

## Breast Cancer Awareness

October is Breast Cancer Awareness Month. Hong Kong Breast Cancer Foundation (HKBCF) has already launched a series of activities in order to propagate awareness of breast cancer and breast health in the society.

HKBCF held a press conference on 20 September 2007 (Thursday). The focus was to report on the latest trend of breast cancer in Hong Kong and to launch two educational projects on breast cancer awareness and breast health. These projects are "Breast Friends Campaign" and "Pioneer School-based Breast Health Educational Program".

Dr. Polly Cheung, Founder of HKBCF, noticed that on average, over 6 females are diagnosed of breast cancer a day with the highest risk culminating at the age of 40. Take for instance in 2004, almost 60% of the female patients diagnosed of breast cancer fell within the age group between 40 and 59. However, one new case was registered in which the patient was hardly 20 years old.

Hence, Dr. Cheung highly recommends that all women should, starting from the age of 40, receive a mammogram examination once every two years in order to have breast cancer, if any, diagnosed at an earlier possible date, before it can be felt. If discovered early, the chance of survival is much higher due to smaller tumor, earlier stage, lower incidence of spread to lymph nodes. This will only require lumpectomy (partial breast removal) and reduce the need of patients for chemotherapy treatment.



(From left) Mr. David Cheng (Executive Director), Dr. Polly Cheung (Founder) and Mrs. Joanna Choi (Chairman) displayed the breast model on the press conference.

It has come to light that some female breast cancer patients are relatively young. HKBCF is now launching two educational projects, namely "Breast Friends Campaign" and "Pioneer School-based Breast Health Educational Program".

Mrs. Choi Leung Yuen-mei Joanna, Chairman of HKBCF, claimed that "Breast Friends Campaign" targets at all private and public organizations. All participating corporate will appoint one or more of its staff as "Breast Friends Ambassador(s)". "Breast Friends Ambassador(s)" will then attend HKBCF training workshops. This is to enable them to organize educational talks amongst colleagues on the message of breast health.

Up to now, Aon Hong Kong Limited, GlaxoSmithKline Limited, AstraZeneca Hong Kong Limited, Novartis Pharmaceuticals (HK) Limited, Pfizer Corporation HK Limited, Roche Hong Kong Limited, sanofi-aventis Hong Kong Limited, Vitasoy Calci-Plus Soya Drink, and Well Born Real Estate Management Limited (a member of Henderson Land Group) have enrolled.

HKBCF's second educational project is known as "Pioneer School-based Breast Health Educational Program". Mrs. Choi explained that the target group for this program is secondary schools, with particular reference to girls' schools at the outset. It is therefore envisaged that this program would help imparting to them the impact of good living habits on breast health as well as on the significance of breast self-examination.

Hitherto, Sacred Heart Canossian College, St. Mary's Canossian College, DMHC Siu Ming Catholic Secondary School, St. Catherine's School for Girls and Diocesan Girls' School have enrolled.

Meanwhile, Estée Lauder is the principle sponsor of HKBCF Walkathon this year. In its designated - kick-off and lighting ceremony held on 25 September 2007 (Tuesday). Estée Lauder announced that income from Estée Lauder products sales will be donated to HKBCF.

Certainly, we cannot miss our Annual Walkathon 2007 at the Peak on 14 October 2007 (Sunday)! Details of the event will be reported in the next E-newsletter.



Guests host the lighting ceremony.

### **Breast Cancer Educational Talks**

#### Talk in July: "Breast Cancer Survivor Diet Update II"



The talk was held by Mr. Wong Chi-wing (Dietician of Hong Kong Adventist Hospital). He explained what 'trans fat' is and what 'phytochemical' is. He suggested to reduce the content of 'trans fat' and to absorb the content of 'phytochemical' in the food. 'Trans fat' would impact our body, destroy good cholesterol, increase the bad ones and elevate the risks of stroke and coronary heart diseases; while 'phytochemical' in vegetables is an anti-oxidant, which can strengthen the immunity function as well as reducing cancerous elements.

#### Talk in August: "Chemotherapy: Update on Lapatinib"



The talk was held by Dr. Daniel TT Chua (Associate Professor, Department of Clinical Oncology, University of H.K.). He introduced a new treatment, Lapatinib, that brings new hope to HER2+ve breast cancer patients.

#### Talk in September: "Breast Cancer Treatment: When East Meets West"



The talk was held by Dr. Oliva Chiu, who is not only a doctor practicing Western Medicine but also a registered Chinese Medicine practitioner. He showed the different medical viewpoints of breast cancer from Chinese Medicine and Western Medicine. Today, Western Medicine still takes the lead while Chinese Medicine is to alleviate the side-effects and

rebuild the immunity system before and after treatment.

### Public Talks

Public educational talks were hosted by Dr. Sharon Chan or Dr. Wong Ting-ting, specialists in general surgery, or our Health Services Officer, Ms. Esther Lau. Topics covered included causes of breast cancer, the importance of breast self examination, the way of maintaining breast health, and the importance of a balanced diet.

Date	Participating Groups
22nd July	City One Shatin 
28th July	The Hong Kong Federation of Trade Unions (Hong Kong Island East Branch) 
29th July	The Hong Kong Federation of Trade Unions (Kwun Tong Branch) 
3rd August	Mandatory Provident Fund Schemes Authority 
8th August	New Territories Association of Societies (women group) / Parent Teacher Association
16th August	Hong Kong Confederation of Trade Unions Women Affairs Committee

18th August	Tsuen Wan Kwai Chung District Women's Association
25th August	Hong Kong Young Women's Christian Association
1st September	Hong Kong Women Development Association
8th September	Shek Yam Centre
15th September	Shatin Women's Association 妙賢雅集 / Conservative Baptist 
29th September	Hong Kong Petrel Association for Women's Development 

### Member Activities

Our Foundation organizes regular social activities for our members.

