



# 十載「乳健同行」

*Pink Walk for Breast Health 2014 –*

## 粉紅愛心滿山頂

*Celebrating 10 years fundraising at the Peak!*



香港乳癌基金會於 2005 年 3 月 8 日成立，是本港首間專注乳健教育、患者支援、研究及倡議的非牟利慈善組織，致力減低乳癌在本地的威脅。

### 使命

- 提高公眾對乳癌的認識及推廣乳房健康的重要性
- 支援乳癌患者踏上康復之路
- 倡議改善本港乳癌防控和醫護方案

The Hong Kong Breast Cancer Foundation was set up on 8 March 2005, as a non-profit charitable organisation dedicated to mitigating the threat of breast cancer to the local community through **education, patient support and research & advocacy.**

### Mission

- Promote public awareness of breast cancer and the importance of breast health
- Support breast cancer patients on their road to recovery
- Advocate better breast cancer care in Hong Kong

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## 鳴謝

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EVENT CALENDAR (JAN-MAR 2015)

# 十載「乳健同行」

Pink Walk for Breast Health 2014 –

## 粉紅愛心滿山頂

Celebrating 10 years fundraising at the Peak!



▲ 一眾主禮嘉賓把汽球放到台前，慶祝「乳健同行」踏入十周年並祝願將來有更多人認識乳癌、關心乳癌患者。

(左起) 香港乳癌基金會大使薛家燕小姐、香港各界婦女聯合協進會主席林貝聿嘉教授、香港乳癌基金會主席霍何綺華女士、香港乳癌基金會名譽贊助人梁唐青儀女士、香港乳癌基金會創會人張淑儀醫生、「乳健同行 2014」籌備委員會主席譚榮根先生和香港乳癌基金會大使廖碧兒小姐。

Officiating guests celebrate the 10th Anniversary of the Pink Walk for Breast Health and encourage the support of breast cancer patients and the promotion of breast health.

(l-r) Ms Nancy Sit, HKBCF Ambassador; Professor Peggy Lam, Chairperson of the Hong Kong Federation of Women; Mrs Eliza Fok, HKBCF Chairman; Mrs Regina Leung, HKBCF Honorary Patron; Dr Polly Cheung, HKBCF Founder; Mr Tam Wing Kun, Pink Walk Organising Committee Chairman; and Ms Bernice Liu, HKBCF Ambassador.

由香港乳癌基金會主辦、一年一度在山頂舉行的「乳健同行」步行籌款已於 10 月 19 日圓滿結束，本屆更是該活動舉辦的十周年，別具意義。回顧活動在 2005 年首辦時，只有約 300 名參加者，今年來到第十屆，很高興有接近 2000 人出席！基金會上下及一眾義工都十分雀躍。

參加者中有些已連續支持多年，並有不少大企業的參賽隊伍以超過 100 人組隊參與，聲勢浩蕩，

The Pink Walk for Breast Health 2014 was successfully held on 19 October 2014, achieving breakthroughs in multiple areas including funds raised, number of participants, as well as visibility and reach of our breast health messages.

At the inaugural Pink Walk for Breast Health in 2005 we enjoyed the support of about 300 participants and this year, at the 10th anniversary of the event, we welcomed the support of about 2,000 participants. This year many corporate teams of all sizes joined the Pink Walk for Breast Health, some of the larger teams had about 100 participants with one team in particular successfully recruiting 160 participants!



◀ 兩位「粉墨登場獎」（個人）得主於香港乳癌基金會大使薛家燕小姐手上領獎，他們的造型分別為「粉紅新娘」及「粉紅超人」，甚具特色。

The two winners of the Best Dressed Pink Awards (Individual), the Pink Bride and the Pink Superman, receive their awards from Ms Nancy Sit, in recognition of their creativity and effort!

◀ 打扮可愛的小朋友和寵物，獲得由香港乳癌基金會大使廖碧兒小姐頒發的「粉墨登場獎」（小童及寵物）。

Kids and pets also made special efforts to dress pink to raise breast cancer awareness! The Best Dressed Kid and Best Dressed Pet winners received their awards from Ms Bernice Liu.

最踴躍的隊伍人數高達 160 人，有些人更帶同寵物來參加，場面熱鬧。當天山頂被善心滿載，場地變成一片粉紅色，令人深感鼓舞！參加者亦施展渾身解數，以不同的粉紅服飾前來步行，如粉紅色的假髮、頭紗、眼鏡、絲帶，最令人驚喜的是粉紅色長長鬚曲的眼睫毛……更有「角色扮演」變身成粉紅新娘、超人、海盜等等，寵物都穿上粉紅背心、天使翼，應有盡有，齊齊顯示粉紅力量，盡顯參加者無窮創意。有見及此，基金會亦設了不同組別的「粉墨登場獎」，讓一眾粉紅善長競逐，作為對參加者的鼓勵和答謝，各項「粉墨登場獎」和最高籌款獎項亦於當日頒發。

為進一步增添歡樂氣氛，參加者在步行之餘，亦可欣賞由乳癌康復者組成的合唱團「音樂樂心靈」的獻唱，或到摩根大通公司所組成的義工團那邊作面部彩繪、又可到乳健教育攤位等玩遊戲。

起步禮由多位主禮嘉賓主持，包括香港乳癌基金會名譽贊助人梁唐青儀女士、創會人張瀨儀醫

In addition to the wonderful turn out, many participants showed great enthusiasm in heeding our call to dress pink to raise breast cancer awareness. Creativity ran free as participants of all ages – from the young and old, to pets of all sizes – dressed in eye-catching outfits, from pink brides to pink supermen, pink pirates, and more!

Pink Walk for Breast Health 2014 participants thoroughly enjoyed themselves at the Peak visiting the face-painting stall operated by JP Morgan volunteers, engaging in breast health education games, and enjoying the performance of the HKBCF's survivors' choral group, "Melody in Mind". The Best Dressed Pink Awards and Top Fundraiser Awards presentations were also much anticipated.

The Officiating Ceremony of the Pink Walk for Breast Health 2014 celebrated our signature annual fundraising event's 10-year milestone, and was definitely one of the highlights of the morning. Officiating Guests included HKBCF Honorary Patron, Mrs Regina Leung, HKBCF Founder, Dr Polly Cheung, HKBCF Chairman, Mrs Eliza Fok, Chairperson of the Hong Kong Federation of Women, Professor Peggy Lam, Pink Walk Organising Committee Chairman, Mr Tam Wing Kun, and HKBCF Ambassadors Ms Nancy Sit and Ms Bernice Liu.

