Life – Charity Movie screening

我們非常榮幸舉辦得獎電影《桃姐》慈善籌款放映，逾千人欣賞好戲之餘，乳健意識亦得到提升。電影的男女主角分別為劉德華和葉德嫻。

We were honoured to host a charity screening of the award-winning movie “A Simple Life” featuring Deanie Ip and Andy Lau to raise funds for the HKBCF. Over a thousand supporters joined the event helping us raise breast health awareness in Hong Kong.

### 婦女遊樂會粉紅絲帶活動 Ladies' Recreation Club Pink Ribbon Events

自2008年起，婦女遊樂會(LRC)及其成員一直支持香港乳癌基金會。年內，為推動乳癌關注月，婦女遊樂會舉辦了連串粉紅絲帶活動為香港乳癌基金會籌款。這是婦女遊樂會連續第四年舉辦周年慈善晚會、網球比賽及時裝表演籌款，有關活動也提升了會員的乳健意識。各項活動籌得超過300,000港元善款，支持基金會的理念及發展工作。我們衷心感謝婦女遊樂會多年來的不斷支持。

The LRC and its members have been supporting the IIKBCF since 2008. This year, to honour Breast Cancer Awareness Month, the Ladies' Recreation Club (LRC) organised a series of Pink Ribbon Events to raise funds for the IIKBCF. In its fourth consecutive year of fundraising for the IIKBCF the LRC put on a gala wine dinner, a tennis tournament and a fashion show to raise both awareness and funds. Over IIK\$300,000 was raised and donated to the IIKBCF to support our mission and work. We are really grateful for their continuous support.

## 粉紅絲帶夥伴 2011-12 Pink Ribbon Partners 2011-12

年內，我們歡迎更多粉紅絲帶夥伴加入行列，攜手建立香港的乳健文化。我們的粉紅絲帶夥伴，構思了不同點子，提升乳健意識及為香港乳癌基金會籌款，造福社群。在此我們深深感謝以下企業、團體及個人捐出20,000港元或以上，以及所作出的努力及支持。

This year we welcome many more Pink Ribbon Partners to join us in shaping a breast health culture in Hong Kong. Our Pink Ribbon Partners created various initiatives to raise breast cancer awareness and funds for the HKBCF, contributing to the greater good of the community at large. We extend our thanks and deepest appreciation to the following corporations, organizations and individuals for their efforts and support and for having made donations of HK\$20,000 or more.

### List of Pink Ribbon Partners (in alphabetical order) 粉紅絲帶夥伴 (按英文字母次序排列)

1010  
Ageas Insurance Company (Asia) Limited  
Ballyhoo Limited  
ELLE HK  
Headson Top Limited (BYLYSE)  
Hong Kong Yogathon  
ICAP  
Jan Logan (HK) Limited  
Kao Corporation  
Kookai  
Kyocera Asia Pacific Limited  
Ladies' Recreation Club  
Main Plan Limited  
Mandarin Oriental Hong Kong Limited  
MOISELLE (Hong Kong) Limited  
Movement Improvement Limited  
Mrs. Borchert Lai Yin Janet  
PANDORA  
Pure International (HK) Limited  
RBS  
Santa Fe Transport International Limited  
Tayma Fine Jewellery



婦女遊樂會多年來為本會籌款  
以及提高公眾的乳健意識  
Ladies' Recreation Club has been  
our long term supporter in raising breast cancer  
awareness and funds



ICAP慈善日  
Global Charity Day

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香港乳癌基金會名譽會長范徐麗泰女士身體力行支持「乳健康大步走」  
Mrs. Rita Fan, Honorary President of HKBCF, walked the talk and supported Pink Walk Against Breast Cancer

# 傳訊 Communications



主席霍何綺華女士接受車淑梅小姐的電台訪問  
HKBCF Chairman Mrs. Eliza Fok attended a radio interview  
by Ms. Candy Chea Shuk Mui

本財政年度，我們在傳訊工作方面積極進取，透過廣告、新聞發佈會、電視電台節目中的亮相分享，以及向報章及視聽節目提供內容，與傳媒機構合力推廣我們的工作目標及服務。乳健中心、患者支援服務、乳癌資料庫，是香港乳癌基金會的三大支柱，互相補足，形成我們工作的核心基礎。善用傳媒，有助我們推廣這三大支柱的服務，以及向公眾，特別是需要我們支持及服務的人士傳遞訊息。

During this financial year we have been very proactive in our communications efforts, engaging with media organizations to promote our goals and services through advertising, press conferences, guest appearances on television and radio programmes as well as contributing content for written articles and audio/video programmes. The Breast Health Centre, Support Service and Breast Cancer Registry are the three pillars of the HKBCF, complementing each other whilst combining to create the core foundation of our work. Effective use of media communications has helped us introduce these three pillars of service and to deliver our message to the public, reaching those in need of our support and services.

