

Editor's Words

October is the international breast cancer awareness month. We hosted our annual Breast Cancer Awareness Walkathon on the Peak again and we had a wonderful turnout. We also launched the "Free Mammogram Service" to women in need, organized the "Breast Health Public Education Exhibition", as well as producing informative articles for newspapers, magazines and on the radio to raise public awareness on breast cancer. Starting with this issue, the Pink Ribbon Newsletter will be published and distributed to our members, medical organizations, clinics, and community bodies as a means of educating and encouraging women to have regular breast screening and promote "Early Detection Saves Lives".

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Survivor Story

A Cure after 10 Years

Cat was diagnosed with breast cancer 10 years ago. At that time, her son was only one year old and the tragic news plunged her whole family into the depths of misery. Now, 10 years have passed and medically, Cat has recovered from the disease. However, she has been determined and unrelenting in doing her breast self-examinations and she also keeps reminding her friends and colleagues to pay attention to their own health and attend mammogram check periodically.

In March 1998, Cat felt pain in her breast when she was about to go for her annual gynaecological examination. However, the gynecologist did not feel any abnormality on palpation. Cat was persistent and requested a screening mammography. Finally she was referred to a surgeon for further examination where she was diagnosed with stage 2 breast cancer. Her doctor explained that her tumour was located deep inside her breast, so it was difficult to be detected on palpation.

Cat felt completely discouraged and was feeling hopeless about her life by the startling news. "My son is only one year old, what should I do? I will not be able to see my son grow up... Why me? Is this a punishment from Heaven?" Cat recalled during the difficult period in her life. But her whole family gave her wholehearted support. She was especially appreciative of her doctor- in- charge, "Not only did she treat my disease but she also healed my heart. Her encouragement boosted my confidence in fighting the disease."

Looking back on her psychological path over the past 10 years, Cat said breast cancer has changed her philosophy of life totally. She has learnt to "treasure" what she has, "I was such a perfectionist

and stubborn person and would not take “no” for an answer. Until I was sick, I started to realize that many things in life were not under my own control. Life is too weak that I have to live in the moment and cherish my family.”

Breast cancer is increasingly affecting young women. “I have heard that more young women around me have got breast cancer. Therefore I always remind my colleagues at work to do mammography screening regularly upon reaching age 40, because some tumours can only be detected by mammography. I do not mind sharing my story as a breast cancer survivor because I hope that by doing so I can alert women on the importance of early detection,” said Cat.

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I Care

At the early stage of establishment, HKBCF relied entirely on a group of enthusiastic volunteers for the daily operation of our work. Mimi is one of these pioneer volunteers. From handling telephone enquiries, providing psychological support to breast cancer patients, assisting in organizing talks and activities to sharing her own story as a breast cancer survivor (Mimi was diagnosed with breast cancer in 2003, now recovered), Mimi has devoted herself to every activity at HKBCF.

Mimi’s dedication to serving HKBCF and those in need without expecting any reward is greatly appreciated. “I am just trying to help as far as possible,” said Mimi humbly “Being able to share my own experience with newly diagnosed breast cancer patients and comfort them emotionally through the telephone gives me great sense of accomplishment.”

Mimi, through her volunteer work, feels her life has been enriched and has made many friends with her fellow volunteers. She learnt that she was not fighting a lonely battle against breast cancer. Moreover, she has gained more knowledge about breast cancer and found that the disease is not as scary as she thought. Now, Mimi is living a rich life in which she can take on all challenges.



Mimi is pleased to help fellow breast cancer patients with her own experience.

* If you would like to share your story with us, please contact Fannie Kei on 2525 6033 or email to fanniekei@hkbcf.org.

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Focus

Breast Cancer Awareness Walkathon 2008

On 26 October 2008, we held our annual "Breast Cancer Awareness Walkathon" in support of the international breast cancer awareness month. Over 400 participants gathered at the Peak Road Garden to walk for our cause along Lugard Road, enjoying a meaningful and healthy morning. The funds raised will be allocated to support our work in public education, patient support service, the development of the first Hong Kong Breast Cancer Registry and our "Free Mammogram Service" to underprivileged women.



(From left) Ms. Bernice Liu, Ambassador of HKBCF; Dr. Andrew Luk, President of the event's title sponsor, Ferrari Owner's Club of Hong Kong; Dr. Polly Cheung, Founder of HKBCF; Dr. York Y. N. Chow, Secretary for Food and Health; and Mrs. Joanna Choi, Chairman of HKBCF, officiated the ceremony.

Our new ambassador Bernice encouraged all women to be aware of their own breast health and do breast self-examination regularly.



More than 400 people wore our pink shirts in solidarity for the walk for breast cancer awareness.

Dr. York Chow (second left) officiated the kick-off ceremony of the Walkathon.