▶ 為響應「乳健同行」粉紅主題，參加者悉心打扮成紅粉佳人，身體力行宣揚關注乳健的訊息。

Participants of the Pink Walk for Breast Health dressed in pink to show their support and help raise breast cancer awareness.

▼ 薛家燕小姐頒發「粉墨登場獎」（團體）予得獎隊伍。

Ms Nancy Sit presents the Best Dressed Team Awards to the winners of the category.



生、主席霍何綺華女士、香港各界婦女聯合協進會主席林貝聿嘉教授、「乳健同行 2014」籌備委員會主席譚榮根博士，以及香港乳癌基金會大使薛家燕小姐和廖碧兒小姐。當中，梁唐青儀女士更讚揚基金會在守護本港乳健方面作出的貢獻，及呼籲大家提醒自己和親友注意乳房健康，若有懷疑便應盡快求醫。

既然是十周年這樣特別的日子，除山頂活動外，基金會亦在贊助商的支持下，於推廣乳健訊息方面開拓了新領域，推廣教育工作在十月遍及全港社區。包括於銅鑼灣、尖沙咀的大型商場播放基金會「三缺一不可」的乳健檢查宣傳短片，提醒婦女要定期進行乳房檢查；另外又透過巴士車身及車內電視，向不同地區的市民不遺餘力地傳遞乳健訊息。

十載「乳健同行 2014」的善款創新高，達到 350 萬，款項將會用作支持乳健公眾教育、患者及家人支援服務、資料庫研究及倡議等工作，以減低乳癌對香港的威脅。

During the Officiating Ceremony, Mrs Regina Leung thanked the HKBCF for its continuing efforts to mitigate the threat of breast cancer to the local community. Mrs Leung appealed to women to be mindful of their breast health and reiterated the importance of regular breast screening and timely medical advice towards early detection of breast cancer.

The delivery and reach of the HKBCF's breast health message is an integral part of our breast health education efforts and this year, in celebration of the 10th anniversary of the Pink Walk, we have been able to significantly broaden our reach. Thanks to the generosity and support of our sponsors, we have been able to broadcast our award-winning "Three Steps to Breast Health" video on the importance of regular breast screening in key shopping areas in Causeway Bay, Tsim Sha Tsui and beyond, as well as promoting the breast health message via bus advertising, touching a wide audience throughout the territory.

The Pink Walk for Breast Health 2014 also set a new fundraising record of HK\$3.5 million which will be put towards the HKBCF's services to the community including breast health education, breast screening, breast cancer patient support services as well as research and advocacy towards better understanding and treatment of breast cancer in Hong Kong.

大會在活動當日頒發多個獎項，嘉許有傑出表現的參加者：

A number of prizes were awarded on the day to reward participants for their efforts, including:

獎項 Award	得獎者 Winner Team	成績 Amount
最高籌款獎 (團體) Top Fundraiser (Group)	養和醫院 The Hong Kong Sanatorium & Hospital	\$273,402
最高籌款獎 (個人) Top Fundraiser (Individual)	李趙式和女士 Mrs Jane Chao-Lee	\$86,000
最高籌款獎 (學校) Top Fundraiser (School)	The ISF Academy	\$6,400
最踴躍參與團隊獎 Highest Participation	雅詩蘭黛 (香港) 有限公司 The Estée Lauder (H.K.) Limited	160 人 people
個人粉墨登場獎 (男性) Best Dressed Pink (Individual Male)	Mr. Joel Cummings	
個人粉墨登場獎 (女性) Best Dressed Pink (Individual Female)	Ms. Renee Badaracco	
粉墨登場獎 (團體) Best Dressed Pink (Group)	The Treasured Chests	
粉墨登場獎 (小童) Best Dressed Pink (Kid)	Miss Lia Sasaki Durrant	
寵物粉墨登場獎 (小型) Best Dressed Pink (Regular-Sized Pet)	Ms. Joyce Wong (狗主 Owner)	
寵物粉墨登場獎 (大型) Best Dressed Pink (Large-Sized Pet)	Ms. Irene Leung (狗主 Owner)	



▲ 活動當日，眾人除了可競逐各項獎項外，也可到各攤位玩小遊戲或進行臉部彩繪。  
Aside from the awards presentation other activities included games stalls as well as face-painting.



Pink Walk  
for  
Breast Health

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for  
Breast Health

Pink Walk

乳健同行  
10th  
PINK WALK FOR BREAST HEALTH

CATHAY PACIFIC  
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▲ 今年「乳健同行」已踏入第十屆，有接近二千人參加，不少機構都上下一心帶同家人和朋友前來，整個山頂廣場滿佈粉紅色。  
This year's 10<sup>th</sup> anniversary of the Pink Walk for Breast Health received the support of almost 2,000 participants, painting the Peak in a sea of Pink! Many organisations recruited members of staff and their respective families to join in the fun to raise funds and awareness.

# 我們衷心感謝 Our Heartfelt Thanks To:

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# 感動人心的

## 「全球華人乳癌病友組織聯盟大會」

### 為志願者提供支援

## The Global Chinese Breast Cancer Organisations Alliance Conference - providing support to those who need it



"I live in Japan and have just been diagnosed with breast cancer. Can you help me?"

"I am currently living in Australia and would like to buy '100 Questions about Breast Cancer', written by Mrs Eliza Fok. Can you send me a copy?"

The Hong Kong Breast Cancer Foundation (HKBCF) receives these types of enquiries now and again and even though we currently only have a service facility in Hong Kong, we try our best to provide assistance and support to Chinese breast cancer patients across the globe.

Established in 2006, the Global Chinese Breast Cancer Organizations Alliance provides a platform upon which organisations from all over the world who are serving Chinese breast cancer patients can come together to share ideas, experiences and best practices to enhance the effectiveness of the breast health message globally.

Mrs Mary Hemrajani, HKBCF Vice Chairman and a member of the Global Chinese Breast Cancer Organizations Alliance's Steering Committee, was invited, together with Mrs Eliza Fok, HKBCF Chairman as well as Council Member; Ms Alice Ho, and two members of HKBCF staff, to attend the 5th Global Chinese Breast Cancer Organizations Alliance Conference, held in Beijing.

