

Editor's Words

Welcome to the enriched HKBCF quarterly Pink Ribbon Newsletter with new layout design. Starting from this issue, you will see more feature stories and content enhancement to let you know more about the work of our Foundation. Taking this opportunity, we thank the suggestion for the titles "Survivor Story" and "I Care" for our new columns. The winner will be notified and awarded a beautiful souvenir as a token of our appreciation.

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Survivor Story

"Something encouraging happened as a result of my getting breast cancer. I consider myself lucky and I treasure the experience." Susan Sum

At the end of 2006 Susan Sum was diagnosed with breast cancer. She is talking today about how incredibly lucky she feels to have had such a positive life-altering experience. If it had not been for her tumor she says she would not have realized that she was such a workaholic who did not seem to have the proper balance between work, rest and diet, and who also overlooked the relationship with her family.

Susan had never performed breast self examination until she came across a TV advertisement about breast-cancer prevention which prompted her to do a self-check. Unfortunately for Susan it brought her bad news. Susan was soon to be diagnosed with stage 2A breast cancer, yet the news was not all bad: the cancer had shown no sign of spreading.

After hearing this startling news one would expect Susan to be emotional but as a businesswoman she was focused on completing her heavy workload and telling her family before being admitted to hospital for her surgery. "I was the patient, but I was the one who comforted my family." Susan said with a smile. Looking back she said she was too busy to worry about her condition,

After her surgery she had to keep a grueling schedule of chemotherapy and radiation. However it didn't cause her to suffer from the heavy side effects she was expecting and she grew quite suspicious, wondering if the treatment was working. She asked the doctor "did the chemotherapy fail?", "have I eaten something wrong?" But her doctor assured her that with his care combined with her iron will, Susan was recovering, and quickly too. She even travelled to Japan and Shangdong in

between her chemotherapy and radiotherapy treatments. Such an extraordinary patient! She says she thinks she was a lucky patient because perhaps it was her energy and vigor in her career that empowered her to endure it so well

Upon recovery, Susan decided to establish a healthy lifestyle and a more caring family relationship. Today, Susan shines with radiating vitality and, thankfully, good health proving that cancer is not to be feared at all.

Today Susan says she is grateful that breast cancer brought her closer to her family. Now, Susan always shares her own story as a breast cancer survivor at our public educational talks to help spread the message of "Early Detection".

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I Care

Melissa was diagnosed with thyroid cancer in 2004. She found out about HKBCF through her doctor-in-charge, Dr. Polly Cheung. After recovery, she quit her full time job and volunteered her time and expertise to assist in operational support work of the Foundation. "I hope I can contribute my own efforts to the society and to help people in need," Melissa said.

Before falling ill Melissa was a typical working woman: she worked in the human resources department for a financial company and always felt overwhelmed with the heavy workload. However, the experience in combating cancer completely changed her outlook on life. Melissa decided she needed to lead a different way of life after recovery, so she stopped working, did more exercise, endeavored to always have a cheerful perspective and lastly, she felt a calling to do more volunteer work. Melissa was of course no stranger to offering her time as she had already spent time volunteering as a librarian for her daughter's elementary school, helping to computerize library facilities.

Melissa is now extending her love and care by volunteering at the HKBCF. She believes that "prevention is better than a cure". Yet, she thinks that Hong Kong women in general are still perhaps too sheepish to talk about breast cancer and would most hide their sickness for fear of treatment. She added that even many of her friends have never had a mammogram screening done before. Melissa has joined HKBCF's volunteer team with the aim to help educate women in Hong Kong to be more aware of their health and she hopes she can make a difference in someone's life.

Mrs. Joanna Choi, HKBCF Chairman presents Melissa (left) with a certificate of appreciation at the HKBCF 2008 Volunteer Day.



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Focus

Volunteer Day 2008

Since our inauguration in 2005, HKBCF has been supported by a large group of enthusiastic volunteers. Without their help and dedication, HKBCF would not have been able to achieve its work in public education and support services to breast cancer patients with limited resources.