The 4th Breast Cancer Awareness Walkathon was proudly supported and sponsored by the following organizations (not in any particular order):

- Ferrari Owners' Club of Hong Kong
- Standard Chartered Bank (Hong Kong) Limited
- A-World Consulting Limited
- Café Deco
- Wyeth (H.K.) Limited

- iASPEC Services Limited
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- Mannings
- Winwell Printing Company Limited
- Delifrance (HK) Limited
- Actex Textiles Limited
- The Peak Galleria
- St. John Ambulance Brigade, Hong Kong
- Hong Kong Adventure Corps

Free Mammogram Service

HKBCF encourages women aged 40 or above to undertake biennial mammography, but we understand that the cost of mammogram might be a burden for low-income families and women who suffer from financial difficulty. In view of such a need in our community, the Free Mammogram Service under our “Breast Cancer Prevention – Early Detection Program” was introduced in September. This program aims at helping Hong Kong women, aged between 40 to 59, who receive Comprehensive Social Security Assistance (CSSA) or belong to the low income group.

The first stage of the program aims to benefit 2,000 women. Qualified applicants will be given a non-transferable Free Mammogram Service Coupon to do mammography screening at designated medical service providers. The objective of this program is to provide quality medical services and related breast health care knowledge to underprivileged women. Through promoting the importance of biennial mammogram screening, we hope to help women of all ages maintain the habit of regular check-ups. We will continue to seek donations for this program to benefit those in need.



Dr. Betty Kwan(right), Specialist of Family Medicine, and Dr. Chun Kuen Wong(left), Specialist of Radiology, were the guest speakers of our Free Mammogram Service press conference.

(From left) Mr. Alexander Leung, representative of the project’s major sponsor, Tai Hung Fai Enterprise Co Ltd; Dr. Betty Kwan; Dr. Chun Kuen Wong and Mrs. Joanna Choi, Chairman of HKBCF, completed a puzzle forming the Free Mammogram Service Coupon at the press conference.



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Pink Ribbon Partners

A number of retail brands, organizations and individuals have participated in our Pink Ribbon Partner Campaign in support of breast cancer awareness. If you are interested in participating in our program, simply identify a product or service – a “Pink Ribbon Product” and donate a portion of or all sales to our cause. This could be for a designated period of time, for instance for Breast Cancer Awareness Month in October or for more generous donors you can run your program all year long. To explore a mutually beneficial partnership with our cause, please contact us on 2525 6033 or info@hkbcf.org.



Calci-Plus Fighting Breast Cancer

Calci-Plus is partnering with HKBCF to launch the “Calci-Plus Skin Health Limited Edition Promotion Pack” to the market starting from October 2008. A leaflet with breast cancer information is inserted in this Pink Ribbon Product to educate female consumers about breast health. Consumers can obtain a copy of the “A Guide to Breast Healthcare” DVD

for free by writing to HKBCF.



Baby Jane cacharel CharityTee

Baby Jane cacharel introduced a limited edition charity tee (HK\$329) during September to October 2008 to raise breast cancer awareness among women of different ages and races. The tee is sold at all Baby Jane cacharel an i.t. outlets, the proceeds of which will be donated to

HKBCF.



St. John Pink Ribbon T-shirt

Prestigious American fashion brand St. John kicks off a charity T-shirt sale on 11 October 2008. A designer Pink Ribbon T-shirts (HK\$1,900 each) is being sold at all six St. John shops, and 30% of the sales revenue will be donated to HKBCF.



LRC Rally for the Cure

On 15 October 2008, the Ladies Recreation Club (LRC) embarked on a day of tennis in support of the fight against breast cancer. Donation generated from the event was donated to HKBCF.



Pure Yoga Charity Class

Pure Yoga organized a charity yoga class on 19 October 2008 with over 100 participants. All proceeds of the class were donated to HKBCF in support of our work.



New Cook Book "Cooking with Elaine": sales proceeds donated to HKBCF

Mrs. Elaine Ma, a Cantonese opera enthusiast and gourmet cook, published a new cook book "Cooking with Elaine" in July 2008. The sales proceeds of the first 2000 copies, sold at \$128, will be donated to HKBCF without deduction of costs. The launch of "Cooking with Elaine" and autograph-signing session of Elaine Ma was held at the Hong Kong Book Fair on 26 July 2008. It has taken Mrs. Ma more than two years in preparation of the book, which features highly refined and thoughtfully presented cuisines, from appetizers, main courses, healthy dishes, Chinese New Year dishes to desserts.

Photo: At the autograph-signing ceremony, HKBCF Chairman, Mrs. Joanna Choi (left) congratulated Mrs. Elaine Ma (right) for her book launch and extended heartfelt thanks on behalf of HKBCF for her very generous support.

Cantonese Opera Concert

A breast cancer survivor and Cantonese opera enthusiast has donated the proceeds of her personal Cantonese opera concert to HKBCF, allowing us to dedicate more resources on public education and patient support services.

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Newsbreak

Bernice Liu as Ambassador

We are pleased to have celebrity Ms. Bernice Liu as our 2008-2009 Ambassador to promote breast cancer education. In addition to filming a new edition of "A Guide to Breast Healthcare" DVD, Bernice will also make appearances in a number of our educational activities to help bring breast cancer awareness to the public.



Bernice accepted the appointment of HKBCF Ambassador at our Walkathon event this year.