During the conference, Mrs Fok shared insights from her first publication "100 Questions about Breast Cancer", and Ms Doris Cheung, Senior Health Service Officer, delivered a presentation on lymphatic drainage massage techniques.

Mrs Hemrajani believes that even though the internet has enabled easy access to breast cancer information, cultural differences mean that not all information is relevant to all patients. For example support groups established to help predominantly Western patients may not understand the

「我住在日本，不幸患上乳癌，可以給我提供援助嗎？」、「我身在澳洲，想購買主席霍何綺華所著的《乳癌100問》，可以寄給我嗎？」香港乳癌基金會間中收到這些查詢，雖然本會現時只在香港設中心，但同樣會盡力協助世界各地的華人乳癌患者。而2006年成立的全球華人乳癌病友組織聯盟，提供平台予世界各地的華人乳癌病友服務組織，讓各組織得以互相交流乳癌最新資訊、支援病友的心得，把乳健訊息傳予全球華人。

本會副主席王天鳳女士是全球華人乳癌病友組織聯盟的督導委員會成員，她與本會主席霍何綺華女士，以及本會理事和職員，獲邀參加今年8月底在北京舉行的「第五屆全球華人乳癌病友組織聯盟大會」。霍太在會上分享其著作《乳癌100問》，而本會高級健康服務主任張春好女士則分享淋巴水腫按摩操的做法。

王天鳳女士認為，雖然資訊發達令大家可輕易在互聯網搜尋到乳癌資訊，但因文化差異，部份海外資訊未必適合華人患者，例如由外國人提供的支援小組，未必明白華人「怕被人知道自己患病」

的心結。對此，全球華人乳癌病友組織聯盟便發揮積極作用，眾組織的代表互相分享服務經驗與心得，研究各類最適合用以教育和支援華人病友的方法，意義重大。今次會議有來自美國和台灣的組織分享如何進行公眾教育及篩查；還有北京和上海的代表則分享病房探訪與義工激勵等。

「內地不少志願機構規模較細，也缺乏資訊，全球華人乳癌病友組織聯盟正好締造一個平台，讓服務華人乳癌患者的機構互相分享資訊。聯盟有如一個大家庭，參加者都以開放的態度，毫無保留地分享自己的知識和經驗，互相支持和打氣，情境令人感動和鼓舞。」王天鳳女士說。

為期三天的會議內容豐富，霍太對兩個來自北京協和粉紅花園的乳癌患者個案印象尤深。其中一個個案是位年青單親媽媽，在她離世前一段日子，為了幫助她深愛的七歲小女兒度過哀傷期，她特別安排小女兒認識一班曾與自己在抗癌路上同行過的乳癌康復者。在這羣姨姨的帶領下，小女兒不再退縮，還綻露笑容，主動地與姨姨一起照顧媽媽，為媽媽預備茶點，又給媽媽抱抱；而這羣姨姨更成為小女兒心中的倚靠。關係就這樣一點一滴地建立起來。

其後，這位年青母親希望在她過世後，小女兒仍覺得與她有連繫，經醫護人員的協助，年青母親親自撰寫一封信給小女兒；媽媽雖然不能與她見面，但媽媽會在天堂上看顧著她；還鼓勵小女兒，若遇到困難，要找姨姨們幫助。當這位年青母親離世後，照著她的遺願，在阿姨們的陪伴下，小女兒打開媽媽給她的信，將媽媽留給自己的心聲，一字一句的讀出來。在姨姨們懷抱內的小女兒雖然哭著，但大家心裏都明白，這位年青母親在小女兒心裏沒有離開過，陪伴她成長的，不單止有這羣姨姨，更有她心愛的媽媽。

另一位生於音樂世家的康復者，雖然女兒因疾病而至身體殘障，但她並沒有放棄女兒，仍然悉心培育女兒的音樂才能。在大會的晚宴裏，女兒在台上演唱，她雄厚的歌聲，那種爆炸性的生命力，感染著每一個人，她是為自己而唱，也是為對她不離不棄的母親獻唱。台下的人感動極了，掌聲、眼淚充滿了整個宴會廳。

霍太說：「在大會安排的晚會上，一批醫護人員和康復者在台上以愛傳情，一邊獻唱，一邊以手語表達關愛，更邀請台下與會者一同透過手語，把愛心傳遞開去，這個場面令我很感動，更不禁流淚。乳癌患者要走的路並不容易，但在醫護人員及同路人的關懷和支持下，困難其實都可以衝破。」

emotional hurdle faced by Chinese patients who do not wish to disclose they have breast cancer.

Herein lies the importance of the Global Chinese Breast Cancer Organizations Alliance, as it facilitates organisations coming together to discuss and explore the most effective and appropriate ways to educate and support Chinese breast cancer patients on the disease and its challenges.

This year's conference welcomed organisations from the USA and Taiwan to share their experiences in public education and information gathering. Organisations from Beijing and Shanghai provided insights on how they conduct hospital visits and implement volunteer programmes to support patients.

"There are a number of non-governmental organisations in Mainland China that are quite small in size and consequently lack access to the latest information. The Global Chinese Breast Cancer Organizations Alliance provides an effective platform upon which organisations serving Chinese breast cancer patients can exchange ideas and information. The alliance is like a family in which participating members can freely share experience and knowledge, provide mutual support and encouragement.", says Mrs Hemrajani.

The three-day conference was interesting and fruitful. Mrs Fok was particularly touched by two patient cases shared by Peking Union Medical College Hospital's auxiliary organisation 'Pink Garden'.

In one of the cases a young, single mother who wanted to prepare her 7-year old daughter for life without her had taken the proactive step of introducing her daughter to a number of breast cancer survivors that she had shared her breast cancer journey with. Under the love and care of these new aunts, the little girl overcame her fear of her mother's disease, she learned to smile again and even helped the aunts prepare refreshments for her mother. Over time and with the sharing of many experiences, these aunts became a strong support network for the little girl.