## 乳房檢測三管齊下 Three Steps to Breast Health

年度內好幾個月，基金會的廣告「乳癌檢測·三缺一不可」，透過全港報章、雜誌、電視、電台、流動熒幕、戶外廣告及互聯網推廣乳健訊息，十分成功。廣告利用的二筒麻雀牌，將乳房形象化，把我們的口號「單靠自摸·點搏得過」表達得淋漓盡致。透過麻雀耍樂及著名藝人毛舜筠女士維肖維妙的演繹，這個充滿創意的廣告大受社會各階層注視及讚賞，強化了我們對必須定期進行乳房檢查的訊息，有助擴大接觸面到目標群組——40至59歲婦女和基層婦女，吸引數千人預約乳健中心的服務。

廣告預算雖然緊拙，仍能大大提升正確乳房檢查的公眾意識及香港乳癌基金會的知名度，亦奠定了我們在香港提供乳癌資訊、支援服務及醫療援助的專業地位。

Our successful advertising campaign “Three Steps to Breast Health” was launched and run over the course of several months throughout Hong Kong in newspapers and magazines and on television, radio, mobile screens, outdoor advertising space and the internet. Our slogan ‘Self-detection alone is not enough’ was complemented by the visual of the two-circle mahjong tile – symbolising the breasts. By using the mahjong game and having famous Hong Kong actress Ms. Teresa Mo featuring in our commercial, the creative campaign attracted much attention and praise in different levels of the community. The advertising campaign strengthened our message of the importance of regular screening, facilitated our reach in the targeted community of women between 40-59 years of age and falling in the low-to-middle income bracket and attracted over a thousand visits to our Breast Health Centre.

The campaign, despite its stringent budget, did much to educate the public on proper breast checks and raise the HKBCF’s profile. It also positioned us as the source of information, support and medical assistance for breast cancer in Hong Kong.



## 乳癌檢測 3缺1不可

1 自我檢查 2 醫護人員檢查 3 乳房X光攝影檢查





## 市場推廣 Marketing

為讓更多人認識和使用乳健中心的檢查服務，我們在母親節推出市場推廣計劃，用廣告、新聞發佈和網上傳訊，全方位宣傳和鼓勵受眾為自己或母親預約乳健中心的檢查服務，反應理想。

To increase the awareness of the Breast Health Centre and to promote its service, we launched a marketing campaign during Mother's Day through advertising, press conference and online platforms. Our goal was to encourage the general public to use our screening service for themselves or their mothers. We received a positive response from the campaign.

## 出版 Publications

每年出版了三期《粉紅絲帶通訊》，是我們與會員、支持者、義工及捐款者的一個溝通渠道，涵蓋資訊包括基金會的最新發展、活動、舉措、事件、醫療情報及健康貼士。每一期通訊都備有主題，本年度的三個主題分別是：

Our Pink Ribbon Newsletter was published three times this year facilitating our communication with members, supporters, volunteers and donors about HKBCF's new developments, activities, initiatives and events as well as medical news and health tips. Each newsletter carried a theme and the three themes were:

- 乳健意識與行動的落差 -- 乳癌檢測 Mind the Awareness – Action Gap: Screening for Breast Cancer
- 乳癌在貧窮社區的嚴峻情況 Breast Cancer is More Serious in Poorer Districts
- 與轉移性乳腺癌共存 Living With and Beyond Metastatic Breast Cancer

此外，我們每月出版會員通訊，發佈基金會支援服務、教育講座、活動及事件等最新資訊。

我們亦透過健康教育講座、病友小組及活動，向數萬人派發有關基金會服務及治療資訊的小冊子以及乳房保健指南，進一步加強教育公眾注意乳房健康及對乳癌患者提供支援服務的理念。

Our HKBCF Member Circular was published monthly, providing updated information on our services, classes, activities and events.

Information pamphlets about our services and treatment information as well as Passport to Breast Health were distributed to thousands of people during our educational talks, patient classes and events further enhancing our mission to educate the public in Hong Kong about the importance of breast health and the treatments and support services for patients with breast cancer.



