

Editor's Words

Breast cancer is the most common form of cancer among women in Hong Kong. According to the latest figures of the Hong Kong Cancer Registry of the Hospital Authority, about 7 local women are newly diagnosed with breast cancer everyday, 1 in every 20 women falls victim to breast cancer in her lifetime. Our work in raising breast cancer awareness is imperative. Mother's Day is coming up and we want to highlight this very special occasion to raise breast health and breast cancer awareness to the mothers and women in Hong Kong. We are proud to be hosting a Charity Movie Premiere "Angels & Demons" at AMC Pacific Place on 8 May 2009. "Angels & Demons", stars Oscar-winning actor Tom Hanks and is the prequel to the 2006 hit "The Da Vinci Code". We are appealing for your participation and generosity in this charity movie premiere, the funds raised will be used in our educational work programs. For corporate sponsorship enquiries or ticketing information, please contact Fannie on 25256033 or fanniekei@hkbcf.org.

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Survivor Story

From "the worst" to "the best"

Priscilla Yeung is the epitome of the Chinese woman, always putting others first in her actions and decisions, deferring or even denying her own needs. Even when it comes to facing her own health crisis, Priscilla chose not to trouble her family members but decided to face it alone.

For almost two years Priscilla had felt the abnormalities in her breast before finally mustering up the courage to see a doctor. By then she was diagnosed as having stage 3 breast cancer. "At that moment, I was very frightened, but my mother was sick and needed a lot of my care. I did not want my family to worry about me, so I chose to ignore the reality for two years." In fact, even before diagnosis, Priscilla already had a sneaking suspicion that it was breast cancer. "After suppressing the stress and anxiety of feeling something was wrong for such a long time I finally felt a release after the diagnosis because I finally felt that I was not facing the problem alone anymore," said Priscilla.

Although Priscilla prepared for the worst scenario for her sickness, she recognised the best things in her life – the love from family, friends and colleagues, empowered her in her battle against breast cancer. Luckily, Priscilla comes from a large family of 13 siblings, all of whom took turns to help her in different ways. Her sister-in-law prepared Chinese soup for her; her sister bought her health food

and her brother accompanied her to see a Chinese medicine practitioner in Beijing. Even Priscilla's boss was also very thoughtful. He arranged a Chinese medicine practitioner from Beijing to come to Hong Kong to provide alternative medicines for Priscilla. Also he also prepared breakfast and lunch for her at the beginning of her treatment.

Impressed and overwhelmed by all this meticulous love and care, Priscilla accepted every kind offer from her friends and family, "I was a good patient. I took my doctor's advice and accepted the help others offered, because their love empowered me to face all unforeseeable challenges." Today, Priscilla has made a full recovery. Due to her gratitude for her friends and family, she has been giving back to others who are now suffering to show her care for others.

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I Care

Open the Heart, Lighten the Life

Interview with Counselling Psychologist Dr. Rhoda Yuen

Dr. Yuen has been devoting her time to the psychological counselling service of HKBCF for 4 years and she now volunteers as the chief counsellor of our patient support groups. Before joining HKBCF, Dr. Yuen worked in hospice care services for 10 years where she got in touch with numerous cancer patients. "I realize the importance of psychological support to cancer patients at different stages of their treatment path. No matter if they are newly diagnosed, terminal stage or relapsed patients, it is critical that they obtain psychological support at an early stage, so that they can adjust to their psychological conditions and take care of their own health with a positive attitude."



Over the past 4 years, what impressed Dr. Yuen most is that she has witnessed the change of numerous patients under her care. At first, they are self-conscious and refuse to interact or even not tell their families about their illness. However, upon attending the support groups, they gradually open themselves up and are willing to share how they feel and finally live a positive life again. "Through their breast cancer experience, they learn to enhance the quality of physical living as well as mentally. This is what we aim for."

With this mission in mind, Dr. Yuen thinks it is her duty to contribute her expertise and assist breast cancer patients by offering psychological, emotional and relationship counselling. "Being a volunteer can bring light into the life of others as well as to enrich my own. I wish users of our support services will in one day join our team as peer support help to bring hope to others in need."

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Focus

Strengthening Patient Support Services

Since its establishment towards the end of 2007, our Resource Centre offers free and comprehensive support services to breast cancer patients, family members and survivors. Our counseling psychologist, registered nurses and social workers are here to support the patients on their path to recovery. Recently we have further enriched our support services aiming to aid breast cancer patients physically, psychologically and emotionally to live a better life.

Breast cancer patients are encouraged to call our Support Service Hotline at 2541 3118 for assistance. We stand behind you and are here to help you.