The young mother wanted the little girl to still feel connected to her after her passing and with the help of medical staff penned a letter to her daughter. The letter comforted the little girl, assuring her that her mother would be looking out for her from heaven, and suggested that if the little girl should come up against life's challenges and difficulties, to seek help and support from her aunts. Upon the young mother's death and according to her wishes, the little girl read her mother's letter aloud. In the company and arms of her aunts she cried, but understood that even though her mother was no longer physically present, she would always be in her heart.

In another case a breast cancer survivor from a musical family had a daughter who was rendered disabled through illness, but the mother never gave up on her daughter; dedicating time and effort to nurture her musical talent. On the evening of the conference dinner the daughter performed on stage, singing for herself and for the unwavering commitment of her mother. Her rich and dynamic voice touched the hearts of everyone in the audience as tears and applause filled the room.

"The music performance by medical staff and survivors through singing and sign language fully expressed the love and care they have for each other, especially as they asked the audience to join in, spreading the love throughout the room. This experience made me very emotional and brought tears to my eyes. The journey of a breast cancer patient is not an easy one but with the care and support from medical staff and other patients, difficulties can be overcome," said Mrs Fok.



▲ 霍太與北京協和醫院代表合照  
Mrs Fok met with representatives of the Peking Union Medical College Hospital.

## ACTION 01

## 《香港乳癌資料庫第六號報告》新聞發布會及報告重點

### Hong Kong Breast Cancer Registry Report No. 6 highlights

香港乳癌資料庫每年都會發表本地乳癌研究報告，最新的《香港乳癌資料庫第六號報告》和《香港乳癌資料庫簡報第5期》已於9月25日舉行的記者會上公佈。今次研究發現，約三分之一的患者發現病癥後三個月或以上才開始求醫。從事基層工作、喪偶或曾經有良性乳房狀況（如纖維乳腺瘤）的患者，即使察覺自己有乳癌病癥，也傾向會延誤求醫。

延誤求醫對病情產生顯著的負面影響，延誤求醫亦導致較複雜的治療和較高的醫療開支。只要及早發現，乳癌是可以治癒的。婦女應注意乳房健康和留意乳房的變化，若乳癌徵狀持續應盡快求醫。

A press conference was held on 25 September to announce the release of the Hong Kong Breast Cancer Registry Report No. 6 and the Hong Kong Breast Cancer Registry Bulletin Issue 5.

Highlights of the new report's findings were shared with the press in attendance. According to the analysis, approximately one-third of patients took more than three months to consult a doctor after the onset of symptoms. Low-skilled workers, widowed patients, or those who have a history of benign breast conditions, such as fibroadenoma, are vulnerable because they tend to delay seeking medical attention even with the onset of symptoms.

Findings also indicated that delay in seeking first medical attention has significant negative impact on the disease and will result in more complicated and expensive treatment.



▲ (左至右) 香港乳癌資料庫督導委員會成員游子覺醫生、香港乳癌基金會主席霍何綺華女士及香港乳癌資料庫督導委員會主席張淑儀醫生於記者會上講解香港乳癌資料庫最新研究結果。

(L to R) Dr Yau Tsz-kok, member of the HKBCR Steering Committee, Mrs Eliza Fok, Chairman of the HKBCF, and Dr Polly Cheung, Chairman of the HKBCR Steering Committee at the press conference.

## ACTION 02

## 公益金要員來訪基金會

### Representatives from the Community Chest visited HKBCF

公益金要員於9月26日來訪基金會，參觀基金會的乳癌支援中心、了解中心提供的服務、與服務受惠者傾談，以及遞交支票予基金會代表。乳癌支援中心獲公益金慷慨資助2013至2016年淋巴水腫服務的運作經費。

Representatives from The Community Chest visited the HKBCF's Breast Cancer Support Centre on 26 September for a tour of the premises and to learn more about the range of services provided. The operations of the Lymphoedema Care Services are funded by The Chest from 2013 – 2016.

▼ 公益金要員來訪，基金會管理委員會成員（前主席）蔡梁婉薇女士（左四）代表接受支票。

Representatives from The Community Chest visited the HKBCF. Management Committee Member (Immediate Past Chairman), Mrs. Joanna Choi (l4) received the cheque on behalf of the HKBCF.





## ACTION 03

### 全方位推動乳健教育 Wholeheartedly promoting breast health education

10月為國際乳癌關注月，於10月11日至19日期間，乳健中心獲雅詩蘭黛集團贊助一部流動教室，分別在旺角、銅鑼灣、尖沙咀、觀塘、將軍澳、葵芳及沙田等地區，為前來參觀的市民提供乳健教育，整項活動共接觸了超過3,300名市民。乳健中心又獲中西區區議會邀請，於11月1日舉行之「中西區健康節」成為協辦單位之一，透過攤位活動，向參觀者灌輸乳健知識。

此外，乳健中心在今年9至11月期間，為多間機構提供乳健教育講座，包括：中電、Ralph Lauren、瑞銀、香港中華煤氣有限公司、婦聯、菲律賓領事館等。乳健中心醫護人員又親往中電、摩根大通分行，為員工提供臨床觸診服務。

From 11-19 October Estée Lauder generously sponsored a "Mobile Breast Health Education Classroom" to help spread the breast health message throughout Hong Kong. The specially designed vehicle travelled to Mongkok, Causeway Bay, Tsim Sha Tsui, Kwun Tong, Tseung Kwan O, Kwai Fong and Shatin to provide breast health education to more than 3,300 people in those districts.

Additionally, the Central and Western District Council invited the HKBCF to provide breast health information and knowledge via an exhibition booth at the Central and Western District Health Festival held on 1st November.

The Breast Health Centre (BHC) was invited to conduct breast health talks at CLP, Ralph Lauren, UBS, Towngas, Hong Kong Federation of Women, and the Consulate General of the Philippines. The BHC also provided on site clinical breast examinations for the staff of CLP and J.P. Morgan

▲ 食物及衛生局副局長陳肇始教授（左四）、張淑儀醫生（右四）、Kerstin Sandelin 教授（右三）、香港乳癌資料庫贊助人王忠桐先生（右二）及其他出席嘉賓合照。

Prof. Sophia Chan, JP, Under Secretary for Food and Health Bureau (l4), Dr. Cheung (r4), Prof. Sandelin (r3), Mr. Senta Wong, HKBCR Donor (r2) and other guests.

