

Editor's Words

In order to gauge facts of breast cancer, Hong Kong Breast Cancer Foundation has set up the Hong Kong Breast Cancer Registry in 2007 to collect data from local breast cancer cases for analysis. In September this year, we released the first "Breast Cancer Facts in Hong Kong 2008 Report". The findings reveal the high risk factors of local breast cancer which give inspiring reference to breast cancer prevention and diagnoses.

October marks the international "Breast Cancer Awareness Month". This year we organised the "Breast Cancer Awareness Walkathon 2009" again, and co-produced a special programme with TVB which promotes breast health and our cause to fight breast cancer. Thanks to all supports from different sectors, our online "Charity Sales Corner" has launched, providing a meaningful and convenient means to make donation. On the eve of festive seasons, support us and choose a "pink" gift for your loved one. !

Contents:

- [Survivor Story](#)
- [I Care](#)
- [Focus](#)
- [Newsbreak](#)
- [Pink Ribbon Partners](#)
- [Breast Cancer Education Talks](#)
- [Public Education](#)
- [Please Support Us!](#)

SURVIVOR STORY

"Family support keeps me moving on!"

"It's been 10 years. I dare not say I've combated it and won completely, yet I've learnt how to live my life fully!" Vivian, who fought the strike of breast cancer twice, said cheerfully.

Towards the end of 1996, Vivian detected a small lump on her breast accidentally. She consulted the doctor when she went for a gynecology check-up. The doctor comforted her that it might be a short term sign of menstruation. But Vivian was still in doubt. Her doctor thus referred her to a specialist for further examination. After various blood tests, x-ray screening and biopsy, the doctor told Vivian that calcification points were found on her breast. The diagnosis of first stage breast cancer was put in black and white in the examination report.

Vivian recalled the moment when she was diagnosed with breast cancer - she did not know how to respond. She was too shocked to cry and kept asking the doctor what happened. "The doctor repeated the same answer thrice: it's breast cancer, you need a surgery!"

"On Vacation" in the Hospital

From Winter solstice to Christmas of the year, Vivian spent 10 days in the hospital. It's an unforgettable experience - Vivian realized that she was not alone there. Her families and friends were with her. "My husband and son went to the hospital to see me every day; my husband used up all of his annual leave to look after me. That has never happened since we got married. Before I got the disease, we kept ourselves busy and worked very hard for the family. We did not have much time to communicate with each other. But in the 10 days "vacation" of mine in the hospital, I really felt his love and care. The intimacy between us has come back suddenly." All the supports and encouragements from her husband and son gave her motivation in the course of fighting the cancer.



After recovery, Vivian returned to her work. Hectic work distracted her from personal health care. One day in 2008, Vivian detected a small lump under the armpit on the side of her breast affected by breast cancer. Medical examination confirmed that the tissues were harmful. She was advised to go through chemotherapy or radiotherapy.

Ten years on, Vivian has been doing well in recovery. She realised that exercise is crucial to cancer prevention. "After the first surgery, I did exercise and walked in the park often at the beginning, and the feeling was very good. As I got busier with my work later, I did less exercise. As a result, my condition became worse again." During the chemotherapy period, a friend recommended Qi Gong to Vivian. This time she dares not lazy again. She has kept a habit of practicing Qi Gong for two hours every morning since then.

Surviving the disease, Vivian has a different perspective towards life. She is no longer a workaholic, and has got to know how to treasure life after the recurrence. She lives a disciplined life with regular exercise and healthy diet. In the treatment process, she realised that hers was not the worst case. Many other women suffer more severe situation than she did. Being grateful, she has committed to voluntary work in the hospital to help other patients.

Vivian advises all her fellows that cancer is not incurable. Listen to the doctor's advice, using both Chinese and western medical treatments, be confident in modern treatment; be determined to undertake the treatments; don't be afraid of the pains. Be persistent on taking good care of oneself. Learn to "release" and "relax" oneself; let everything follow the flow. Then life can be very wonderful in the days ahead!

I Care

Selfless Giving: Volunteer Yeung Tai Yee

Work like lettershopping and data entry seems like nitty- gritty things, but they are vital to smooth operation of every organisation. Every Tuesday, our volunteer Yeung Tai Yee is at HKBCF office helping on the general office work. She does not mind at all. "I am a quiet person; it is very suitable for me to work here."

“Help others help themselves” is the belief that drives her to work as a volunteer. “Sometimes I hear the staff at HKBCF and volunteers comforting the breast cancer patients over the phone. They also arrange breast cancer survivors to share their experiences with others. I feel the work of this organisation can really help people.”

