



Survey Results on Hong Kong female's perception and awareness of the risks of Breast Cancer and Breast Examination Behavior

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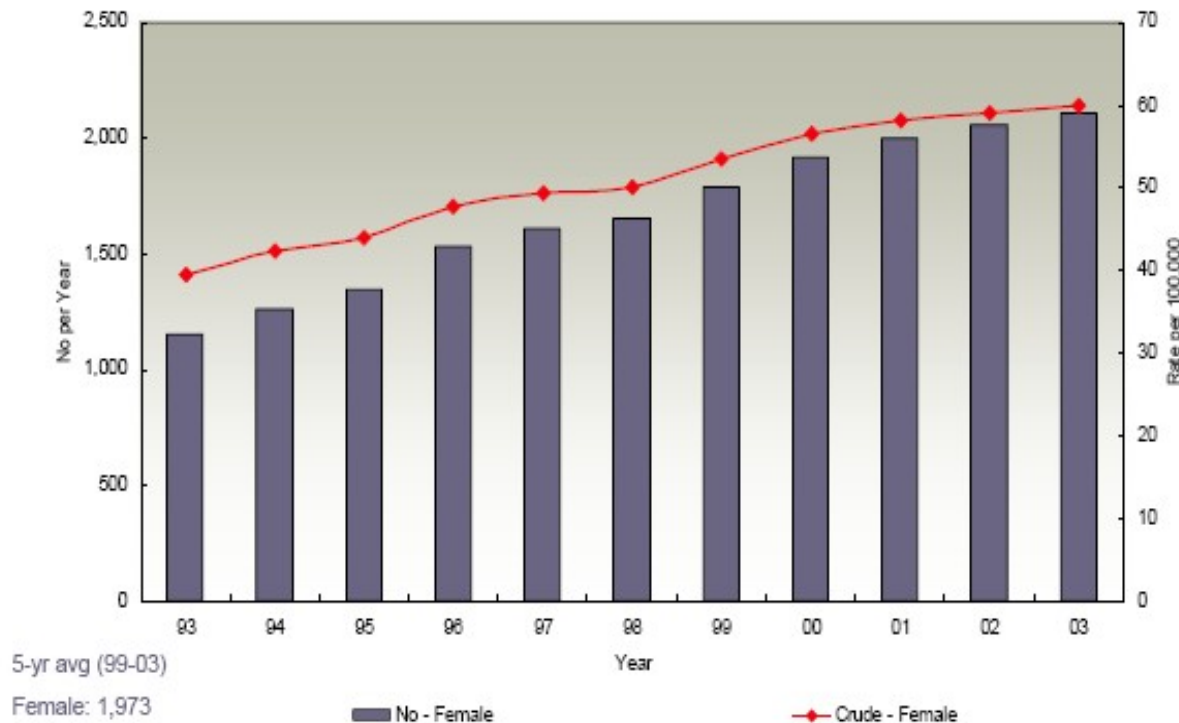
Vice Chairman

Hong Kong Breast Cancer Foundation

24th September, 2006

Breast Cancer Cases On the Rise in recent years.

