

Breast Cancer Awareness Hong Kong's first Breast Cancer Registry



On 28 November 2007, Hong Kong Breast Cancer Foundation (HKBCF) launched Hong Kong's first Breast Cancer Registry. The Hong Kong Breast Cancer Registry (HKBCR) is the first cancer specific community-wide registry to be operated by HK Breast Cancer Foundation. It is established as a local breast cancer information collection system aimed at capturing vital data for analysis and will give insights for HKBCF, health care professionals, policy makers and the wider public with a view to advocating better breast health care and patient education in Hong Kong. The data captured will include risk factors, cancer presentation, disease and treatment trends. Analysis of available information will shed light on the common traits among breast cancer patients, provide evidence regarding the debate on the use of early detection methods, facilitate policy makers to formulate appropriate cancer control plans and ways to manage the burden of breast cancer to society.

With encouragement from the government and support from chairman of Hospital Authority Mr Anthony Wu, we plan to cover 25% of new breast cancer cases dating back from those first diagnosed in 2006, and reach 50% of annual total new breast cancer cases in Hong Kong by the end of 2009.

To raise funds for the HKBCR, charity concert, "A Spanish Evening" was held on 20 January 2008 at the Cultural Centre, Concert Hall. The Concert was presented by the HKSAR Philharmonic Orchestra and Ms Margaret Lynn, a renowned pianist who is also a breast cancer survivor. A total of more than HK\$ 2 million was raised for the set up and operation cost for the first year of the Registry. Being the title sponsor, the Hong Kong Ferrari Owner's Club raised a total of HK\$400,000 through their charity annual ball for this project.



We need your support and participation. If you are a past patient or newly diagnosed to have breast cancer on or after 2006 and would like to participate, please contact us at: -tel 2525 6033, fax 2525 6233 or email hkbcr@hkbcf.org.

For more information about the HKBCR, please access [Breast Cancer Registry](#).

Annual Walkathon 2007 Raised Over 1,000,000



The HKBCF Annual Walkathon 2007 raised over HK\$1,000,000 this year, including \$640,000 from Title Sponsor Estee Lauder (H.K.) Ltd. The number of participants and funds collected surpassed all previous records.

The weather on Sunday, 14 October 2007 was fine and breezy. At 8:30 a.m., nearly 600 participants gathered at the Peak. Everyone enjoyed the lovely weather and the joyous atmosphere.

Before the walk, Mrs. Rita Fan, the Honorary President of HKBCF, Mr. Kenneth Wong, Managing Director, Estee Lauder (H.K.) Ltd., and Mrs. Joanna Choi, Chairman of HKBCF delivered their speeches.



With Mrs. Fan and Dr. Polly Cheung, Founder of HKBCF taking the lead, all participants began the walkathon which ran from Harlech Road to Lugard Road.



Annual Walkathon 2007 was concluded successfully, we hereby thank the support from the following parties,

- Title sponsor – Estee Lauder (H.K.) Ltd.
- Standard Chartered Bank
- Hong Yip Service Co. Ltd.
- Cafe Deco
- Delifrance (HK) Limited
- Global One Headwear Ltd.
- Hong Kong Adventure Corps
- Hong Kong St. John Ambulance



- Mannings
- Metro Group Buying HK Limited
- Scout Association of Hong Kong
- Winwell Group Ltd.

"Breast Friends Campaign" – More Than 30 Ambassadors

"Breast Friends Campaign" aims at conveying the message of the importance of early detection and regular breast screening. It targets at all private and public organizations. All participating corporations will appoint one or more of its staff as "Breast Friends Ambassador(s)". HKBCF will impart knowledge on breast health and breast cancer and running education programmes to the ambassadors through training workshops. HKBCF will also provide educational material to support to the ambassadors. Up till now, more than 30 "Breast Friends Ambassadors" have enrolled. They come from both private and public organizations. Private corporations include Aon Hong Kong Limited, GlaxoSmithKline Limited, AstraZeneca Hong Kong Limited, Novartis Pharmaceuticals (HK) Limited, sanofi-aventis Hong Kong Limited, Vitasoy Calci-Plus Soya Drink, Well Born Real Estate Management Limited (a member of Henderson Land Group) and Metro Group Buying HK Limited. Public organizations include United Christian Hospital, Yan Chai Hospital, Tseung Kwan O Hospital and North District Hospital.

Two training workshops were held on 27 November and 11 December 2007. After the workshops, all ambassadors began to organize educational talks amongst their colleagues on the topic of breast health.

"Pioneer School-based Breast Health Educational Program"

"Pioneer School-based Breast Health Educational Program" aims at raising students' awareness of breast health and advocating the importance of appropriate screening. With girls' secondary schools as our first target group, we have conducted our educational program at DMHC Siu Ming Catholic Secondary School, Sacred Heart Canossian College, and St. Mary's Canossian College. Through interactive programs, students learn the importance of healthy lifestyles and early detection.





Breast Cancer Educational Talks

Talk in October: "Breast Cancer Imaging Update"



We have invited Radiologist Dr. Gladys Lo to speak on the newest trends of breast imaging. In view of MRI's high sensitiveness and subtlety with fineness reaching close to 100%, Dr. Lo remarked that scanning (20 to 30 minutes) would likely reveal the microscopic and aggressive cancer cells inside the human body. Because of this, medical practitioners are inclined to employ this clinical technique to diagnose high-risk patients.