Tai Yee is very health conscious. She does exercise such as Taichi and hiking regularly. She has enriched her knowledge on breast cancer after joining HKBCF as a volunteer. “I am always conscious about breast health. I always remind my friends of screening. Having learnt more about breast cancer from HKBCF, I realise that Hong Kong has a very high incidence rate of breast cancer. That alerts me to pay more attention to my lifestyle. I also encourage my friends who have breast cancer to contact HKBCF for support services. ”

Tai Yee has been a long-serving volunteer since HKBCF inauguration. “I am very happy that HKBCF is gradually growing. All the staff here are very friendly. We chat and laugh. The feeling of working here is pretty good.” Tai Yee is prepared to continue volunteering to HKBCF, and would suggest her friends to join too.

(If you want to become a volunteer , contact us at 2525 6033.)

Focus

Breast Cancer Facts in Hong Kong 2008 Report

In Hong Kong, breast cancer is the leading cancer among women. In recent years, Hong Kong tops Asian countries and cities in terms of crude and age-standardised incidence rate. According to the latest figures released by the Hong Kong Cancer Registry, there were over 2,700 new breast cancer cases, or about 8 women are diagnosed with breast cancer each day.

In order to understand the local breast cancer, we have completed the first “Breast Cancer Facts in Hong Kong 2008 Report” which analyses 1,006 breast local cancer cases in private clinics. The median age of these breast cancer patients is 47.6, compared to USA (61 years old), Australia (62 years old) and Singapore (50 years old); the diagnosed age is relatively younger.

According to the report, 80% of the breast cancer patients were incidental self detected, whereas 20% were detected through breast screening modalities such as screening mammogram, screening ultrasound, regular clinical breast examination and regular breast self-examination. Those incidental self-detected breast cancer patients, the tumor sizes were relatively bigger than those detected through ordinary screening, thus regular breast examination is an important step to healthcare.

For treatments, the majority of breast cancer patients (99.8%) underwent surgical operation to remove tumours, 71% with radiation therapy, 58% with endocrine therapy. As for the invasive breast cancer patients, 71% were treated with chemotherapy, 11% were treated with targeted therapy.

For breast cancer high risk factors, the report also discovered that 74% breast cancer patients were lack of exercise, meaning exercise less than 3 hours per week; 64% never breast feed and 40% were stressful.

We further analysed the psychological condition of the cases. Results show that less than 60% were positive in their attitudes; patients who underwent breast surgery have relatively low self-image, 80% changed their lifestyle, 71 % changed their dietary habit, 47% reduced workload or quitted their job and 32 % took healthcare products.

As for negative emotion management, 30% claimed that they would divert their attention; 10% chose to ignore the negative emotions; 6% felt depressed, and 70% always or occasionally worried about recurrence. The analysis can serve as a reference for patients, carers and medical professionals to improve patient support services.



In September 2009, Hong Kong Breast Cancer Foundation released the first "Breast Cancer Facts in Hong Kong 2008 Report"



The Director of Hong Kong Cancer Registry, Dr. Stephen CK Law (right) and former Legislative Council officer Ms. Chan Yuen Han (left) stated that the Registry can help healthcare professionals and citizens understand the situation of local breast cancer.

Breast Cancer Awareness Walkathon 2009

October marks the international "Breast Cancer Awareness Month"; the annual "Breast Cancer Awareness Walkathon 2009" was held on 18th October. This year sees more enthusiastic participation; nearly 800 supporters joined the event, raising a total of HKD 1.6 million.

To add fun to this year's event, we presented three new awards: "Best Dress Pink Award" (individual or group with the most impressive "pink" look); "Top Fund Raiser Award" and "Highest Participation Rate Award". The Peak turned "pink" on that day; everyone was enthusiastic to walk against breast cancer.

Winners' list:

Best Dress Pink Award – Adele & Michael Pieper

Top Fund Raiser Award – Ms. Chan Yiu Yi

Highest Participation Rate Award – Estee Lauder Group (HK) Ltd

Thanks for Your Support! See you again in October 2010!