To express our gratitude and appreciation of volunteers, the 2008 Volunteer Day was held at the HKBCF Resource Centre on the afternoon of 28th June to recognize the efforts and dedication contributed by our volunteers. Participation was very enthusiastic as over 50 volunteers took part in the event. HKBCF Chairman, Mrs. Joanna Choi, extended in her opening remark words of praises to all the volunteers for their immeasurable contributions made in the areas of educational talks, support group services, large scale fundraising events and organizing special interest classes. Dr. Rhoda Yuen, the Chairman of Support Service Committee, was especially heartened by the volunteers who are breast cancer survivors who continue to show great courage in fighting the disease and devotedness to the support services of HKBCF.

All the volunteers were then honoured with individual certificates of appreciation and a heartfelt thank-you from the Foundation. Special thanks were given to Mrs. Eliza Fok and Ms. Priscilla Chau of Sanofi Aventis Hong Kong Limited who both individually made considerable donations to the establishment of the Resource Centre.

Mrs. Fok unveiled the counseling room at the Resource Centre, which is named after her as the Foundation's gratitude for her donation made.

We were also delighted to have Mrs. Elaine Ma's presence on the day as she demonstrated two cold dishes that delighted the palates of all. For her book launch in July, Mrs. Ma offered to donate all the sales proceeds of her new book, "Cooking with Elaine", to HKBCF.

All in all, it was a relaxing and fun day enjoyed by all, with much celebration and even new friendships made.



Volunteers attend and enjoy a great time at the Resource Centre.

Volunteers modelling the beanies and shawls they made at the special interest knitting class.





Mrs. Eliza Fok (left) unveiling the plaque for the counseling room in the Resource Centre with HKBCF Chairman, Mrs. Joanna Choi. (Right)

Mrs. Elaine Ma demonstrating her two dishes.



Volunteers being presented with certificates of appreciation for their contributions to HKBCF.

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Pink Ribbon Partnership



A "Mother's Day Slogan" Competition was held by kids' fashion brand Fables. This year the works of the winning children were put on T-shirts which were sold in all Fables outlets in Hong Kong. All proceeds from the sales of the T-shirts, totalling HK\$20,000 have been generously donated to HKBCF. We would like to express our tremendous gratitude for Fables' support and generosity.

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Newsbreak

1. HKBCF Resource Centre

A positive attitude towards life after recovery is very important to overcoming breast cancer. With the establishment of the Resource Centre in December 2007, HKBCF is dedicated to providing comprehensive social and psychological support to breast cancer patients, survivors and their families.

Patient Support Group sharing sessions, led by a qualified healthcare professional and a psychologist, are organized weekly at the Resource Centre to facilitate mutual support amongst breast cancer patients.

The Resource Centre is also equipped with up to date information on breast health, breast cancer and treatment, wigs and breast prostheses for women who are currently undergoing treatment. A comprehensive collection of books and DVDs are also available for borrowing or viewing at the Center. The Resource Centre also offers various interest classes tailored made for breast cancer patients and survivors.



HKBCF Resource Centre

Tel: 2541 3118

Email: resources@hkbcf.org

Address: Room 1301-02, Kai Tak Commercial Building, 317-319 Des Voeux Central, Hong Kong

Map: [Click here for the map](#)

2. Watch the Breast Healthcare DVDs Online

To facilitate free and convenient access of breast healthcare information benefitting the public, we have uploaded the full versions of our two DVDs, "A Guide to Breast Healthcare" and "Taking on the Breast Cancer Challenge" onto our website for everyone to view.

"A Guide to Breast Healthcare" features clear, concise information on breast cancer, the 8 risk factors, signs and symptoms and the ways to detect breast cancer.

In "Taking on the Breast Cancer Challenge", medical professionals explain the causes, signs, assessment methods and stages of breast cancer, as well as its treatment options.

Please click to watch the DVDs online.

3. Hyperlink on Women's Commission's website

Starting in June, with the consent of the Women's Commission, we have established a hyperlink from their website to HKBCF's website enabling more women's associations and their members to access HKBCF's website for information about breast health and breast cancer.