## 網站 Website: [www.hkbcf.org](http://www.hkbcf.org)

基金會網站[www.hkbcf.org](http://www.hkbcf.org)提供快捷、方便的渠道，讓公眾接觸大量有關香港乳癌基金會服務及活動的資訊。內容包括乳健教育、講座、活動及主要印刷刊物。網站於2011/12財政年度錄得共100,000的瀏覽次數。

Our website [www.hkbcf.org](http://www.hkbcf.org) provides a wealth of information about the HKBCF. It is a quick and convenient channel through which to obtain information about our services and activities. Content includes breast health education, classes, events and key publications. The website recorded a total of 100,000 visits in the 2011/12 financial year.

歡迎瀏覽基金會網站[www.hkbcf.org](http://www.hkbcf.org)：

You can surf [www.hkbcf.org](http://www.hkbcf.org) for the following information：

香港乳癌基金會年報  
\*乳健同行通訊  
會員通訊  
香港乳癌資料庫報告

HKBCF Annual Report  
\*Breast Health Newsletter  
HKBCF Member Circular  
Hong Kong Breast Cancer Registry Report

\*《粉紅絲帶通訊》已改名為《乳健同行通訊》

\* Pink Ribbon Newsletter has been renamed as Breast Health Newsletter



# 機構管治

## Corporate Governance

基金會於理事會內成立管理委員會目的是確保基金會上下的管治，遵循嚴格操守、紀律、和一貫性的原則。作為基金會的主要監管組織，管理委員會負責制定策略方向、通過每年度的預算及規管基金會的運作。管理委員會的成員每兩年在周年大會互選產生。理事會每年舉行四次會議。所有職務均屬義務性質。

A Management Committee is set up within the Council to ensure self-governance with integrity, discipline and consistency throughout the organization. This main governing body is responsible for setting strategic direction, approving the annual budget and regulating operations. Management Committee members are elected from the Council every two years at the Annual General Meeting. The Council meets four times per year. All members 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,太平紳士

### Honorary President

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

### 贊助人

梁紹鴻先生

### Patron

Mr. Edwin Leong

### 理事會

張淑儀醫生 (創會人)\*

霍何綺華女士 (主席)\*

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 (秘書長)\*

胡湯文潔女士 (司庫)\*

陳英凝教授

鄭阮培恩女士

蔡梁婉薇女士, BBS (上任主席)\*

崔裕景女士

劉劉寶芝女士

李沛基醫生

譚婉芳女士\*

鄧蘊賢女士

徐寶珽女士

黃振權醫生

### Council

Dr. Polly Cheung (Founder)\*

Mrs. Eliza Fok (Chairman)\*

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

Mrs. Joanna Choi, BBS (Immediate Former Chairman)\*

Mrs. Theresa Kwong

Mrs. Tammy Lau

Dr. Lawrence Li

Ms. Carven Tam\*

Mrs. Wendy Tang Connell

Ms. Mabel Tsui

Dr. Wong Chun Kuen

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\* 管理委員會成員

\* Management Committee Members

## 會員

1,289 (截至2012年6月30日)

### 香港乳癌基金會大使

廖碧兒小姐

### 香港乳癌基金會乳健中心大使

毛舜筠小姐

### 總幹事

陳佩敏女士

## 職員

22 (截至2012年6月30日)

## Members

1,289 (as of 30 June 2012)

### HKBCF Ambassador

Ms. Bernice Liu

### HKBCF Breast Health Centre Ambassador

Ms. Teresa Mo

### Chief Executive Officer

Ms. Magdalina Chan

## Staff

22 (as of 30 June 2012)

## 顧問及委員會 Advisors and Committees

### 名譽顧問

陳麗雲教授, JP

陳婉嫻女士

邱吳惠平女士

高靜芝女士, SBS, JP

關永康醫生

林貝聿嘉教授, GBS, SBS, JP

劉麥懿明女士, SBS, JP

梁冬陽醫生

Mrs. Pauline Magnus

麥懿活醫生

Dr. Mary Rodrigues

蕭孫郁標女士, BBS

王長如小姐

余葉嘉莉女士

袁家慧博士

### Honorary Advisors

Prof. Cecilia Chan, JP

Ms. Chan Yuen Han

Mrs. Nancy Chiu

Ms. Sophia Kao, SBS, JP

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Dr. Yvonne Mak

Dr. Mary Rodrigues

Mrs. Yvonne Siu Sun, BBS

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Mrs. Carrie Yu

Dr. Rhoda Yuen

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梁新春女士, 梁鄧蔡律師事務所

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### Honorary Legal Advisors

Ms. Yvonne Chua, Wilkinson & Grist

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A Member Agency of the Community Chest of Hong Kong



香港社會服務聯會成員機構  
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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).