The 5th Breast Cancer Awareness Walkathon was sponsored by the following organisations (in alphabetical order):

AstraZeneca Hong Kong Limited

Billion Development & Project Management Ltd

Canadian International School of Hong Kong

Diagnostix Group
Esquel Group
Ferrari Owner's Club of Hong Kong
GlaxoSmithKline Limited
Hong Kong Sanatorium & Hospital
iASPEC Services Limited
Kao (Hong Kong) Ltd
Roche Hong Kong Limited
Sa Sa International Holdings Limited
Sanofi-aventis Hong Kong Limited
Tai Hung Fai Enterprise Co. Ltd.
Ventura International Limited
Wacoal HK Co. Ltd.



The Walkathon was kicked off by (from left) Dr. Polly Cheung, founder of HKBCF, officiating guests Ms. Sophia Kao, Chairperson of Women's Commission; Ms. Bernice Liu, Ambassador of HKBCF; Dr. Gloria Tam, Deputy Director of Health; Dr. Leung Ka Lau, Member of Legislative Council (Medical) and Mrs. Joanna Choi, Chairman of HKBCF.



During the event, Ms. Bernice Liu appealed everyone to early detection - perform self-examination and screening regularly





Newsbreak

"April Bride" on now TV Aroused Awareness

now TV (channel 100) broadcasted "April Bride", a Japanese documentary movie based on real-life story. The story revealed the life of a young girl Chieko who unfortunately suffered from breast cancer and how she battled against cancer positively and optimistically. In order to raise public awareness of breast cancer prevention and treatment, now TV and HKBCF co-produced a series of five 10 minutes short films "Hanayonme's Exhortations" hosted by Ms. Karena Lam, HKBCF Ambassador of Breast Cancer Love and Care Education. Karena together with radiologist and a survivor participated in the production, and they all convey the same message: women of different ages should have regular screening. Early detection of breast cancer with appropriate treatment means high recovery rate. One should be positive and optimistic upon diagnosed with cancer.

TVB co-produced Healthcare Infotainment Program

Breast health is important for every woman; knowledge on breast cancer is the key for prevention. Thanks to TVB's support, a special feature "New Inspiration on Breast Cancer" went out in Jade channel prime time programme "Scoop" from 5th to 9th October. The five mini-episodes including "Pressure and Breast Cancer", "The Newest Breast Cancer Surgery and treatments" "Sharing of Ms. Bernice Liu, Hong Kong Breast Cancer Foundation Ambassador", "About Mammogram" and "Breast Cancer Facts in Hong Kong."

Online Charity Sales Corner

Have you ever thought of supporting Hong Kong Breast Cancer Foundation while shopping? A Charity Sales Corner has launched on our website, showcasing a range of beautiful and practical gifts at your choice. All proceeds will be used to support our work. Please visit www.hkbcf.org [Charity Sales Corner](#), and make a meaningful purchase.



Multi-purpose greeting cards \$50 per package



Chain Watch - Charm Bracelet \$280 each



Ladies Watch \$780 each



USB Flash Drive \$150 each

Online Latest News

"Latest News" (circled in red) - the latest local and foreign news on breast cancer, medical researches and reports is now featured at www.hkbcf.org. With more knowledge about breast cancer, we know better how to prevent and cope with it.



Self-Image Enhancement Group

Breast cancer patients faced with the cancer, surgery and various physical changes after treatment may have a very low self-image, or even negative emotions and attitudes like depression, low self-esteem, self-pity and withdrawal etc... Thus, in September 2009, we organized a "Self-Image Enhancement" sessions teaching practical skincare beauty knowledge and make-up skills, to help our patients understand themselves more and to rebuild their personal image as well as to rebuild their confidence.

Pink Ribbon Partners



Cross

Cross donated 10% of the sale of the specially designed Starlight Pen and a Leather Multifunctional Pouch from 1st August 2009 to 31st December 2009.



Pure Yoga

Pure Yoga held a charity yoga class on 17th October 2009. All proceeds of the class went to HKBCF.



Pandora

Pandora: 15% of selected Pandora merchandise sales between 3rd October 2009 and 3rd January 2010 are donated to HKBCF.



Max Mara

Max Mara: Charity sales held from 9th September to 31st October 2009 at all Max Mara outlets in Hong Kong. Part of the proceeds is donated to HKBCF.



Orla Kiely

Orla Kiely gave us 50% of the total sales proceeds of their designated collection

Anne Klein New York

Anne Klein New York supported the annual international "Breast Cancer Awareness Month" in October, and the work of HKBCF. In their special promotion from 10th to 18th October, all proceeds during the period were donated to HKBCF and customers were given a heart-shaped pendant bracelet specially designed for HKBCF.

