



For Immediate Release

**HSBC FUNDS “BREAST HEALTH FOR LIFE” PROGRAMME
IN SUPPORT OF HKBCF BREAST HEALTH CENTRE
TO PROVIDE FREE MAMMOGRAM TO 8,000 UNDERPRIVILEGED WOMEN**

(27 October 2017) Thanks to the HK\$38 million-fund donated by HSBC 150th Anniversary Charity Programme, Hong Kong Breast Cancer Foundation (HKBCF) Breast Health Centre (BHC) has been renovated and equipped with new ultrasound and 3D mammography screening machines. The fund has also extended the “Breast Health for Life” Programme to serve over 8,000 underprivileged women and provide them with 16,000 times of free breast cancer screening in the next five years.

HKBCF Breast Health Centre hosted a launching ceremony for “Breast Health for Life” cum media briefing on the impacts of its work on early detection of breast cancer today. The ceremony was officiated by the Honorable Bernard Chan, GBS, JP, non-official member and Convener of the Executive Council, Ms. Susan Sayers, Regional General Counsel Asia Pacific of HSBC, Dr. Polly Cheung, Founder of HKBCF and Mrs. Eliza Fok, Chairman of HKBCF.

At the ceremony, **HKBCF Chairman Mrs. Eliza Fok**, expressed her gratitude for HSBC’s generous support. She emphasized that the BHC would spare no effort in promoting breast health education as well as regular breast cancer screening in our communities, and thus encouraging more women to take up the 3-Step Breast Screening, which includes monthly breast self-examination, clinical examination and mammography screening every 2 years after reaching the age of 40. This helps those touched by breast cancer to detect and treat the disease at an earliest possible time. Early detection can also keep the patients from unnecessary trauma and medical expenses.

“Breast Health for Life” helps women stay aware of breast cancer

Dr. Polly Cheung, Founder of HKBCF stated mammography screening, according to some studies, could detect early-stage breast cancer before it could be felt, that facilitates early diagnosis and treatment of the disease. Nevertheless, data obtained by the Breast Cancer Registry indicates a higher rate of “local breast cancer patients who had lower education level or household income, had never had mammogram



before cancer diagnosis, probably due to their low awareness of breast cancer or limited accessibility to affordable and convenient screening services.

According to the statistics from BHC, 60 per cent of the asymptomatic cancer cases was diagnosed at an early stage (stage 0 or I). On the contrary, only 35 per cent of symptomatic cancer cases was early stage disease, supplemented by **Dr. Wai Ka Hung, Chairman of Breast Health Centre Advisory Committee.**

Ms. Susan Sayers, Regional General Counsel for Asia Pacific, HSBC attended the ceremony on behalf of the HSBC 150th Anniversary Charity Programme and said “Breast cancer is the most common cancer that women may face in their lifetime. It can occur at any age, so it is important for every woman to know about breast cancer and what can be done. Early detection is always the best defence for breast cancer. I would like, through this project, to encourage women to have regular mammogram screening.”

The Honorable Bernard Chan, member of Executive Council, held the “Breast Health for Life” Programme, HSBC and HKBCF in high regards in his speech, saying that their joint efforts can complement the public healthcare system and set as a great example of private-NGO partnership.

Free Mammography Screening Programme fills the public service gap

HSBC 150th Anniversary Charity Programme “Breast Health for Life” Free Mammography Screening Programme was soft launched this August. Women who are aged 40 or above, and are recipients of Comprehensive Social Security Assistance Scheme/Work Incentive Transport Subsidy Scheme/Disability Allowance Scheme, or pass the means test are eligible for application (see Annex 2).

Ms. Chan, aged 70, a beneficiary of the Programme, used to undertake mammography screening at the Women Health Centre run by the Department of Health, but she has reached the upper age limit of the service. Few years ago, she learned about the HKBCF’s Free Mammography Screening Programme, and has then kept attending regular screening until she was too busy with family matters in 2014. She resumed the regular breast screening in 2017 and was diagnosed with stage I breast cancer.



“Regular screening saved my life. If there weren’t regular check-ups, the detection would have been delayed and the tumor would have grown much larger. That would imply more complicated treatment and higher levels of both physically and mental pain,” she said.

“No matter how busy you are with your livelihood and family, woman should take good care of your body. Or you won’t be able to do anything once you’re sick. Breast cancer screening does not take a lot of time but it is vital.”

BHC has conducted more than 40,000 times of regular breast cancer screening

The HKBCF Breast Health Centre (BHC) was set up in 2011 to provide professional, affordable and timely breast cancer screening, diagnosis and follow-up services. BHC also organizes educational talks to promote regular breast cancer screening.

Since its inception in 2011, BHC has provided a total of 43,524 times of screening service, of which 16,993 are subsidized under the Free Breast Cancer Screening Programme. The overall cancer detection rate was 2.3%. Around 60% of the cancer cases were symptomatic (see Annex 1). The BHC will refer those diagnosed with breast cancer to public or private hospital for treatment. Breast Cancer Support Centre will provide patients with full support on their road to recovery.