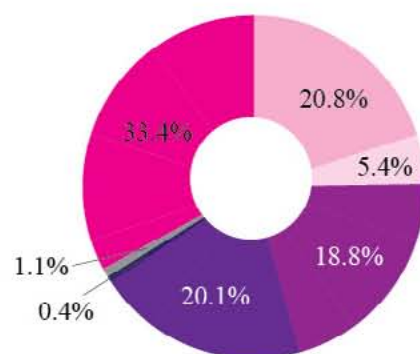
# 財務摘要

## Financial Highlights

2011/12  
HK\$'000

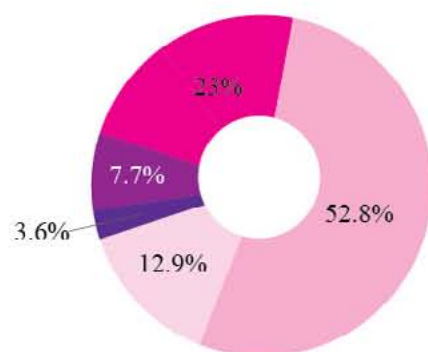
### 收入 Income

■ 捐款 Donation	7,288
■ 籌款活動 Fundraising Activities <sup>1</sup>	4,530
■ 公益金撥款 Community Chest of Hong Kong	1,184
■ 香港賽馬會慈善信託基金撥款 The Hong Kong Jockey Club Charities Trust <sup>2</sup>	4,093
■ 服務收入 Services Income <sup>3</sup>	4,384
■ 利息收入 Interest Income <sup>4</sup>	91
■ 其他收入 Other Income	237
<b>總收入 Total Income</b>	<b>21,807</b>



### 支出 Expenditure

■ 支援服務 Support Service	4,001
■ 乳健中心 Breast Health Centre	9,202
■ 研究/倡議 Advocacy & Research	2,242
■ 籌款成本 Fundraising Costs	1,335
■ 行政成本 Administrative Costs	644
<b>總支出 Total Expenditure</b>	<b>17,424</b>



**本年度盈餘 Surplus for the year** **4,384**

#### Notes:

- Two major events: Walkathon in October 2011 and charity movie screening in March 2012.
- This is part of the HK\$14 million grant the Hong Kong Breast Cancer Foundation is receiving from the Hong Kong Jockey Club Charities Trust. The funding covers a period of three years and is for the set up of the Breast Health Centre and public educational programmes to promote awareness in the general public on the importance of early detection of breast cancer.
- Lymphoedema Assessment Fees: HK\$193,040; Breast Screening Fees & Assessment Fees: HK\$4,191,200.
- Other income including sundry income, programme registration fees and membership fees, etc.

#### 備註:

- 本年度兩項主要籌款活動：2011年10月的「乳健康大步走」步行籌款及2012年3月的《桃姐》慈善特別場
- 反映本年度香港賽馬會慈善信託基金撥給香港乳癌基金會總數1,400萬港元捐款的相應部份。整筆撥款用以資助成立乳健中心及其首3年的運作經費，並用作舉辦乳健教育活動，提升整體社會及早發現乳癌的意識
- 淋巴水腫測量服務費：193,040港元；乳房健康檢查費及診斷服務費：4,191,200港元
- 其他收入包括雜項收入、活動登記費及會員登記費等

以上財務摘要取自香港乳癌基金會截至2012年6月30日的財務報表，已由鍾曉藍會計師事務所審核，財務報表存於香港乳癌基金會辦事處供各界人士索閱。

The above Financial Highlights for the year ended 30 June 2012 of HKBCF have been audited by Eric H L Chung & Co. The full financial statements are published in our audited annual accounts which are available at our office.

# 全賴有你 Thanks to you

衷心感謝你們支持香港乳癌基金會的工作。篇幅有限，未能列出所有捐款人的名字，敬請見諒。

Your continuous support and generous contributions allow us to pursue our mission to shape a breast health culture in Hong Kong and drive the message that early detection saves lives. Due to limited space, we are unable to list all names but we extend our heartfelt thanks and appreciation to everyone who has contributed to our cause.