## ACTION 04

### 與中大合辦乳癌資料庫座談會 Symposium on the role of breast cancer registries

用以搜集乳癌患者數據的乳癌資料庫已開始被公認為有效的乳癌防控工具。基金會與香港中文大學賽馬會公共衛生及基層醫療學院12月初聯合舉辦了一個有關「乳癌資料庫對預防及控制乳癌之角色及作用」研討會，促進醫護及公共健康界別的專業人士，就有關專題互相討論及交流。

本會創會人張淑儀醫生及來自瑞典卡羅琳學院的 Kerstin Sandelin 教授擔任今次研討會的講者，分享香港及瑞典發展乳癌資料庫的經驗。此研討會由羅氏大藥廠贊助。

Breast Cancer Registries are increasingly recognized as effective surveillance tools for prevention and control of breast cancer. The Hong Kong Breast Cancer Foundation (HKBCF) and the JC School of Public Health and Primary Care of The Chinese University of Hong Kong co-hosted a symposium on "The Role of Breast Cancer Registries in Cancer Prevention and Control" on 1 December to facilitate discussions on the role and impact of breast cancer registries among medical and public health professionals.

Dr. Polly Cheung, Founder of the HKBCF and Professor Kerstin Sandelin from the Karolinska Institute in Sweden were keynote speakers. The event was sponsored by Roche.

## ACTION 05

### 「年輕乳癌患者所面對的心理及社交挑戰」講座

#### HKBCF Seminar – “Psycho-social issues faced by young breast cancer patients”

香港乳癌基金會於 10 月下旬舉辦了「年輕乳癌患者所面對的心理及社交挑戰」的專業講座，邀請了資深輔導心理學家袁家慧博士及本會高級健康服務主任張春好女士主講。參加者對此講座的評價甚高，特別是有關年輕患者心理需要的個案研討，最能學以致用。本會去年獲香港護士管理局認可，成為可開辦持續護理教育課程的籌辦機構之一，為專業護理人員提供持續護理教育計劃。

The HKBCF held a seminar “Psycho-social issues faced by young breast cancer patients” in October, featuring Dr Rhoda Yuen, Counselling Psychologist and Ms Doris Cheung, Senior Health Service Officer HKBCF as speakers. Attendees of the seminar expressed positive reviews, especially on the case studies of the emotional needs of young patients and the discussion around the same, which they felt could be put into practice in their work. Since last year the HKBCF has become an accredited Continuing Nursing Education (CNE) provider, able to provide professional development seminars to registered and enrolled nurses in Hong Kong.

## ACTION 06

### 自我形象提升訓練系列 Image enhancement programmes

基金會與雅詩蘭黛美容中心在十月合作舉辦全新的化妝課程，指導乳癌患者及康復者化妝技巧，助她們重拾自信，學員反應相當踴躍，有近九成參加者對課堂表示滿意。參加者表示課堂有助提升自我形象及改善化療後眉毛脫落的外觀；亦有別於以前所學的護膚、化妝技巧；日後會更愛惜自己的皮膚。化妝課程為自我形象提升訓練系列的一環，系列其他課程包括自信心及正面思考訓練、形象設計等。

The HKBCF and Estée Lauder launched a new series of make-up classes in October to teach skincare and make-up techniques to breast cancer patients and survivors, helping them boost their self-confidence through self-image enhancement. The series was received with great enthusiasm, with almost 90% of participants expressing satisfaction with the class content. Participants said the classes helped them improve their appearance after hair loss and other side effects of treatment. They learned new skills and skincare techniques and many participants committed to taking better care of their skin in future. The classes are part of the enhancement of self-image programme which includes other classes on positive thinking and image design.



▲ 本會服務總監馮月貞女士 (後排右六) 代表出席嘉許禮  
Ms Wendy Fung, Service Director of HKBCF (At back r6) at the recognition ceremony.

## ACTION 07

### 基金會獲頒「友商有良」 計劃卓越企業嘉許狀 HKBCF receives the “Partner Employer Award”

基金會獲香港中小型企業總商會頒發「友商有良」計劃卓越企業嘉許狀，以表揚本會過去 4 年持續聘用及提供實習機會予專上院校的學生。

The Hong Kong General Chamber of Small and Medium Business recently awarded the HKBCF the “Partner Employer Award” in recognition of our sustained commitment towards providing employment opportunities for students of local technical institutes and universities, and providing them with access to on-the-job training to enhance their work experience.





## 香港雅詩蘭黛集團 Estée Lauder

香港雅詩蘭黛集團與 Cosmopolitan 一起籌辦「關注乳癌流動教室」，於 10 月 11 至 19 日，以粉紅流動車輛於港九新界傳揚乳健訊息。車廂中有來自香港乳癌基金會的護士親自向參加者傳授自我檢查乳房方法，同時派發宣傳資料及「粉紅護照」，讓參加者把每月的自我檢測情況記錄於「護照」中。市民登車後可拍照並上載活動的相片於社交網站，香港雅詩蘭黛集團便捐出港幣 10 元予本會。



此外，亦藉雜誌訪問藝人推廣乳健訊息，及邀請漫畫家小克、插畫師 b. wing 以及設計師 Dorophy Tang 以行動關注乳癌，各自設計出多款心意卡為乳癌患者及康復者加油，市民只要挑選喜歡的電子心意卡和留言，香港雅詩蘭黛集團便捐出港幣 50 元予本會，所有項目共籌得港幣逾 80 萬元，由本會創會人張淑儀醫生代表接受。

Estée Lauder teamed up with Cosmopolitan magazine to create the "Mobile Breast Health Education Classroom" which ran from 11-19 October. The specially designed vehicle, staffed by nurses from the HKBCF Breast Health Centre, visited various districts throughout the territory providing information on breast health, breast self-examination techniques and distributing breast health passports to help women keep a record of their breast self-examinations. Estée Lauder donated HK\$10 to the HKBCF for each visitor who uploaded a photo of their visit to the Mobile Breast Health Education vehicle onto a dedicated social media platform.

Additional fundraising initiatives included magazine interviews with local celebrities to promote breast health messages, and special e-cards designed by comic book artist "Siu Hak", illustrator "b. wing", and designer Dorothy Tang in support of breast cancer patients and survivors. The public could vote for their favourite e-card or leave a message on the website. For every vote and comment received Estée Lauder donated HK\$50 to the HKBCF. These fundraising activities combined raised a total of HK\$800,000 which was received by Dr Polly Cheung on behalf of the HKBCF.