Breast Health Public Education Exhibition

We held a week long public education exhibition at Cityplaza during 20-26 September. There were exhibition panels with the vital information about breast health and breast cancer, a computer game and demonstrations on breast self-examination by registered nurses. Over 2,000 shoppers stopped by the exhibition area to make enquiries and obtain information including our newly published booklet "Passport to Breast Health". Special thanks to Cityplaza for sponsoring the event venue.



Our volunteer nurse (left) demonstrated to shoppers the right way to do breast self-examination.

Our volunteer nurse (left) demonstrated to shoppers the right way to do breast self-examination.



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.

With the support of breast cancer patients, survivors and medical professionals, over 1,500 people have participated in the HKBCR. 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 to allow 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 Annette Law at the Foundation on 2525 6033.

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 once their contributions are published. We reserve the editorial rights on all submissions. For enquiries, please contact Fannie Kei at the Foundation on 2525 6033.

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Breast Cancer Update



**"Lymphedema Care and Management" Educational Talk
5 July 2008**

Ms Amy Or (middle), a registered nurse in Kwong Wah Hospital, explained to our members the causes of arm lymphedema after breast cancer surgery. Amy also provided management and treatment tips for those who suffered from this common problem among breast cancer survivors.



**"Lifestyle and Diet Management for Cancer Survivors"
Educational Talk
2 August 2008**

After delivering an informative health talk to our members in April 2008, Dr. Chui Shiu Hon (left), a registered Chinese medicine practitioner, was invited to be our speaker again in August, to share details on healthy lifestyle and diet management for cancer survivors.



**"Prevention and Treatment of Osteoporosis" Educational Talk
6 September 2008**

Breast cancer patients are at an increased risk of osteoporosis due to chemotherapy and other therapies. Dr Annie Kung (left), Specialist in Endocrinology, Diabetes & Metabolism, discussed the prevention and treatment options of Osteoporosis, and answered many enquiries.



**"Risk Factors for Breast Cancer Recurrence" Educational Talk
4 October 2008**

Recurrence is the major threat for all breast cancer survivors. Dr Kwan Wing Hong (left), Specialist in Clinical Oncology, helped to conduct an educational talk for our members covering the risk factors for breast cancer recurrence.



**"Why do I need drug therapy after breast cancer surgery?"
Educational Talk
8 November 2008**

“Why do I need drug therapy after breast cancer surgery?” This is a question that a breast cancer survivor would probably ask. Dr. Diana Siu, Specialist in Medical Oncology, provided professional analysis and suggestions on this issue to our members.

*Our informative monthly educational talks are well-received by all members. For those who have missed the previous talks, you are welcome to view them in our Resource Centre during office hours (except for Wednesdays). This service is free of charge. Please call 2541 3118 for reservation.

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Public Education

Dr. Bonita Law (picture), a specialist in general surgery and director of Union Breast Centre at Union Hospital, explained in details the causes, signs and latest diagnostic methods of breast cancer. The talk was hosted by HKBCF and sponsored by Centrum, Wyeth (H.K.) Limited.



Almost 100 people attended the talk.

“Understanding Breast Cancer: Early Detection Saves Lives” Education Talk

The following medical professionals and breast cancer survivors delivered educational talks to various organizations on behalf of HKBCF in recent months. We would like to express our sincere thanks to them:

Medical Professionals	Breast Cancer Survivor	Organizations
Dr. Sharon Chan Department of Surgery, United Christian Hospital	Margaret Poon	Chi Lin Nunnery 3 July 2008
Dr. Peter Choi Specialist in Clinical Oncology	Helen Hung	Barclays Bank 16 September 2008
Dr. William Foo Specialist in Clinical Oncology	Helen Hung	GlaxoSmithKline 18 September 2008

Ms. Annette Law Registered nurse.	Mary Wong	“中華婦女事業協會” women association 26 September 2008
Dr. Daniel Lau Specialist in General Surgery	Mary Wong	Royal Bank of Scotland 29 September 2008

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Member Activities

Shaolin Yijingjing Class: step-by-step instructions on Shaolin Yijinhjing, instructed by Mr. Ho Fat Pong. The class is so well-received by members that it has been expanded to two classes.

Knitting Class: Under the instruction of Ms. Ng Wei Han, participants of the “Knitting with love” campaign have finished 30 knitted items, which are then distributed to patients in need for free.



Chinese Painting Class: To learn basic Chinese Painting skills under the instructions of Ms. Kitty Leung



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

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Please Support Us!

Winter Solstice, Christmas, New Year and Lunar New Year are all approaching. While it is time for happy re-unions with your beloved friends and families, please also extend your love and care to those in need by making a generous donation to us. With your support, we will be able to:

- Conduct breast health talks at schools and to women at large
- Produce more educational materials reinforcing breast health knowledge to the public
- Sustain our patient support service on their road to recovery
- Expand our Free Mammogram Service to those in need
- Collect breast cancer data for the Hong Kong Breast Cancer Registry to enhance effectiveness of diagnosis and treatment of breast cancer and to help bring about changes in public policies for improved breast healthcare in Hong Kong

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