## 撥款機構 Funding Entities

香港公益金 The Community Chest of Hong Kong

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

## 團體及個人捐贈額達20,000港元或以上

Organisations and Individuals having made donations of HK\$20,000 or more in cash or in kind

### 企業/團體 Corporations/Organisations

Ageas Insurance Company (Asia) Limited  
AstraZeneca Hong Kong Limited  
Association of Women Accountants (Hong Kong) Limited  
A-World Consulting Limited  
Ballyhoo Limited  
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Fook Lam Moon Restaurant Limited  
GE Women's Network  
Genomic Health INC  
German Swiss International School  
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Tayma Fine Jewellery  
The Hong Kong Ophthalmic Associates  
Turner Broadcasting System Asia Pacific Inc.  
Ventura International Limited  
Vivien Chan & Co.  
Women's Corona Society  
Wong's Kong King Holdings Limited

## 個人 Individuals

Mrs. Betty Cheng  
Mrs. Borchert Lai Yin Janet  
Mr. Chan Kam Chiu Simon  
Mr. Chan Kim Sing  
Mr. Chan Kwok Keung Charles  
Dr. Chan Po King Betty  
Ms. Chan Wing Wai Jeannette  
Prof. Martha Cheung  
Dr. Cheung Suk Yee Polly  
Dr. Choi Lai Yin  
Ms. Choi Miu Ling  
Ms. Chu Oi Wah Doris  
Ms. Loletta Chu  
Mr. Gary Crist  
Mrs. Fok Ho Yi Wah Eliza  
Mrs. Mary Hemrajani  
Dr. Ho Chiu Ming  
Mr. & Mrs. Matthew Koder  
Mr. Lai Ping Pui  
Ms. Lam Wing Yan  
Dr. Lim Boon Hua

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Mrs. Hailey Mak  
Ms. Mo Sau  
Mrs. Poon Ho Kwok Yin  
Mr. Ram K Seethepalli  
Mr. Robert Spencer  
Ms. Tam Yuen Fong Carven  
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Ms. Anna Tso  
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Ms. Wong Hung Ying Christine  
Ms. Woo Chia Ching Grace  
Ms. Yang Wai Chung Amy  
Ms. Yung Choi Ling  
鄭應桃女士  
林海濤先生和黎玉珠小姐  
林群好女士

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## 持續五年支持我們的機構/人士

Thank you to our long standing supporters who have made regular donations over the past five years

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Ms. Ho Yuet Ming Alice  
Ms. Hung Wai Kuen  
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Dr. Lim Boon Hua  
Ms. Liu Sau Fun Sarah  
Ms. Mabel Mak  
Ms. Poon Shui Fun Margaret  
Dr. Tsang Wing Hang Janice  
Dr. Wai Yuk Chun Veronica  
Dr. & Dr. Wu Wing Cheung and Wong Ting Ting  
Mrs. Yeung Yu Yee Fan Barbara

持續三年支持我們的機構/人士——謝謝！

Thank you to our long standing supporters who have made regular donations over the past three years

American Dental Group  
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The Community Chest of Hong Kong  
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Ms. Chan Ka Pok Helen  
Mrs. Chan Lau Kit Fong Kitty  
Ms. Chan Po King Betty  
Ms. Cheng Kam Ha Helina  
Ms. Cheung Ching Yan Yoly  
Ms. Cheung Siu Ling Pandora  
Dr. Cheung Suk Yee Polly  
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Mrs. Fok Ho Yi Wah Eliza  
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Mr. Clive Grossman  
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Ms. Yang Wai Chung Amy  
Mrs. Yeung Yu Yee Fan Barbara  
Ms. Yung Choi Ling Veronica  
林惠清

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名單按英文字母次序排列  
Names are listed in alphabetical order

所有捐款均用作發展本會服務及對抗乳癌的項目。香港乳癌基金會運作獨立自主，按我們的專業判斷及嚴格操守為準則營運，沒有也不會受贊助機構左右。

All donations received are for the purpose of delivering our services and projects against breast cancer. HKBCF has sole governance and our decisions are independent based on our professional judgments and integrity. No decision has been or will be affected by the sponsoring companies.



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

### 香港乳癌基金會

Hong Kong Breast Cancer Foundation

香港北角木星街9號永昇中心22樓 (炮台山港鐵站A出口)

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[www.hkbcf.org](http://www.hkbcf.org)

### 香港乳癌基金會乳健中心

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[Bhc.hkbcf.org](http://Bhc.hkbcf.org)

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