XYZ  
PINK MISSION  
SATURDAY  
18 OCTOBER

\$100 DONATED TO HONG KONG BREAST CANCER FOUNDATION FOR EVERY BIKE RIDDEN

MATCH OUR DONATION TO GET AN EXCLUSIVE XYZ PINK GOODIE BAG SPONSORED BY:

benefit NAIL NAIL  
LORNA JANE pressed juices

## XYZ

XYZ 室內健身單車場，於 10 月 18 日舉行「粉紅慈善日」，於當日每有一位單車手踏上健身單車，XYZ 便捐出港幣 100 元予香港乳癌基金會。另外，單車手捐出 100 港元或以上，便可獲贈粉紅禮物包乙個，活動為本會籌得逾港幣 2 萬元。

Indoor cycling studio XYZ held a Pink Charity Day on 18 October, donating HK\$100 to the HKBCF for every rider who got on a bike for a class. In addition, riders donating HK\$100 or more each received a pink goody bag. The event raised more than HK\$20,000 for the HKBCF.



## 中電 CLP

於 10 月 31 日 (星期五)，中電在其深水埗辦公室舉行了「中電粉紅日」，在辦公室掛上很多粉紅絲帶和氣球之外，亦鼓勵員工穿上粉紅服飾，齊齊關注乳癌資訊。並安排乳房健康講座、檢查，及設了名為「粉紅奇兵」的遊戲，透過遊戲讓員工得知更多乳健資訊。同時又鼓勵員工捐款予香港乳癌基金會，活動合共籌得港幣逾 50 萬元。



On Friday, 31 October, CLP held a "CLP Pink Walk" at their Shamshuipo offices, decorating the premises with pink ribbons and balloons, and encouraging staff to dress in pink to support breast cancer awareness, CLP organized a breast health education talk and on site clinical breast examinations performed by the nurses of the HKBCF Breast Health Centre. The company also created a "Pink Soldiers" game to disseminate knowledge about breast health and encouraged staff to donate, raising HK\$500,000 for the HKBCF.

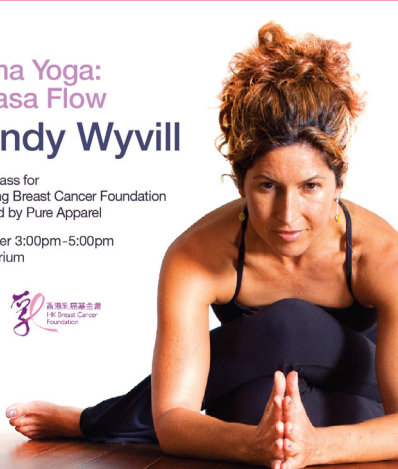


**Karma Yoga:  
Vinyasa Flow  
Wendy Wyvill**


Charity Class for  
Hong Kong Breast Cancer Foundation  
sponsored by Pure Apparel

25 October 3:00pm-5:00pm  
The Centrium







This is yoga for a good cause -  
show your support and reserve your mat today!



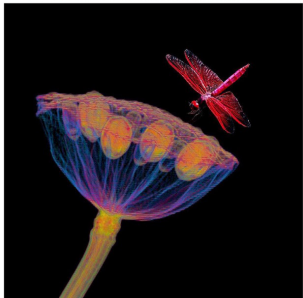
For details, please visit [www.pure-yoga.com](http://www.pure-yoga.com)  
[events@pure-yoga.com](mailto:events@pure-yoga.com)



## Pure Yoga

為響應「國際乳癌關注月」，Pure Yoga 於十月份舉辦了多項粉紅活動：於 10 月 11 日舉辦 Super Pink Flow community yoga class、10 月 25 日的 Karma Yoga Class；每售出粉紅產品，便把當中的 15% 捐給香港乳癌基金會，多項活動合共為本會籌得逾港幣 5 萬元。

In support of international breast cancer awareness month Pure Yoga held a series of pink activities in October to raise funds. A "Super Pink Flow" community yoga class was held on 11 October and a "Karma Yoga" class was held on 25 October. In addition, 15% of all pink items sold in the month were donated to the HKBCF. Pure Yoga's activities raised a total of HK\$50,000 for the HKBCF.



## Think Pink

THINK PINK Art Auction 於 10 月 25 日舉行了藝術拍賣展，當中有超過三十位充滿善心的藝術家捐出作品作拍賣，並捐款予本會支持宣揚乳健訊息，為本會帶來 22 萬多善款，為關心乳癌患者出一分力。

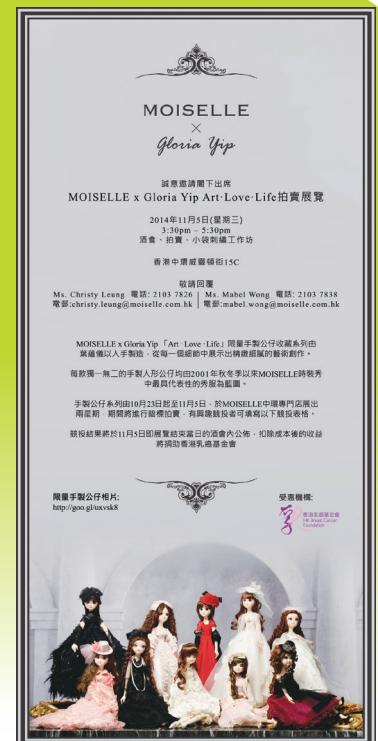
The Think Pink Art Auction took place on 25 October, supported by 30 artists who generously donated their artworks for auction. The event raised HK\$220,000 which was donated to the HKBCF in support of breast cancer patients.

## Moiselle

MOISELLE 邀請了藝術工作者葉蘊儀小姐設計十款獨一無二的手製人形公仔，於 10 月 22 日起在中環專門店展出及拍賣；另有兩款陶瓷公仔作限量發售，扣除成本後之收益將捐助香港乳癌基金會，支持本地乳癌預防及患者支援工作。

Moiselle invited artist Gloria Yip to design ten unique, hand-made dolls and two minimalistic alabaster ceramic dolls for auction and limited sales to raise funds for breast cancer awareness. The dolls were placed on display at the brand's flagship store in Central from 22 October and

proceeds from the auction and sales will be donated to the HKBCF to support ongoing services to the local community.





