

PRESS RELEASE

Celebrate, Appreciate, Requite – Showcasing Breast Cancer Survivorship *“100 Questions about Breast Cancer” Book Launch*

(HONG KONG – 20 June 2014) Hong Kong Breast Cancer Foundation (HKBCF) Chairman Mrs Eliza Fok, a breast cancer survivor, spent almost a year interviewing close to 100 breast cancer survivors for insights and sharing on breast cancer, from diagnosis of the disease through to treatment and beyond. These valuable insights on the physical, emotional and spiritual impacts of the disease have been compiled into a unique, new publication entitled “*100 Questions about Breast Cancer*”, a clear and easy-to-read questions-and-answers guide to breast cancer.

At the press conference to launch the book today, Mrs Fok shared, “As breast cancer survivors, we have endured the journey, cried the tears, felt the pain and experienced the emotional roller-coaster of breast cancer. Looking back, we can see where we could have eased the burden and relieved the emotional stress. Nobody wants to get breast cancer but if one got it, note that it’s not all bad news. It actually shocks one into soul-searching awakenings such as what is the most important to you in life. Breast cancer survivors are fortunate to have a second chance to appreciate the people and positivity around them. This gratitude motivates us to requite to society in what ways we can.”

One of the three key services of the HKBCF is the Breast Cancer Support Centre which provides a range of psychosocial patient support services. As Chairman of the HKBCF, Mrs Fok hopes that through “*100 Questions about Breast Cancer*” the experiences of survivors can lend support to current patients, complementing their medical treatment and healthcare.

“*100 Questions about Breast Cancer*” is a simple, clear and direct guide providing information in 14 chapters across a diverse range of topics including understanding breast cancer, surgery, chemotherapy, radiotherapy, lymphoedema, osteoporosis, food and breast cancer, genetics and breast cancer and more, demystifying and addressing the most common queries on breast cancer.

The book uses real-case references and provides practical tips. In her foreword to the publication, Standing Committee member of the National Peoples' Congress of the People's

Republic of China and, herself also a breast cancer survivor, Mrs Rita Fan Hsu Lai-tai remarked, “100 Questions about Breast Cancer” is a useful publication for the general public too.

Through the book Mrs Fok facilitates a better understanding of breast cancer such as the emotional stresses experienced by patients, medical information relating to preparation for and what to expect during radiotherapy, as well as clarifying common misconceptions including whether breast cancer is always related to genetics. She also provides a third-party perspective on how men view women post-mastectomy, and tackles personal yet practical topics such as intimacy after breast cancer treatment.

The threat of breast cancer prevails. In the past 20 years it has remained the number one cancer affecting women in Hong Kong, increasing almost three-fold from 1,152 cases in 1993 to 3,419 cases in 2011. One in 17 women will get breast cancer in her lifetime and each day an average of nine women are diagnosed in Hong Kong – one of whom will die. The situation is a cause for concern.

Legislative Councilor and another breast cancer survivor Hon Chan Yuen-han, who has also written a foreword in “100 Questions about Breast Cancer”, suggests, “Hong Kong should introduce population-wide breast screening to facilitate early detection of the disease and minimize the threat of breast cancer to the local community.”

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About HKBCF

The HKBCF, founded on 8 March 2005, is the first non-profit charitable organization dedicated to eliminating the threat of breast cancer to the local community through education, support, reach and advocacy. The missions of HKBCF are: to promote public awareness of breast cancer and the importance of breast health; to support breast cancer patients on their road to recovery; and to advocate better breast cancer care in Hong Kong.