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**Hong Kong Breast Cancer Foundation Raises HK\$7 Million with Support from Four Major Charitable Foundations  
Introduces Advanced Breast Cancer Diagnostic Equipment and Launches Screening Subsidy Programme  
Benefiting Over 850 Underprivileged Women**

**(20 April 2026, Hong Kong)** — The Hong Kong Breast Cancer Foundation (HKBCF) today held the “Launch Ceremony of the New Breast Cancer Imaging Diagnostic Equipment and Breast Cancer Screening Subsidy Programme”, announcing the introduction of new advanced breast imaging equipment and the official launch of its breast cancer early screening subsidy programme.

The initiative is supported by the Fong Shu Fook Tong Foundation, The Shaw Foundation, Jing Yuan Charity Foundation, and the Vera Ruttonjee Desai Charitable Fund, raising approximately HK\$7 million in total. The funding enables HKBCF to simultaneously advance on three fronts — upgrading equipment, introducing advanced technologies, and expanding screening subsidies — further strengthening its breast cancer detection capabilities and benefiting women in the community, particularly those from underprivileged backgrounds.

Under the programme, **854 underprivileged women aged 40 to 74 who have never undergone breast cancer screening** will receive fully or partially subsidised screening services, encouraging them to take the vital first step toward early detection.

**Dr. Polly Cheung, Founder of HKBCF**, said, “Breast cancer cases continue to rise, and early detection is the key to effective treatment. When diagnosed at an early stage, treatment outcomes can be vastly improved and survival rates significantly increased. Through this equipment upgrade and service enhancement, we are not only improving screening efficiency and diagnostic accuracy but also providing underprivileged women with opportunities for early detection. We sincerely thank the four charitable foundations for their staunch support in safeguarding the health of women in Hong Kong.”

Dr. Polly Cheung, Founder of HKBCF, and Dr. Eliza Fok, Chairman of HKBCF, were joined at the ceremony by officiating guest **Mr. Henry Fan, SBS, JP, Chairman of the Hospital Authority**, and representatives of supporting organisations including **Mr. David Fong, BBS, JP, Chairman of the Fong Shu Fook Tong Foundation; Dr. Raymond Chan, JP, Chairman of The Shaw Foundation; Mr. Peter Cheng, Chairman of Chow Tai Fook Charity Foundation and Chairman of the Project Management Committee of Jing Yuan Charity Foundation; and Professor Wong Yu Cheung, Advisory Committee Member, Vera Ruttonjee Desai Charitable Fund.**

Together, they officiated at the launch ceremony, marking an important milestone in collaborative efforts to safeguard women's health in Hong Kong.

## **Breast Cancer on the Rise — Early Detection Is Crucial**

Breast cancer is the most common cancer among women in Hong Kong. According to the Hong Kong Cancer Registry, **5,585 women were diagnosed with invasive breast cancer in 2023**. One in every 13 women in Hong Kong has a lifetime risk of developing breast cancer. On average, around 15 women die from breast cancer each week, underscoring the seriousness of the situation.

Mammography is internationally recognised as the gold standard for breast cancer screening. According to HKBCF data<sup>1</sup>, approximately 80% of breast cancers detected through mammography are early-stage cases (Stage 0 to Stage I). The 10-year overall survival rate for these patients reaches 95.7%, significantly higher than the 88% survival rate for self-detected cases, reflecting the crucial role of regular screening in improving treatment outcomes.

Women in Hong Kong generally have higher breast density compared to Western populations. Doctors often recommend supplementing mammography with ultrasound screening to enhance diagnostic accuracy. HKBCF data<sup>2</sup> shows that mammography alone detects 85% of breast cancers. When combined with breast ultrasound, an additional 9% of cancers can be detected, raising the overall detection rate to 94%.

However, screening habits remain suboptimal. According to HKBCF research<sup>3</sup>, among patients aged 40 or above, 67% had never undergone mammography screening, and fewer than one-quarter had established regular screening habits. Participation rates are even lower among women with lower income and education levels, highlighting a clear screening gap within the community.