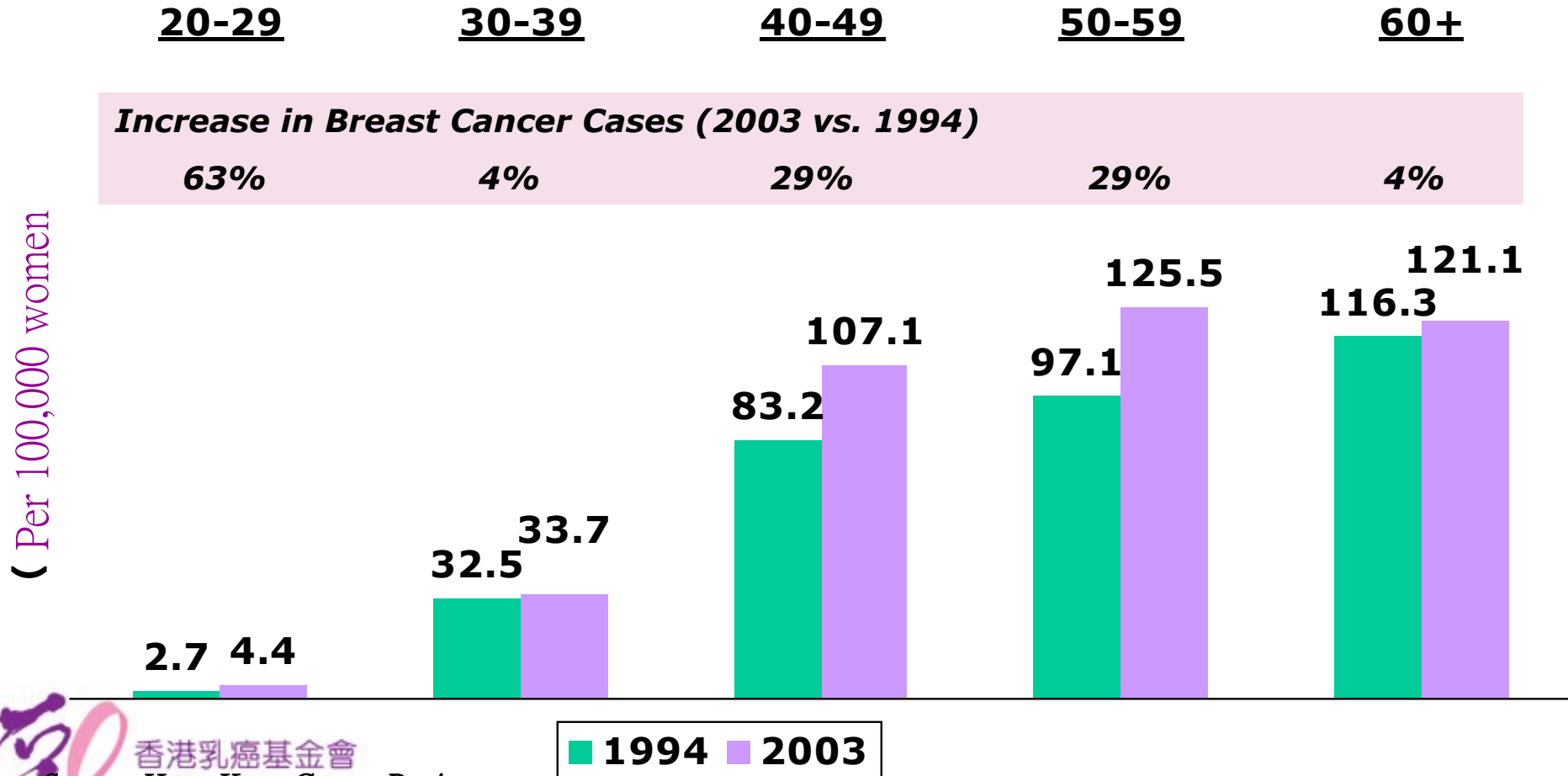
Incidence Trend 1993-2003



1 in every 23 women stands a chance of developing breast cancer in her lifetime

Highest Increase of Breast Cancer Cases in the age group of 20-29

Breast Cancer Cases (by Age Group)



Survey Background

Objectives	To understand the general awareness of Hong Kong female population on the risks of breast cancer and ways to detect symptoms, as well as examination measures currently undertaken, so as to determine an appropriate public education programme.
Period	24 th July - 9 th August, 2006
Methodology	Telephone interview
Target Population	Hong Kong Female aged 18-59
Research Company	Oracle Added Value
Successful Interviewees	809 female