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the story ....

粉紅絲帶夥伴



PINK RIBBON PARTNERS



## 瑞銀 UBS

瑞銀把本年 10 月 24 日定為該公司的「粉紅服飾日」，各員工均穿上可愛有趣的粉紅服飾。此外，當日香港乳癌基金會主席霍何綺華及理事會成員熊維嘉醫生亦有到場支持和進行講座，讓員工認識乳癌並解答他們對此病的疑問，同場出售本會主席霍太太所撰的《乳癌 100 問》以作慈善義賣，有過百位員工出席，場面熱鬧。整個活動為本會籌得港幣逾 16 萬元。

UBS dedicated 24 October as their corporate Dress Pink Day, encouraging staff to wear creative pink outfits to raise funds and breast cancer awareness. Mrs Eliza Fok, HKBCF Chairman and Dr Hung Wai Ka, HKBCF Council Member, gave a talk about breast cancer and answered questions about the disease. About 100 UBS staff participated and together with the charity sales of Mrs Fok's publication "100 Questions about Breast Cancer", the event raised HK\$160,000 for the HKBCF.



# Crabtree & Evelyn<sup>®</sup> L O N D O N

## Crabtree & Evelyn

Crabtree & Evelyn 首度以品牌中 3 個具粉紅元素的产品，推出 3 款包括面部、手部及指甲護理的「粉紅十月」套裝。凡於 10 月 3 日至 29 日期間，每售出一套任何一款「粉紅十月」套裝，Crabtree & Evelyn 將捐出 HK\$10 予香港乳癌基金會，支持本會繼續推動社區關注乳癌的工作。

To show support of Breast Cancer Awareness Month and of the HKBCF, Crabtree & Evelyn presents three limited Pink sets including skincare, nail care & hand therapy collection to raise funds towards our efforts. From 3 - 29 October, for each limited Pink set sold, Crabtree & Evelyn will donate HK\$10 to the HKBCF to support our continued breast health education to the local community.

### Pink Month Limited Edition

Every October is globally marked as the pink month to raise awareness and to raise funds for major breast cancer charities research into its cause, prevention, diagnosis, treatment. Crabtree & Evelyn presents three limited Pink sets in this October to support this meaningful action!

From October 3 to 29, for every sets selling in Crabtree & Evelyn, HK\$10 will be donating to The Hong Kong Breast Cancer Foundation (HKBCF) for education, support, reach and advocacy purpose in order to raise the public awareness of the disease.



# 鳴謝 THANK YOU

## 多謝以下熱心人士在 2014 年 9 月至 10 月的義務幫助

Thanks to our enthusiastic volunteers who helped us out (Sep - Oct 2014)



*Thank You*

Chan Ching Mui Connie	Ng Wai Han
Chan May Yuk	Ng Wai Yan Manda
Chan Siu Ling Shirley	Ngan Man Kiu Kimmy
Chan Wing Shan Alice	Pan Suk Yee Carina
Cheng Lucy	Poon Shui Fun Margaret
Cheng Sai Sharon	Shiu Che Hoi
Cheng Yuet Ying Cindy	Shiu Sin Yi
Cheung Kam Bo	Shum Sze Wan Sharon
Cheung Wai Candy	So Siu Cheung Eddie
Ching Pui Fun Angela	Sung Fong Yu Rosa
Chiu Miu Yee Amy	Szeto Man Yee Sincerely
Choi Lai King Carol	Takemoto Fumi
Chou Eleanor	Tam Chi Kin
Chow Siu Kwan Olivia	Tam Lai Ming Teresa
Chu Kwok Leung	Tong Mei Lin Hilda
Chui Ying Yu	Tong Sin Yee Sandy
Chung Rebecca	Tsang Chi Wai Bess
DeLong Yukiyo	Tse Yun Lun Teresa
Fong Wai Ching Rosa	Wong Chi Chiu
Ho Oi Chu Cecilia	Wong Chui Yu Alice
Ho Yuet Ming Alice	Wong Fung Chun Rosa
Hui Pui Yin Connie	Wong Hak Kun
Hung Oi Kuen Sandy	Wong Hok Sen Cindy
Ip Chan Lap David	Wong Mei Lin Marie
Ip Fung Kuen Katy	Wong Mei May Mimi
IP Lai Chun Pollina	Wong Pancy
Kuan U Nong Candy	Wong Ping Kee Miranda
Kwok Shiu Ling Jaycie	Wong Siu Ping Loretta
Kwok Tin Cheung Johnny	Wong Sui Ching Ivy
Lai Yuk Har Kady	Wong Wai Ling Kitty
Lam Wai Yi Florence	Wong Wing Yue Tammy
Lau Chiu Yean Irene	Wong Yim
Lau Sui Mi Deborah	Wong Yuk Hing Kitty
Lee Chor Yuk Catherine	Woo Shuk Han Janet
Lee Hing Chu	Woo Yin Hing
Lee Suk Kuen Anna	Yang Wai Chung Amy
Lee Wai Chun Theresa	Yeung Kit Sing Jackson
Lee Wai Kwan Vivian	Yeung Tai Yee Amy
Leung Ka Wai Christina	Yeung Yemmi
Leung Shuk Chun	Yip Stella
Leung Yee Mei	Yiu Kwok Po Angela
Leung Yin Fong Esther	Yuen Rhoda
Leung Yuk Ching Polly	Zumba Fitness
Louie Man Yee Vicky	何法邦
Mak Lai Shang Reconnie	李隆轉
Mak Mei Yee Cecilia	李曉京
Mak Wai Bing Julianna	聶韻勛

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The Hong Kong Jockey Club Charities Trust  
The Jewish Women's Association of Hong Kong  
Young Chris.G.

2014.12 - 2015.01

## 「音韻樂心靈」星期一歌唱組

01

日期：逢星期一 (2014年12月8日開始)

時間：上午11時30分至下午1時

對象：對唱歌有興趣的會員

導師：資深歌唱老師周小君小姐

內容：教授基本歌唱技巧，包括呼吸、運氣、發聲等。導師希望學員能在輕鬆愉快的氣氛下學習唱歌，提升團隊的正能量，並在個別指導下，學員能發揮潛能、增強自信心。

### “Melody-in-mind” Monday Class

Date: Every Monday starting from 8 Dec 2014

Time: 11:30am - 1pm

Target: members who are interested in singing

Tutor: Miss Olivia Chow, an experienced singing teacher

Content: To teach singing skills including breathing, voice projection, etc. To better develop the singing potential of the students with individual attention, boosting their self-confidence, and to nourish positive energy in the class in a relaxing and cheerful environment.