In July, we have Para Para Dance



Ms. Amy Yang (member) said, 'Para Para Dance can train our rhythm, and coordinate our motion. It is definitely an invigorated activity. Dance makes one happy and optimistic.'

In August, we have another floral arranging course



Ms. Angela Ching (member) remarked, 'in summer, Amy and I tried hard to arrange indoor activities to our fellows and Amy finally invited Mr. Solomon Leong, a famous floral designer. I was surprised that he is a young and talented boy. Solomon demonstrated how to design a sunny plant. We all followed eagerly to put all materials in the pot. Solomon helped to modify the display. We have enjoyed our morning session. Sincere thanks to Solomon and Amy.'

In September, we have a beauty class



Mrs. Lun Lee Fung-chuen said, 'I gained much in the beauty class. Tutors presented clearly and simply. During the practical session, tutors assisted us to do the make-up. Finally our fellows who have never do any make-up before have a beautiful face.'

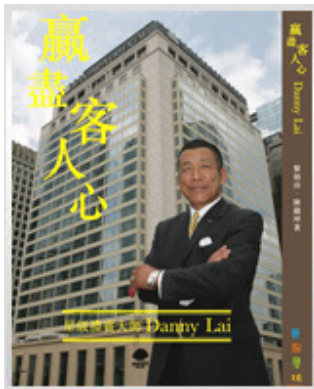
### News about our Foundation

Mr. Danny Lai Donates Net Profit from His New Book to HKBCF

HKBCF is honoured to receive the generous donation and support from Mr. Danny Lai, who has initiated to donate the net profit and the collection of donations on his book-signing session from his new book for the first year.

Mr. Lai is a senior executive in one of Hong Kong's top hotels and has worked in the hotel industry for over 30 years. Over these years, he has taken care of countless world-famous personages. His key to hospitality is 'Treat others with your heart'. His memoir 'Wooing the Customers' contains his thoughts and views on success in customer service. He is also a cancer survivor, having recovered from lymphoma five years ago.

Our chairman, Mrs. Joanna Choi, attended and supported the book signing session on 18 July 2007 in the Hong Kong Book Fair which was well attended by many of Danny's friends. Hundreds of his new books were sold within the first hour. Our founder, Dr. Polly Cheung, also presented a floral basket to Mr. Lai at the Book Fair's New Releases session.



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Special Offer: "Wooing the Customers" by Danny Lai is sold to public at HK\$98, but our members can purchase the book at the discounted price of HK\$70 only. Come to HKBCF office and buy one.

### New Additions

With AstraZeneca's support, our Resource Centre has recently added 20 more Chinese books that make up more than 60 volumes. Topics include:

- Medical knowledge about breast cancer
- Knowledge about Chinese medicine

- Diet & Nutrient
- Biographies on cancer-fighters
- Motivational essays, etc.

All members are welcomed to visit and borrow books during our working hours (Monday to Friday, 09:30 to 18:00).

Special thanks to AstraZeneca's donations.

"Living Quality of Life after Cancer"

International Conference on Survivorship and Supportive Care in Cancer, 10-12 August 2007  
- by Esther Lau, Health Services Officer

The cancer journey is an arduous one. Yet with support from all fronts, a cancer patient can live a quality life after having cancer. HKBCF's chairman, Mrs. Joanna Choi, and our Health Services Officer, Esther Lau, attended the Conference on Survivorship and Supportive Care in Cancer which was organized by the Breast Cancer Welfare Association in Kuala Lumpur, Malaysia from 10-12 August 2007.

The theme of the Conference was "Enabling Survival: Promoting Early Intervention and Care".

Topics:

- treatment options
- palliative care
- supportive care services
- support group
- benefit finding after cancer
- enforcing clinical practice guidelines in cancer services
- prevention and access to care
- quality of life, and
- conclusion and resolutions on enabling survival: promoting early intervention and care, etc.

Above topics were covered and presented by experienced healthcare professionals, clinical psychologist, lawyer, breast cancer survivors and family members from various countries.

Gathered with speakers and delegates from Malaysia, India, Canada, Australia and Hong Kong, the Conference brought insights into survivorship and supportive care in cancer through different perspectives and multi-cultural experiences to the participants.

Joanna and Esther had also taken the opportunity to discuss with representatives of the International Union Against Cancer (UICC) and Reach to Recovery International (RRI) Programme with a view to enhancing HKBCF's support services.

With Ms. Ranjit Kaur (left) a breast cancer survivor since 1998, past President of Reach to Recovery International (RRI) (2003-2007) and member of the Board of Directors of the International Union against Cancer (UICC) since July 2006. She is the President of Breast Cancer Welfare Association and President of Malaysian Breast Cancer Council; and Professor Jeff Dunn (right) is the Executive Director of the Cancer Council Queensland, the Chair of the UICC's Asia Pacific Cancer Society Training Grants Programme.



With Mrs. Margaret Gooi - a breast cancer survivor for 28 years who has been actively providing supportive care to other breast cancer patients after her recovery. For her immense contribution, she was awarded the Outstanding National Volunteer Award at the first Asia Pacific Reach to Recovery International Breast Cancer Support Conference in Kuala Lumpur in 2002. Margaret is also the Chairperson of the Patient Support Team of BCWA.