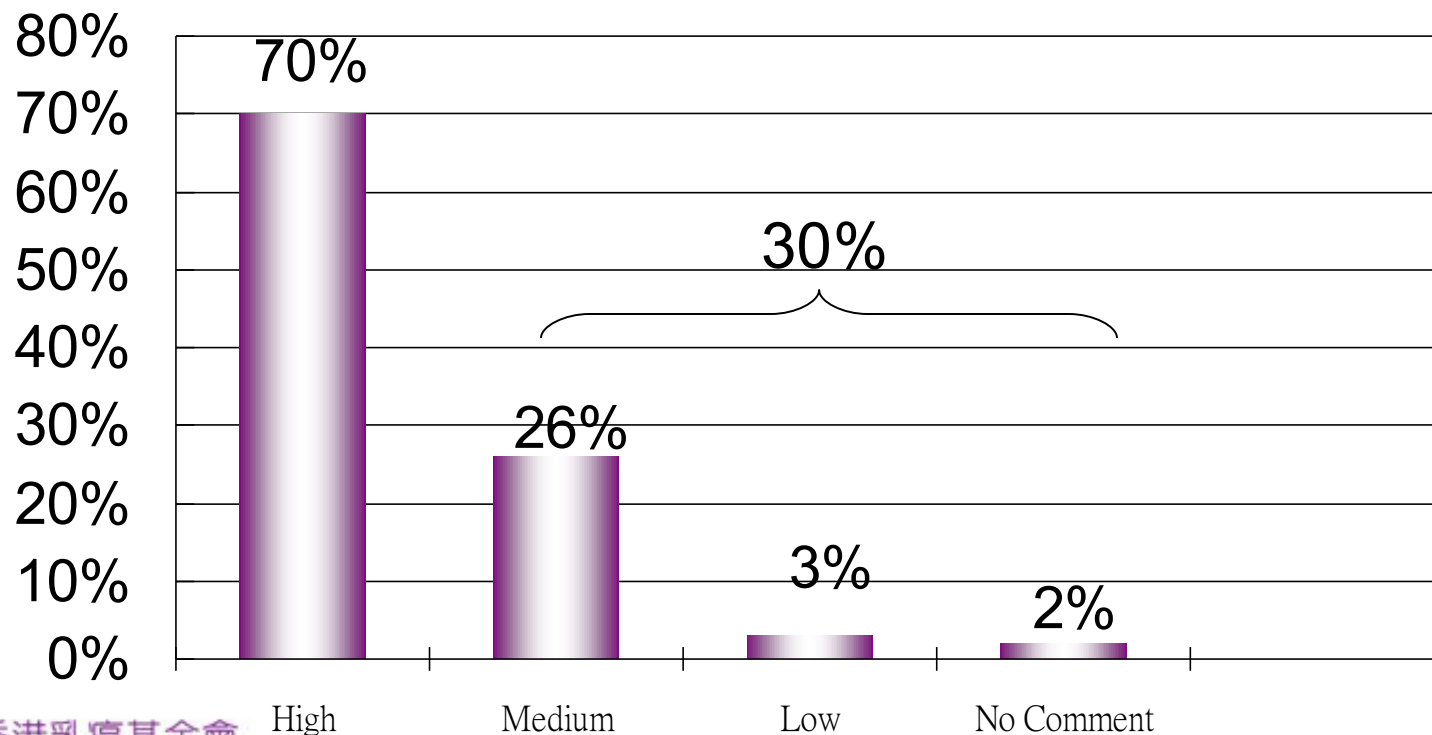
Breast Examination Methods

Method	Self Examination	Doctors' Examination	Mammogram
Frequency	✓ Age 18 or above - once every month	✓ Age 20-40 - once every 3 years ✓ Age 40 or above - once every 2 years	✓ Age 40 or above - once every 2 years