## **Key Initiatives Supported by the Four Charitable Foundations**

With the support of the four foundations, HKBCF has implemented the following initiatives:

### **1. Introduction of Advanced Mammography System**

The Foundation has acquired a new mammography system equipped with:

- **Vacuum Assisted Biopsy (VAB)**
- **Contrast Enhanced Mammography (CEM)**

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<sup>1</sup> Hong Kong Breast Cancer Registry Bulletin, Issue 14

<sup>2</sup> Hong Kong Breast Cancer Registry Bulletin, Issue 11

These technologies further enhance diagnostic precision and efficiency.

Through CEM technology, changes in blood flow within breast tissue can be visualised, facilitating earlier detection of lesions and improving diagnostic sensitivity and accuracy.

## 2. Introduction of Hong Kong's First Fourth-Generation 3D Automated Breast Ultrasound System (ABUS)

The newly introduced ABUS adopts fully automated scanning technology to objectively capture comprehensive 3D ultrasound images of the entire breast. Radiologists can analyse tissue structures from multiple angles after image acquisition, allowing repeated review and improved detection of small lesions. The system also facilitates future comparison and follow-up assessments.

At the same time, the HKBCF launched a **Breast Cancer Screening Subsidy Programme**

The programme covers the following groups:

### **Underprivileged women aged 60 to 74**

who have never undergone breast cancer screening

- Free or subsidised mammography screening
- Ultrasound examination arranged when clinically indicated
- Recruitment, registration and follow-up coordinated by HKBCF registered nurses in collaboration with elderly service organisations

### **Underprivileged women aged 40 to 59**

who have never undergone breast cancer screening

- Free or subsidised mammography screening
- Ultrasound examination arranged when clinically indicated
- Encouragement to establish regular screening habits

Women who hold a Hong Kong Permanent Identity Card, have never undergone mammography screening, and are currently receiving Comprehensive Social Security Assistance (CSSA), Old Age Living Allowance or Disability Allowance are eligible for full subsidy. Those whose monthly household income meets the specified threshold are eligible for half subsidy.

For enquiries, please contact HKBCF at **3143 7333**.

### **Launching Ceremony Highlights**

During the ceremony, HKBCF premiered a new promotional video introducing the newly installed mammography system and the fourth-generation 3D Automated Breast Ultrasound System. The video explains their operating principles and clinical applications, and how the equipment enhances early detection capabilities.

The video features HKBCF Ambassador **Ms. Helen Tam**, Founder **Dr. Polly Cheung**, as well as doctors and registered nurses from the Breast Health Centre. Through clear and

accessible explanations, they emphasise the importance of early detection in improving treatment outcomes and encourage women to establish regular screening habits.

Professor **Emily Chan**, Honorary Advisor of HKBCF, and HKBCF Ambassadors **Ms. Tracy Chu** and **Ms. Heidi Chu** also shared heartfelt messages at the ceremony. Having had family members diagnosed breast cancer, they deeply understand the importance of regular screening and expressed their full support for HKBCF's efforts in promoting early detection. Following the ceremony, guests and media representatives participated in a guided tour of the Centre, visiting the newly introduced screening equipment and upgraded facilities. They also toured the Breast Cancer Support Centre on the first floor to gain a comprehensive understanding of HKBCF's one-stop services spanning prevention, screening, diagnosis and patient support.

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### **About Hong Kong Breast Cancer Foundation**

Inaugurated on 8 March 2005, the Hong Kong Breast Cancer Foundation (HKBCF) is the first local non-profit charitable organisation dedicated to breast health education, screening, patient support, research, and advocacy. Founded by Dr. Polly Cheung together with patients, medical professionals and supporters who share a common mission, the Foundation adopts a comprehensive, evidence-based approach to mitigating the threat of breast cancer in Hong Kong. Through raising public awareness, promoting early detection, supporting patients throughout their recovery journey, and advocating improvements in breast cancer prevention and healthcare policies, HKBCF strives to reduce breast cancer mortality and improve the quality of life for those affected.

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