Services	Description	Time
Peer Support Group	Led by a counseling psychologist and a registered nurse, breast cancer patients share stories, friendship, and information. Relaxation techniques are taught to help patients relieve stress. Both the newly-diagnosed and those who are undergoing treatment are welcome.	Every Wednesday 2-4pm (Except public holidays) *New English session: Every Monday 10:30-12 noon
Family Support Group	Family members gain support by sharing their worries, feelings on how to cope with their loved ones' disease. By sharing practical information and experience in taking care of patients, family members can cope better during the difficult times.	Every Wednesday 2-4pm (Except public holidays)
Treatment Preparation Group	When faced with breast cancer treatments, patients may feel lost and overwhelmed. A detailed introduction on chemotherapy, radiotherapy and target therapy which are essential for their good preparation is conducted by our health officer.	Every Wednesday 4:30-5:30pm (Except public holidays)
Meeting the Expert	Some patients indicate that they do not have the chance or enough time to raise questions related to chemotherapy, radiotherapy or target therapy during consultation. "Meeting the Expert" program supports patients by giving them access to experts to help them in filling their knowledge gap.	Once every two months, with different topics./td>
Individual Counseling	Patients or family members who want to seek professional psychological support to overcome their stress, worries and anxieties can come to individual counseling sessions. We provide in-depth counseling service for those in need.	By appointment
Library	<p><u>Books</u></p> <p>For members to borrow. The new collection includes :</p> <ul style="list-style-type: none"> The Worry Cure: Seven Steps to Stop Worrying from Stopping You. By Robert L. Leahy 	<p>Opening Hours:</p> <p>Mon – Fri 9:30 am - 12:30 pm 1:30 - 6:00 pm</p> <p>Sat</p>

- Destructive Emotions: A Scientific Dialogue with Dalai Lama. By Daniel Goleman 9:30 am – 1: 00 pm
- The Last Lecture. By Randy Pausch & Jeffrey Zaslow (except public holidays)

DVDs

Our informative monthly educational talks are well-received. You are welcome to view them in our Resource Centre during office hours (except for Wednesdays, please call for reservation.) You can also view our "A Guide to Breast Healthcare" and "Taking the Breast Cancer Challenge" DVDs there.

Overseas Breast Cancer Information

Resource Centre is equipped with free internet access to breast cancer information overseas.

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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.



Spanish Speaking Women's Association

Spanish Speaking Women's Association hosted a Spanish Night Party on 19 November 2008 to raise funds for HKBCF. The evening was filled with fun and great enthusiasm featuring flamenco dance performance, fashion show, charity auction, and many more. A group of members from the Association including breast cancer survivors came up with the brilliant idea to act as calendar girls and produced the 2009 calendar which is an elegantly designed piece of art with a great cause behind the project. Proceed from the calendar charity sale was also donated to support the works of HKBCF.



mYoga Christmas Charity Party

mYoga hosted a Christmas Charity Party at its clubs in Mongkok and Causeway Bay on 13 and 14 December 2008 respectively to raise fund for us. Activities at the party included a video presentation on breast cancer awareness and early detection, charity auctions, back-to-school musical, Kung Fu fighting etc.



Jasmina Charity Facial/Body Treatment

Jasmina Noble Beauty launches three charity facial/body treatment packages. From 1 February 2009 to 31 May 2009, the gross sales proceeds generated from these packages will be donated to HKBCF to extend care to breast cancer patients and their families.

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Newsbreak



"Gotta Keep Your Body Healthy Photo Competition 2008"

Hosted by Take me Home and sponsored by Novartis Pharmaceuticals (HK) Ltd., the "Gotta Keep Your Body Healthy Photo Competition 2008" came to a satisfactory close in mid-December last year, and the prize presentation ceremony was held on 1 February 2009 at Olympian City. HKBCF exhibited breast health information at the mall, and our health officer demonstrated to shoppers the right way to do breast self-examination.

The competition received more than 1,000 entries. With each photo the participants submitted, Novartis Pharmaceuticals (HK) Ltd donated \$5 to the Hong Kong Breast Cancer Foundation.

Over 800 Women Granted Free Mammography

Since the launch of "Mammography Screening Financial Assistance Program", we have provided free mammography service to more than 800 underprivileged women and have received over 2,700 telephone enquiries. On 14 February 2009, we participated in a health carnival organized by "H.K.S.K.H. Kowloon City Children & Youth Integrated Service Centre" at the Kowloon City Plaza. We introduced the "Mammography Screening Financial Assistance Program" to women in the community.

If you know any woman aged 40 to 59 who are recipients of CSSA or come from low-income households, please refer them to this free screening program.

Spring Party 2009



To celebrate Lunar New Year cum the 4th anniversary of HKBCF, our annual Spring Party was held on 21 February 2009. Nearly a hundred members and friends joined us for a sharing and fun-filled afternoon. HKBCF Founder, Dr. Polly Cheung, and Vice chairman, Mrs. Veronica Bourke, reviewed the developments of HKBCF in 2008 and looked forward to continuous growth in our services.