Survey Results

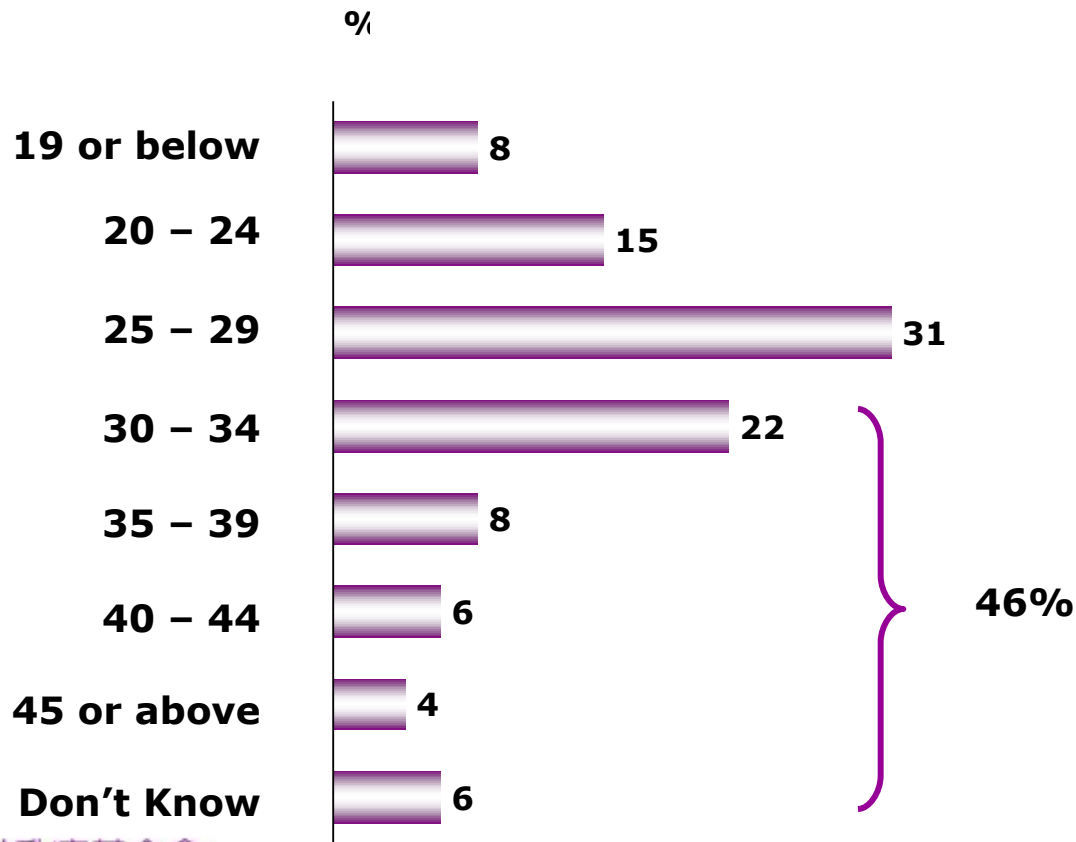
30% of the interviewees consider the risk of women in HK developing Breast Cancer is not high. (1 in every 23 women)

Q : The risks of Hong Kong women developing breast cancer is 1 in 23, do you consider this as high, medium or low?



46% of the interviewees are not aware of the importance of early detection

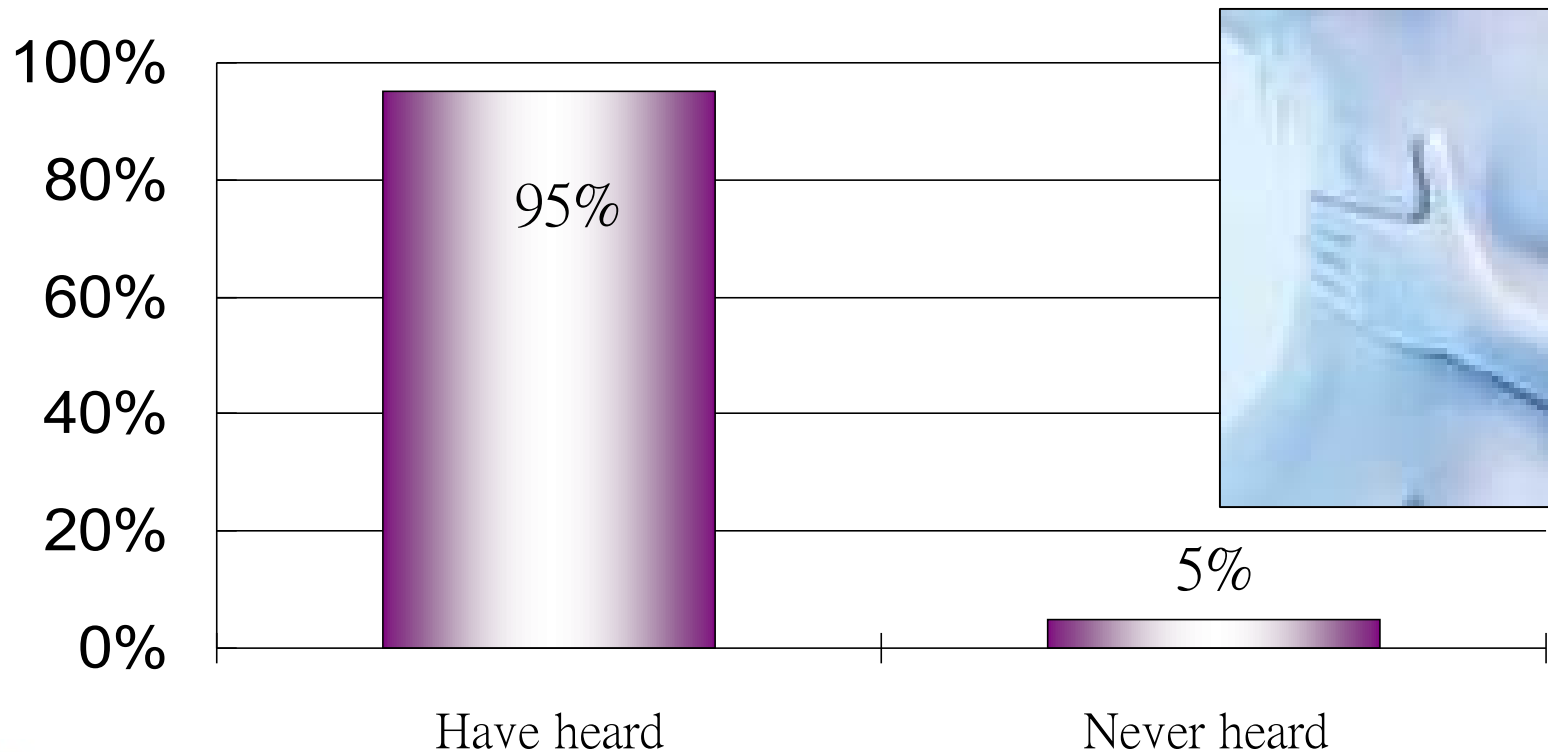
Q: When do you think women should start regular breast examination?