Conference in 3 – 4 November: "The 12th Annual Scientific Symposium of the Hong Kong Cancer Institute – Breast Cancer Conference 2007"



A two-day conference was organized by Department of Oncology and the Chinese University of Hong Kong, as well as co-organized by HKBCF. It was attended by over 200 overseas and local medical, health professionals and breast cancer patients. Apart from medical sharing, it also focused on the psychosocial aspect of breast cancer patients. Dr. Polly Cheung (founder of HKBCF), Mrs. Joanna Choi (Chairman of HKBCF) and Dr. Rhoda Yuen (Co-chairman of Support Services) were amongst the panel of speakers.

During this conference, patients participated and witnessed clinician's effort in searching for newer technology / drugs in fighting against breast cancer care such as targeted therapy while clinicians gained a better understanding of the impact of breast cancer of the life of patients. Psychologists reported a 40% rate of breast cancer patients suffering from anxiety level which is severe enough

to affect their daily activities and require medical and psychological intervention.



Talk in December: "Who is at Risk of Breast Cancer: Advances in Management of High Risk Families"

Dr. Ava Kwong, Surgical Specialist introduced Genetic testing which can allow the identification of high-risk individuals so that early diagnoses and preventative measures can be taken leading to better outcomes. Mutations of the BRCA 1 and BRCA 2 genes account for over 80% of the familial breast cancers and increase a life time risk of breast cancer greatly to 85%, which is 10 times more than the population risk. In addition, it also increases the lifetime risk of ovarian cancer to 50 times the population risk, and therefore this has much significance in the management of this high-risk group of women. Breast cancer does not only exclusively affect women as men can also suffer from breast cancer and inherit this hereditary syndrome where breast cancer risk will increase by 6- fold compared to the normal male population.

Public Talks

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

Date	Participating Groups
13 October 2007	The talk was conducted by Ms. Esther Lau, Health Services Officer, in response to the invitation of the Hong Kong Federation of Trade Unions (Tai Po District Service). Topics discussed included causes of breast cancer, the importance of breast self examination, breast health maintenance, and the importance of a balanced diet. 
9 November 2007	HKBCF together with the Department of Health Technology and Informatics, the Hong Kong Polytechnic University as well as the University Health Service co-organized a public talk. Dr. Daniel Lau (specialist in general surgery) was invited to talk about causes of breast cancer, diagnostic method, treatment and prevention.

	
<p>10 November 2007</p>	<p>In response to the invitation of General Surgery, United Christian Hospital and Health Resource Centre, a public talk on breast cancer was held. Dr. Sharon Chan, Specialist in general surgery, and Ms. Wong Kwai-ying, Nursing Officer were invited to present disease related to breast, signs and symptoms of breast cancer, treatment and prevention. We also invited recovered breast cancer patients, the Hon. Chan Yuen-han, SBS, JP and Ms. Tse Choi-wan, to share with us their own feelings and emotions.</p> 
<p>29 – 30 November 2007</p>	<p>In response to the invitation of Hong Kong Jockey Club (HKJC), two talks were arranged, hosted respectively by Dr. Bonita Law and Dr. Wong Ting-ting, specialists in general surgery. Topics covered included causes of breast cancer, the importance of breast self examination, ways of maintaining breast health, and the importance of a balanced diet.</p>

Member Activities

Our Foundation organizes regular social activities for our members. In October, we had a hiking at Sai Kung.

Catherine Poon (member) said, 'What a sunny and breezy day! The hiking brought us closer together. Just an hour of pleasure walking from Hang Kou MTR station to HKUST, we could completely refresh ourselves through contact with nature. What a cost effective day that was enjoyed by all of us. We can hear the voice of encore! Let's see what's coming...'

In November, we took a boat trip to the outlying islands. Members took a leisurely walk around Sand Island; viewed the Chinese White Dolphins and visited Tai O – Venice of Hong Kong.

In December, we had an outing at Ma Wan Park, a nature park far away from the buzz of the city. What nature's beauty and sheer relaxation!

News about our Foundation

[Mrs. Fan and Mrs. Choi Awarded Honors](#)



The Honorary President of our foundation, Mrs. Fan Hsu Lai-tai, Rita, and Chairperson, Mrs. Choi Leung Yuen-mei, Joanna, were awarded the Grand Bauhinia Medal (GBM) and the Bronze Bauhinia Star (BBS) respectively by the Chief Executive of HKSAR for their dedicated service to the community. They have received the awards at the Honors and Awards Ceremony from Mr. Donald Tsang at Government House on 27 October 2007.

New Resource Centre

A new Resource Centre was opened in Sheung Wan on 10 December. The premise provides a pleasant and spacious environment to hold different activities for breast cancer patients and survivors. A rich collection of books, information, VCDs and DVDs is available now.



Address of the new centre:

Room 1301 – 2, Kai Tai Commercial Building, 317 – 319 Des Voeux Road Central, Sheung Wan

Telephone: 2541 3118