## 「音韻樂心靈」星期六歌唱組

日期：2015年1月10日開始 (逢星期六)

時間：下午4時至5時30分

對象：對唱歌有興趣的乳癌病友及康復者

導師：陳曉彥先生 (修畢紐西蘭奧克蘭大學音樂學士，現任「九龍靈糧堂」及「基恩敬拜音樂事工」合唱團指揮；「香港早期音樂協會」首席小提琴演奏家。)

內容：基本樂理、歌唱技巧及練習等

### “Melody-in-mind” Saturday Class

Date: Starting from 10 Jan 2015 (Every Saturday)

Time: 4:00pm. - 5:30pm.

Target: Breast cancer patients and survivors who are interested in singing

Tutor: Mr. Derek Chan Hiu Yin (Graduated from University of Auckland, New Zealand with a Bachelor of Music. The choir conductor of Kowloon Ling Liang Church and Amazing Grace Worship Music Ministry. The principal violinist of the Early Music Society of Hong Kong.)

Content: Basic music theory, singing techniques and practice etc.

2015.01 星期六 (Sat)

## 自我形象提昇訓練系列

02

內容：系列(一)：化妝班 (已舉辦)

系列(二)：自信心及正面思考訓練、形象設計

對象：已登記為會員的乳癌患者及康復者

導師：譚可欣小姐 (資深專業形象顧問及造型師) 及本會社工

系列(二)：第一班：1月17日 (星期六) 下午2:00—4:00

及2月7日 (星期六) 下午2:30—4:00

第二班：2月28日 (星期六) 下午2:00—4:00

及3月7日 (星期六) 下午2:30—4:00

查詢及報名：請致電3143 7343 (茹姑娘) 或 3143 7345 (黃姑娘)

### Image and confidence boosting series

Content: Series 1: Cosmetics Class

Series 2: Self-confidence and positive thinking training, image building

Target audience: Registered members who are breast cancer patients and/ or survivors

Tutor: Ms. Karen Tam (Image Consultants & Stylist) and Social Workers of HKBCF

Series 2: Class 1: 17/1 (Sat) 2:00pm-4:00pm

7/2 (Sat) 2:30pm-4:00pm

Class 2: 28/2 (Sat) 2:00pm-4:00pm

7/3 (Sat) 2:30pm-4pm

Enquiry and registration: 3143 7343 (Ms Yue) / 3143 7345 (Ms Wong)

2015.01.31 星期六 (Sat)

## 乳癌治療藥物新趨勢

03

時間：下午3時至5時

講者：陳亮祖醫生 (臨床腫瘤科專科醫生)

內容：認識乳癌的最新藥物治療

### Latest developments in Breast Cancer Drug Therapy

Time: 3:00pm-5:00pm

Speaker: Dr. Chan Leung Cho (Specialist in Clinical Oncology)

Content: Information on the latest developments in breast cancer drug therapy

\* 活動詳情以最新公佈為準

\* Event detail may be updated closer to event date(s). Please refer to latest information.



## 活動日誌 HKBCF EVENT CALENDAR

2015.02.07 星期六 (Sat)

## 義工起動日

04

時間：上午10時至中午12時

內容：機構介紹、義工守則講解、義工經驗分享、團隊建立遊戲、啟動儀式及茶點

對象：已登記為本會義工者

### Volunteer Initiation Day

Time: 10:00am - 12:00pm

Content: Learn more about the HKBCF, volunteer rules and regulations, experience sharing by current volunteers, team building games, initiation ceremony. Light refreshments will be served

Target Audience: Those who have registered as volunteers

2015.03.14 星期六 (Sat)

## 從中醫角度看 情緒困擾及失眠

05

時間：下午3時至5時

講者：黎詠詩中醫師

東華三院 — 香港大學臨床教研中心 (東區)

內容：從中醫角度解構情緒困擾及失眠的成因及處理方法

### Traditional Chinese Medicine perspective on emotional distress and insomnia

Time: 3:00pm-5:00pm

Speaker: Ms. Lai Wing Sze, Vincy (Chinese Medicine Practitioner) TWGHs - HKU Clinical Centre for Teaching & Research in Chinese Medicine (Eastern)

Content: Analysis of the causes of emotional distress and insomnia, as well as effective coping methods, from a Traditional Chinese Medicine perspective

2015.03.28 星期六 (Sat)

## 會員週年聚餐

06

時間：下午6時至10時

地點：百樂門國際宴會廳

九龍灣宏光道39號宏天廣場地下 (提供穿梭巴士來往九龍灣地鐵站)

內容：遊戲、表演、抽獎

費用：\$350

### Annual Members Gathering

Time: 6:00pm to 10:00pm

Venue: Paramount International Banquet Hall, G/F., Skyline Tower, 39 Wang Kwong Road, Kowloon Bay (Shuttle bus service at Kowloon Bay MTR station)

Programme: Games, performance, lucky draw

Fee: \$350

# 捐款表格 Donation Form

香港乳癌基金會與乳癌患者攜手同行，  
我們希望得到您的支持，服務下一位有需要的患者  
**Your help is important !  
Together we can support every breast cancer  
patient in need. Please donate generously!**

我樂意參加月捐計劃 I would like to make a monthly donation

我樂意一次性捐助 I would like to make a one-off donation

月捐 / 一次捐款金額 Monthly/ One-off Donation Amount

HK\$800  HK\$500  HK\$300  HK\$200  HK\$\_\_\_\_\_

## 捐款者資料 PERSONAL PARTICULARS

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## 捐款方法 DONATION METHOD

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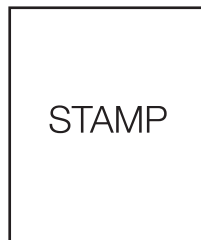
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## 多謝 Thank You!

捐款港幣 100 元或以上可獲發免稅收據 (稅局檔號：91/7226)。  
Donation receipt will be issued for a donation of HK\$100 or above (IRD File No.: 91/7226).



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