Sample Size : 809

95% of the interviewees have heard of Breast Self Examination (BSE)

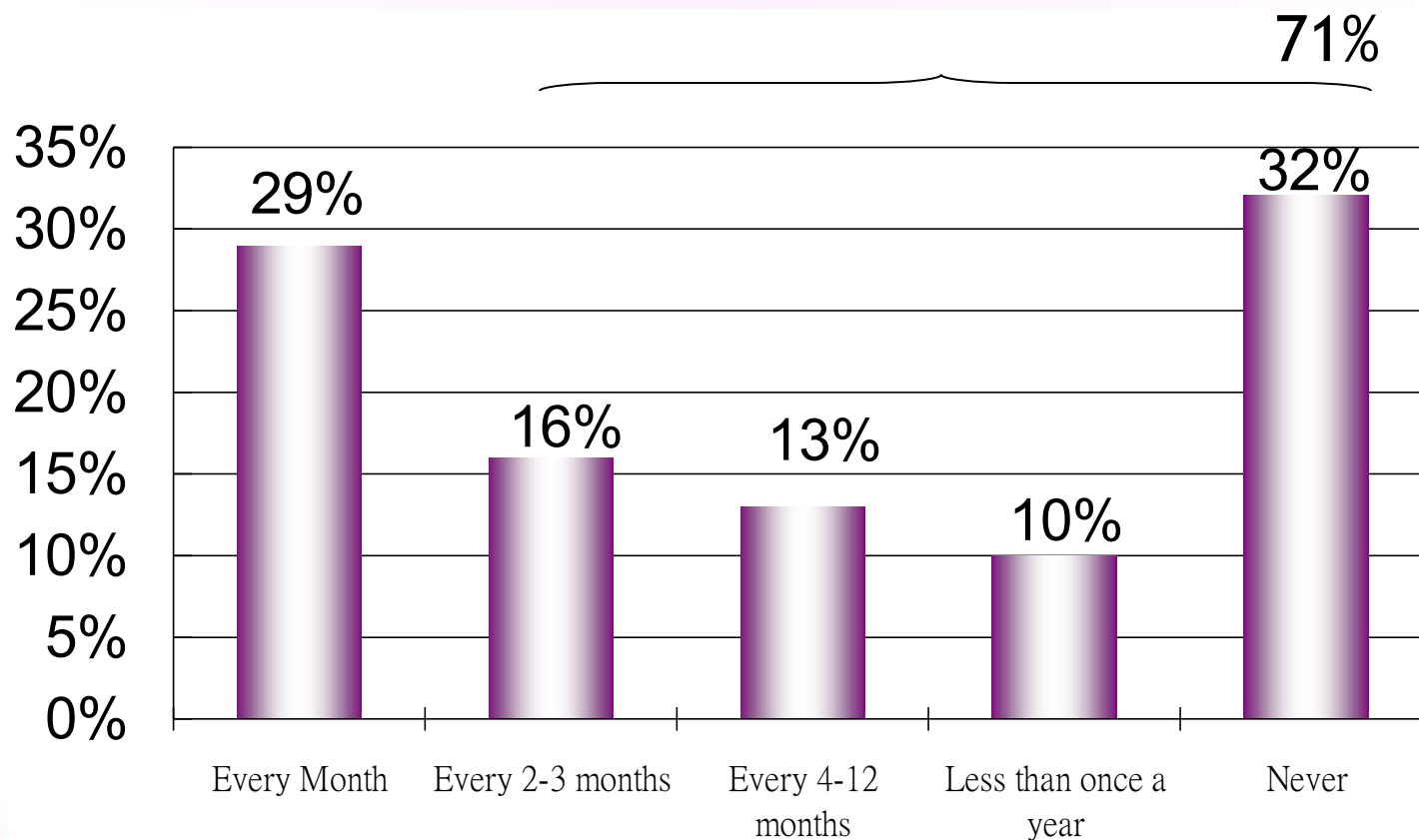
Q: Have you heard of Breast Self Examination as method to detect early symptoms of breast cancer?