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Hong Kong Breast Cancer Foundation

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

Its missions are 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 health and cancer care in Hong Kong. The Foundation is administered by Hong Kong Breast Cancer Foundation Limited. www.hkbcf.org

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Download event photos and photo captions: <https://goo.gl/zJGYZW>



1. Thanks to the HK\$38 million-fund donated by HSBC 150th Anniversary Charity Programme, Hong Kong Breast Cancer Foundation (HKBCF) Breast Health Centre (BHC) has been renovated and equipped with new facility. The fund has also extended the “Breast Health for Life” Programme to provide over 8,000 underprivileged women with free breast cancer screening in the next five years. The launching ceremony of the Programme was officiated by the Honorable Bernard Chan, GBS, JP, non-official member and Convener of the Executive Council (second from the left), Ms. Susan Sayers, Regional General Counsel Asia Pacific of HSBC(second from the right), Dr. Polly Cheung, Founder of HKBCF (left) and Mrs. Eliza Fok, Chairman of HKBCF(right).



2. Dr. Hung Wai-ka, Chairman of Breast Health Centre Advisory Committee, advised women to conduct regular breast cancer screening, even without any abnormalities of the breast. According to the statistics of the HKBCF Breast Health Centre, 60 per cent of the asymptomatic cancer cases was diagnosed at early stage (stage 0 or I). On the contrary, only 35 per cent of symptomatic cancer cases was early stage breast cancer.



3. Ms. Chan, aged 70, is a beneficiary of the “Breast Health for Life” Free Mammography Screening Programme. Earlier this year, she came to her regular breast health screening funded by the Programme, and was diagnosed with breast cancer. Since she was diagnosed with early stage breast cancer (stage I), she only needed to undergo a surgical treatment and radiotherapy. She urged Hong Kong women to undertake breast screening despite of their busy schedule with their livelihood or family.

Annex 1:

Chart 1: Number of beneficiaries of Free Mammography Screening Programme (By year)

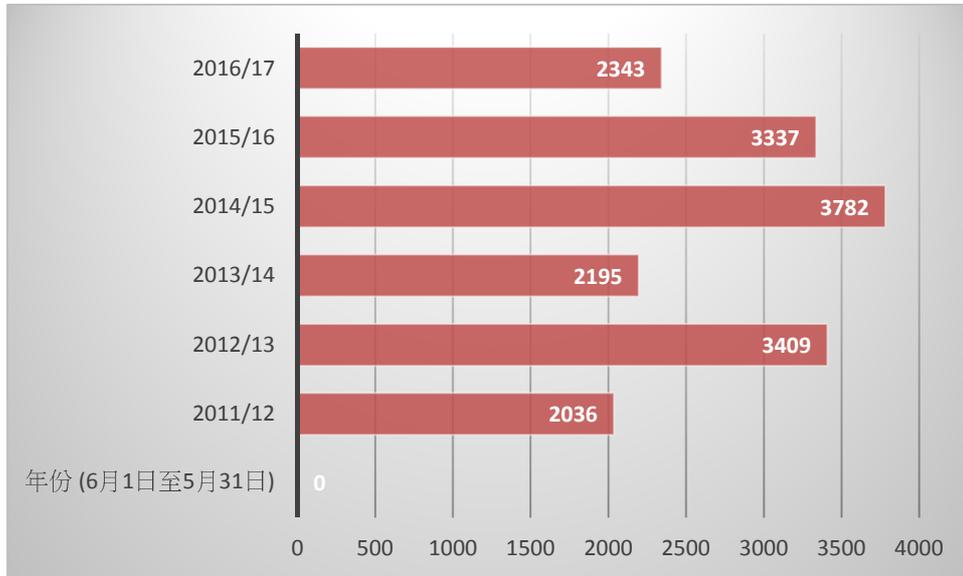


Chart 2: Number of cases screened and the distribution of cancer stage at diagnosis at Breast Health Centre

Stage	Free Breast Screening		Paying		Total	
	Number	Percentage	Number	Percentage	Number	Percentage
0	16	6.3%	47	9.7%	63	8.5%
I	78	30.5%	150	31.1%	228	31%
II	101	39.5%	195	40.5%	296	40%
III	54	21%	82	17%	136	18%
IV	7	2.7%	8	1.7%	15	2%
Total	256	100%	482	100%	738	100%



Annex 2

Breast Health For Life

FREE Mammography Screening Programme

Women who are aged 40 or above, and are recipient of Comprehensive Social Security Assistance (CSSA) Scheme/Work Incentive Transport Subsidy Scheme/Disability Allowance Scheme, or pass the means test are eligible for application. The aid will cover diagnosis fee as well if suspicious results are found. The number of waiver is available with limit, on a first-come-first-served basis.

Enquiries : 3143 7333

Download Application Form: www.hkbcf.org / Breast Cancer Prevention / FREE Mammography Screening Programme

Applicants will have to go through a means test - monthly household income in the past 3 months must not exceed the limits:

Number of Family Members	Cap of Monthly Household Income (HK\$)
1	\$10,000
2	\$15,500
3	\$19,000
4	\$23,000
5	\$27,000
6	\$31,500

Eligibility:

1. 40 years old or above, and
2. HKID card holder, and
3. Recipient of:
 - Comprehensive Social Security Assistance (CSSA) Scheme, or
 - Recipient of Work Incentive Transport Subsidy Scheme, or
 - Recipient of Disability Allowance Scheme, or
 - Low-income women(including working woman and housewife)

The application form can also be obtained in person at:

Hong Kong Breast Cancer Foundation Breast Health Centre
21/F, Jupiter Tower, 9 Jupiter Street, North Point, Hong Kong



Note: If you find unusual change in your breast (such as feeling a lump, nipple bleeding or retraction), please consult the doctor immediately for appropriate diagnosis and treatment, but not proceed to apply for this programme.