

### HKBCF Brings the Community-based Public Education Campaign

#### “Breast Cancer Risk Factors BINGO” to Causeway Bay

#### Athlete and Celebrities Join Hands to Promote Breast Health

(Press Release – 9<sup>th</sup> October 2015) Hong Kong Breast Cancer Foundation (HKBCF) has brought its community-based public education campaign “Breast Cancer Risk Factors Bingo” to Hysan Place in Causeway Bay, which consists of interactive games and the commencement ceremony for the campaign on Hong Kong Island, after its kickoff last month and visits to multiple communities. A number of celebrities and household names were present at today’s commencement ceremony, during which they shared their tips on breast health with members of the public as well as how they sought to lower their risk of breast cancer through lifestyle changes.

**HKBCF Vice-Chairman Mrs. Sandra Mak** said at the commencement ceremony that as HKBCF commemorates its 10<sup>th</sup> year of service to the community this year, it is more committed than ever to stepping up its public education initiatives to further promote public awareness of breast cancer and the importance of breast health in the local community. Mrs. Mak said, “Breast cancer is an urban disease and has been the number one cancer among women in Hong Kong all these years. Ten years ago, one in every 22 women would have been diagnosed with breast cancer in her lifetime; now, one in 17 women will be so diagnosed. Many women are dedicated wives and mothers who may be too busy with taking care of their family; they do not realise the threat of breast cancer. Some may even have misunderstanding about breast cancer as a disease. It is therefore extremely important to promote breast health in the community.”

According to the latest study by the HKBCF Breast Cancer Registry, the four major risk factors associated with breast cancer are: lack of physical exercise (77%), no breastfeeding (66%), high level of stress (37%) and age of 40 or above (88%). **HKBCF Breast Health Ambassador Ms. Nancy Sit** said, “The best preventive measure is to develop healthy daily habits, which helps lower the known risk factors for breast cancer. Women aged 40 or above should visit Breast Health Centre for a breast cancer risk assessment conducted by professionals, and start taking the 3-step screening for breast cancer that include breast self-examination every month, clinical breast examination carried out by medical professionals every year, and mammography screening every two years.”

The Breast Cancer Registry finds that a higher percentage of women living on Hong Kong

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Island have breast screening on a regular basis, compared with those living in Kowloon and the New Territories. Mrs. Mak reminded career women of Hong Kong Island who often work on a demanding schedule the importance of taking care of their health and to stay mindful of their risk factors for breast cancer as well as making efforts to prevent breast cancer from happening.

A large number of studies have confirmed that exercising at least three hours a week helps reduce cancer risk. **Ms. Amy Chan Lim-chee, chairman of the Hong Kong Elite Athletes Association**, said that although she has a busy work schedule, good time management has enabled her to get plenty of cardio workouts. Running, swimming, joining aerobic exercise or dancing classes are all convenient options for many people in Hong Kong, she added. Amy, a top former badminton player for Hong Kong, also demonstrated the techniques and fun of the sport of badminton.

**Wan Chai Assistant District Officer Ms. Renie Lai**, officiating guest at the commencement ceremony, endorsed HKBCF's commitment to provide appropriate and timely support and services to breast cancer patients, as well as its efforts in promoting breast health to members of the public. While the launch of Breast Health Centre helped to promote public education in breast health and provided breast screening, the setting up of Breast Cancer Support Centre offered comprehensive patient support services. Its Breast Cancer Registry focuses on collecting and analysing breast cancer data.

Since its inception four years ago, Breast Health Centre has provided professional, speedy and low-priced breast screening services to almost 30,000 people. Among this, 9,000 low-income women received the service free-of-charge. And as a result of the service, more than 500 women have benefited from early detection of breast cancer, which increased their chances of survival and improved the quality of their life.

#### **The "Breast Cancer Risk Factors Bingo" Roving Exhibition**

Since early September the "Breast Cancer Risk Factors Bingo" Roving Exhibition has been touring around major shopping malls across Hong Kong (see the list below). The initiative aims to enhance public understanding of breast cancer risk factors and to educate members of the public about the ways to keep the factors at bay. It also seeks to promote the breast cancer risk assessment and breast screening services offered at the HKBCF Breast Health Centre. For more details or to make an appointment, please call 3143 7333.

#### **The "Breast Cancer Risk Factors Bingo" Roving Exhibition – October schedule**

Date and Time	Venue
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HK Breast Cancer Foundation



October 9, 14-20 12:00 PM-6:00 PM	L1 Lobby, Hysan Place, Causeway Bay
October 21-23 12:00PM – 6:00PM	MTR level, V City, Tuen Mun
October 27-29 12:00PM-6:00PM	UG/F, Olympian City I, West Kowloon

A website ([www.hkbcf.org/bingo](http://www.hkbcf.org/bingo)) has been created as part of the "Breast Cancer Risk Factors BINGO" initiative, providing quick facts about breast cancer risks and including an interactive game for members of the public to assess their risk of breast cancer. The full version of the "Breast Cancer Risk Factors BINGO" advertisement, which features **HKBCF Breast Health Ambassador Miss. Ivana Wong**, is shown exclusively on the website. In the video Miss. Wong delivers a lively portrayal of different characters, all of whom upon realising their breast cancer risks take immediate actions to change their habits and lifestyles in order to cut the risk.

(Ends)

### **Hong Kong Breast Cancer Foundation**

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, support and research & advocacy. Its mission is to promote public awareness of breast cancer and the importance of breast health; support breast cancer patients on their road to recovery and advocate better breast cancer care in Hong Kong.

#### Photo captions:

1. (left to right) Mrs. Sandra Mak, Vice-Chairman, HKBCF, Ms. Renie Lai, Wan Chai Assistant District Officer, HKBCF Ambassador Ms. Nancy Sit, and Ms. Amy Chan Lim-chee, chairman of the Hong Kong Elite Athletes Association explains how to lower breast cancer risks through lifestyle changes at the ceremony that kicked off the Breast Cancer Risk Factor BINGO roving exhibition on Hong Kong Island.

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2. Ms. Amy Chan Lim-chee, chairman of the Hong Kong Elite Athletes Association says good time management can enable us to have plenty of exercise. The former top badminton player shares her tips on exercising with members of the public at the ceremony.

3. HKBCF Ambassador Nancy Sit says the best preventive measure against breast cancer is to maintain a healthy lifestyle and have a 3-step screening that includes breast self-examination, clinical breast examination and mammography screening.



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