Sample Size: 809

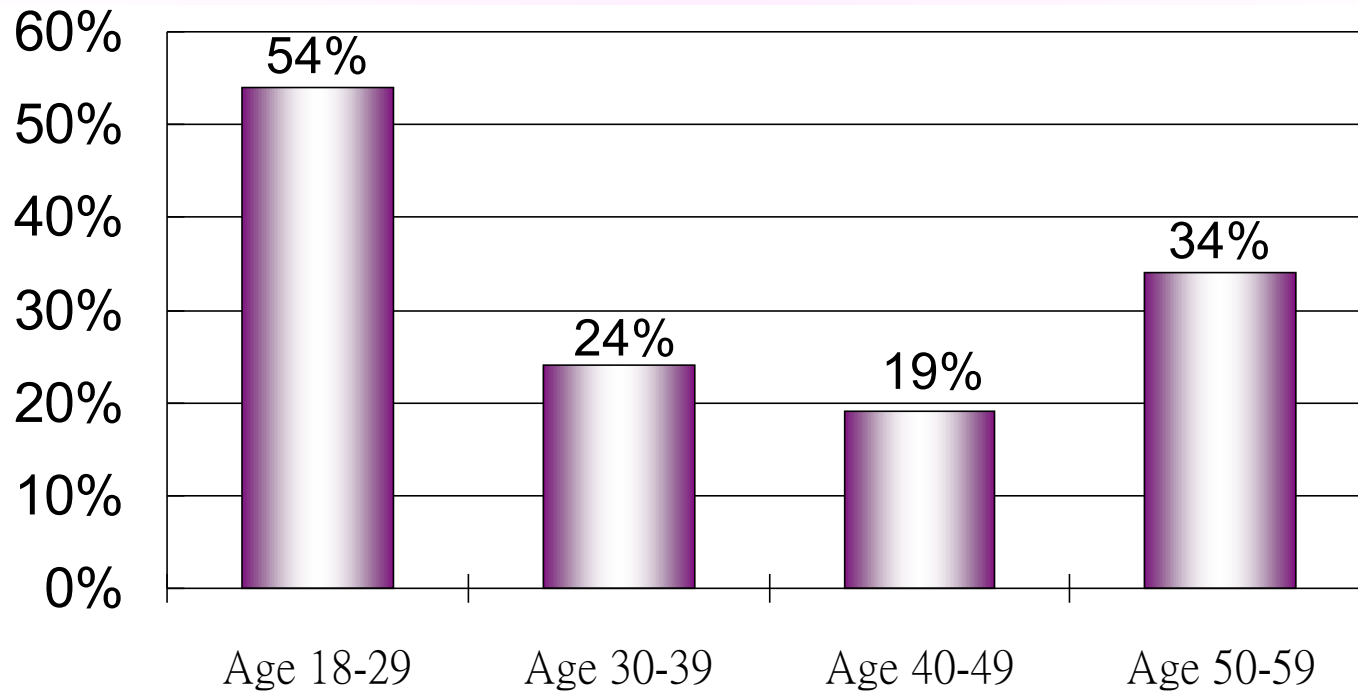
71% of the interviewees do not currently perform Breast Self Examination once every month