Nearly a hundred members and friends enjoyed a fun-filled afternoon

Over 1700 Participants



The data collection of the first of its kind "Hong Kong Breast Cancer Registry" (HKBCR) is in good progress. Over 1,700 patients and survivors participated. The success of HKBCR counts on continuous support of the participation of breast cancer survivors and patients. If you have not participated, 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 our website. If you would like to know more about the Registry or have any questions, please contact Ms. Annette Law at the Foundation on 2525 6033.

New Council Members

HKBCF appointed a new board of Council Members for year 2009-2010 on 1 January 2009. Members include Dr. Polly Cheung (Founder), Mrs. Joanna Choi, BBS (Chairman), Mrs. Veronica Bourke (Vice Chairman), Mrs. Virginia Kwan (Secretary), Mrs. Judy Woo (Treasurer), Dr. Rhoda Yuen, Prof. Emily Chan, Mrs. Mary Hemrajani, Mrs. Eliza Fok, Ms. Wendy Tang, Mrs. Tammy Lau. For information, Dr. Polly Cheung has been invited as a non-official member of the Women's Commission.

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Breast Cancer Update



"New Trends in Breast Cancer Surgeries" 5 December 2008

Dr. Miranda Chan (Consultant of Breast Centre, Department of Surgery, Kwong Wah Hospital) was invited as speaker. She gave the attendees a brief introduction on various breast cancer surgeries and the new trend of using minimal invasive techniques on breast cancer surgeries.

(The talk was sponsored by Centrum, Wyeth (H.K.) Limited.)

Who needs radiotherapy after breast cancer surgery?

6 December 2008

Clinical Oncologist Dr. Lawrence Li shared with members the effectiveness of radiotherapy after breast cancer surgery.

Breast Cancer Surgery - How to choose?

3 January 2009

Breast cancer patients may need to choose between total removal of the breast (mastectomy) and breast-conserving surgery (lumpectomy) followed by radiation. Dr Sharon Chan (Kowloon East Cluster Breast Centre - Clinical Director), compared the effectiveness and advantages of the two surgery types to members.

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Public Education

Students' opinions are a good reference for us to conduct better school talks, in order to promote the message of "early detection saves lives". Here are some opinions from students:

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:

"I learnt if any suspicious symptoms are found during self-examination, one should seek for doctor's diagnosis at once."

"I know who is in high risk to get breast cancer now!"

"Those whose menstrual period starts before aged 13, and stops after 50, may have higher risk to get breast cancer."

"Better to have game session in the talk!"



We conducted several talks to secondary schools all around Hong Kong in past few months including: Kit Sam Lam Bing Yim Secondary School, Tsang Pik Shan Secondary School, Church of Christ in China Hoh Fuk Tong College, Carmel Alison Lam Foundation Secondary School, Marymount Secondary School, De La Salle Secondary School, N.T, Shau Kei Wan East Government Secondary School and HK & KLN CCPA Ma Chun Sum Secondary School

We also presented and promoted breast health awareness to several women organizations as well as commercial corporations including: Baker & Mckenzie Hong Kong, Freshfields Bruckhaus Deringer, Pinsent Masons Hong Kong, AstraZeneca Hong Kong Ltd., Julius Base Hong Kong, Metro Group Buying HK Limited, Thomson Reuters Hong Kong, Merrill Lynch Hong Kong Ltd. , Hong Kong Outlying Islands Women's Association and Cheung Chau Island Women's Association.

Breast Health Tips

Our Ambassador, Bernice Liu, makes an appearance in our Breast Health Tips video. The video can be viewed at our website www.hkbcf.org.



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Member Activities

Knitting Class

Volunteers in our knitting class not only are skillful knitter but also have to have very warm hearts. They follow the expert guidance from their tutor Ms. Ng Wai-Han to produce many beautiful products like beanies, scarves and cardigans which are knitted for both fundraising as well as giving away to patients. Here is Angela, one of the students in the knitting class, modeling the finished product, making an appeal to kind donors to support more!



Chinese Painting Class

Chinese painting is one of the oldest artistic traditions in the world. Ms. Kitty Leung, our volunteer tutor of Chinese painting class, works hard on exploring members' skills in Chinese painting.



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Forum

HKBCF members are welcome to express themselves in their own words at "Forum" in the Pink Ribbon Newsletter. 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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Please Support Us!

Make a meaningful difference. Support Mother's Day by donating to our Foundation

Mother's Day is an occasion to express our thanks to the unconditional love and care from all mothers. There is no better way to say thanks than to care for their health and well-being.

We are dedicated to raising public awareness of breast cancer and to promote the importance of early detection. In the coming Mother's Day, why don't you show your love and care for your mother and all the other great women in your life by sending us a donation in their name? Your donations will help us to provide essential breast health and breast cancer educational services to all women, current and future mothers in Hong Kong.

[Make a Donation](#)

The Hong Kong Breast Cancer Foundation welcomes all donations. For donations, please download and fill in our [donation form](#) or make your donation by credit card or crossed cheque. The only official HKBCF website is www.hkbcf.org.