4. Hong Kong Breast Cancer Registry



The data collection phase of the first "Hong Kong Breast Cancer Registry" (HKBCR) has begun. Through the compilation of information on local breast cancer cases, the HKBCR will be able to provide the HKBCF, medical practitioners, public policy makers and the general public with insights into breast cancer and how it affects women in Hong Kong. In the long-term, these findings will enable medical practitioners to more effectively assess various risk factors and offer recommendations for prevention and early breast screening and examination, aiming to eventually alleviate the burden on patients and hopefully social healthcare as well.

The HKBCR collects and analyses vital breast cancer data and serves as a significant foundation for breast cancer prevention and treatment policy development as well as other important research in the future. We are appealing for the participation of breast cancer survivors or patients. If you are interested in taking part please sign the HKBCR Consent Form allowing us to collect your information. Your contribution is invaluable to us. The HKBCR Consent Form can be [downloaded from HKBCF's website](#).

If you would like more information or have any questions about this study, please contact Ms. Annette Law at HKBCF on 2525 6033.

5. Forum

A new Forum is being introduced this month in the Pink Ribbon Newsletter for HKBCF members to express themselves in their own words. Topics include: life experience or thoughts, dietary advice, recipes, and treatment journey. If you would like to submit a work of your own to HKBCF, you can do so by mail, fax or email (fanniekei@hkbcf.org). Please write "Submission for Forum" in the contribution with your name and telephone number. The writers will be awarded a souvenir when their contributions are published. We reserve the editorial rights on all submissions. For enquiries, please contact Ms. Fannie Kei at the Foundation on 2525 6033.

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Monthly Educational Talk

1. **12 April 2008**

Topic: Chinese Medicine and Breast Cancer

Dr. Chui Shiu Hon, a registered Chinese medicine practitioner, explained the principles of Chinese food therapy, followed by suggestions to breast cancer survivors using Chinese food therapy methods.



2. **3 May 2008**

Topic: Prevention of Women's Cancers

Dr. Leslie Lo, a specialist in obstetrics and gynaecology (left), discussed the types of women's cancers which included breast cancer, cervical cancer and ovarian cancer; and their prevention and treatment methods, such as the newly introduced vaccine for cervical cancer.



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Breast Health Educational Program to schools

Dr Daniel Lau, a registered specialist in general surgery, was invited by HKBCF to deliver a breast health talk to 280 girls at the Holy Trinity College in Shek Kip Mei. The talk covered the important physical changes during puberty and a very important demonstration of breast self-examination and tips on minimizing the risk of breast cancer.



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Public Educational Talk

1. **8 May 2008: Vitasoy International Holdings Ltd**



Registered nurse Ms. Clara Cheung (left) visited the headquarters of Vitasoy in Tuen Mun on behalf of HKBCF to present information about breast cancer to their staff. Breast cancer survivor Susan was invited to share her courageous story of surviving cancer and appealed to the audience to learn and perform monthly self-examinations.

2. **26 May 2008: Skadden, Arps, Slate, Meagher & Flom**

Dr. Wong Ting Ting, specialist in general surgery, delivered a talk to the staff of law firm Skadden, Arps, Slate, Meagher & Flom, followed by Susan Sum sharing her story of breast cancer.

Member Activities



1. Shaolin Yijingjing Class: step-by-step instructions on Shaolin Yijingjing, instructed by Mr. Ho Fat Pong.



2. Knitting Class: Ms. Ng Wei Han demonstrated the different methods of shawl knitting. Since May, the knitting class organized the "Knitting with love" campaign where participants learnt to knit beanies and shawls, and all the knitted items are then distributed to patients in need for free.



3. Relaxation Group: Ms. Alice Ho, an experienced social worker, introduced and demonstrated various forms of relaxation.

Please Support Us!

- [Make a Donation](#)
- [Volunteer with Us](#)

HKBCF is launching a series of fundraising campaigns in coming months. We need your support! If you have some time and would like to volunteer your time and expertise for our activities or support or would just like to make a donation please contact Kenneth on 2541 3118 or kennethleung@hkbcf.org.

*Special thanks to Ms. Rachel Bourke for editing.