Thank you for these organisations for hosting fund raising activities that benefit HKBCF:



Ladies Recreation Club hosted a tennis day on 14th October. Donation generated from this event was given to HKBCF



Hong Kong Football Club Rugby Section hosted a "Pretty in Pink" Ball on 17th October, 2009. Net sales proceeds from the event will be used to support the programmes of HKBCF.

Movement Improvement organized a fund raising party on 28th October, 2009 to fight against breast cancer; all net proceeds were donated to HKBCF.

Turner Broadcasting System organized "Breast Cancer Awareness Day" for its staff on 29th October, 2009 to raise their knowledge on breast health and helped raise fund for us.

"Pink Ribbon Partners" Campaign: We welcome retailers to donate the proceeds of sales of their designated products or services (Pink Ribbon products) to HKBCF; and we also welcome organisations, groups or individuals to donate the funds they raised in their events to HKBCF. For enquiry on the details of "Pink Ribbon Partners" Campaign, please contact us on 2525 6033 or email to info@hkbcf.org

HKBCF is grateful to our "Pink Ribbon Partners" for supporting our cause to fight breast cancer. However, HKBCF does not endorse or recommend any products, services or information provided by Pink Ribbon Partners. We encourage consumers to check with as the merchant before they make any purchase of the products/services.

Breast Cancer Educational Talks

Sign up now – 3-5 pm, 11 January 2010 Saturday

Topic: What we learned from the "Breast Cancer Facts in Hong Kong 2008 Report"

Content: Analyse the risk factors, detection method, disease pattern and treatment trends from approximately 1,000 local breast cancer cases collected by the Hong Kong Breast Cancer Registry in 2008

Speaker: Dr. Polly Cheung (Specialist in General Surgery/ Founder of Hong Kong Breast Cancer Foundation)

Venue: La Maison de l'Orient, 1/F., Cosmopolitan Hotel (387-397 Queen's Road East, Wan Chai, Hong Kong)

No. of Seats: 80 (Priority will be given to members)

Fee: Free of charge for member
HK\$50 for non-member

Enquiries/Registration: call 2525 6033 or email to info@hkbcf.org

2009

July

Topic: Exercise and Breast Cancer

Speaker: Dr. Louie Lobo (Associate Professor, Department of Physical Education, HKBU)

August

Topic: Epidemiological factors affecting breast cancer

Content: Who has the high risk factors? What are the methods to reduce the risk of breast cancer?

Speaker: Prof. Josette Chor (Professor, School of Public Health & Department of Community and Family Medicine, CUHK)

September

Topic: Stress and Breast Cancer

Content: Does stress impose greater risk on having breast cancer or cancer recurrence? How do I know if I am under stress? Is there any way out?

Speaker: Dr. Janice Tsang (Assistant Professor, Department of Clinical Oncology, HKU)

October

Topic: Management of Lymphedema after Breast Cancer Surgery

Content: Causes of lymphedema, its symptoms and nursing methods

Speaker: Mrs. Eleanor Chan (Department Manager, Physiotherapy, United Christian Hospital)

November

Topic: The Effects of Estrogen on Breast Cancer

Content: Sources of estrogen; will estrogen induce breast cancer? Will breast cancer patient affected by eating too much food that contains estrogen?

Speaker: Mr. Wong Chi Wing (Registered Dietitian/Department Head of Food & Dietetic Department, Hong Kong Adventist Hospital)

Public Education

Central and Western District Health Festival 2009-2010

In November 2009, we participated the two-days "Central and Western District Health Festival" to promote "Early Detection Saves Life". Women learnt from Q & A and a "Breast Healthcare" short film about the importance of monthly self-examination as well as regular screening. We also promoted the "Free mammography Programme" that is aimed to support low-income women to undertake the mammographic screening.



Max Mara Educational Talk

As a way to raise health awareness, Max Mara invited HKBCF to give an educational talk to their VIP members at Max Mara's flagship store in Causeway Bay. Dr. Candace Ho Nga Sze, a surgical specialist talked about breast cancer and the importance of breast self-examination. She also demonstrated self breast check with aid of a simulated breast model.



(If your organisation/group would like to organise a breast healthcare educational talk, please contact Ms. Kwok on 2525 6033)

Support Us

Festive seasons are coming. It is always a blessing to give than to receive. Share your love and care to women in need by making a generous donation to us. Your contribution will help:

- 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 services on their road to recovery
- Expand our Free Mammography Service to those in need
- The Hong Kong Breast Cancer Registry research on local breast cancer risk factors and facts that will facilitate effective diagnosis and treatment