Q : How often do you perform Breast Self-Examination?



Over half of the women between 18-29 never performed Breast Self Examination

% of women never performed Breast Self Examination by age group

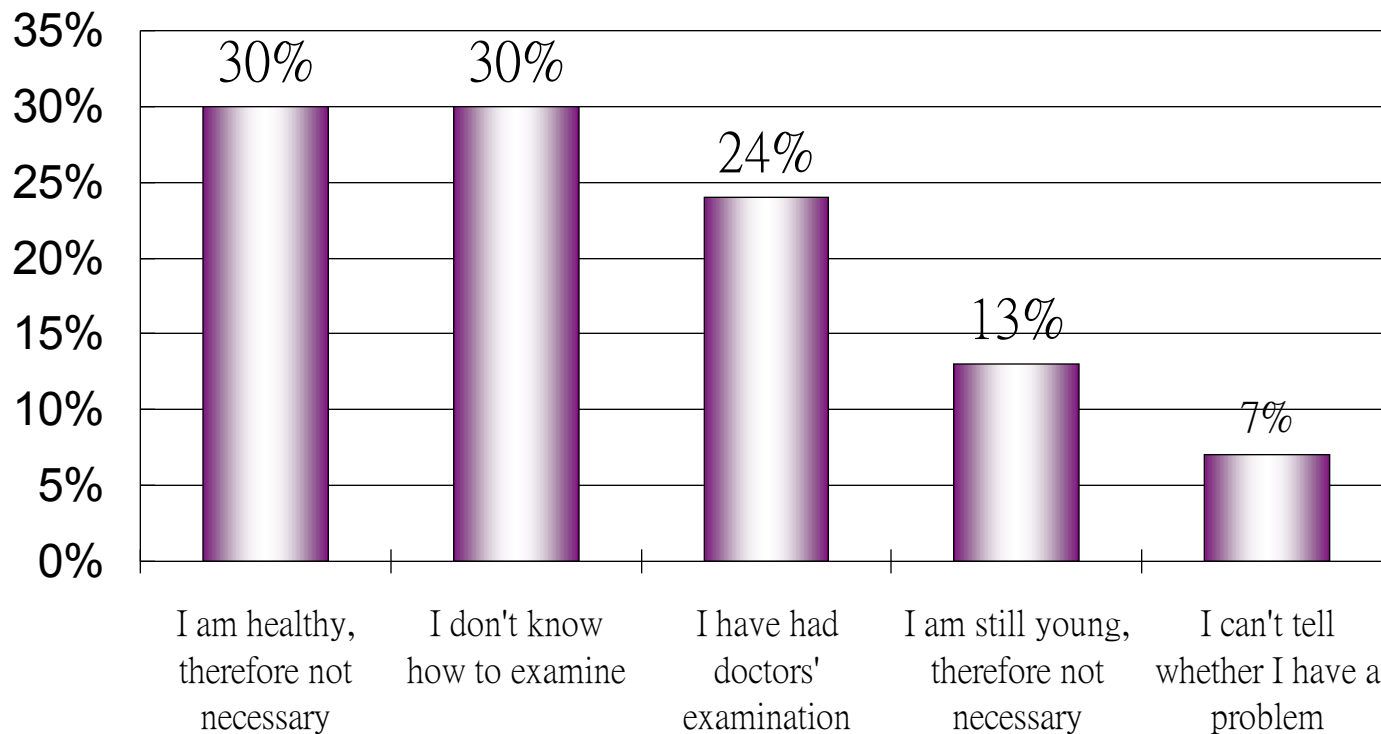


Sample size

By age group 196216242155

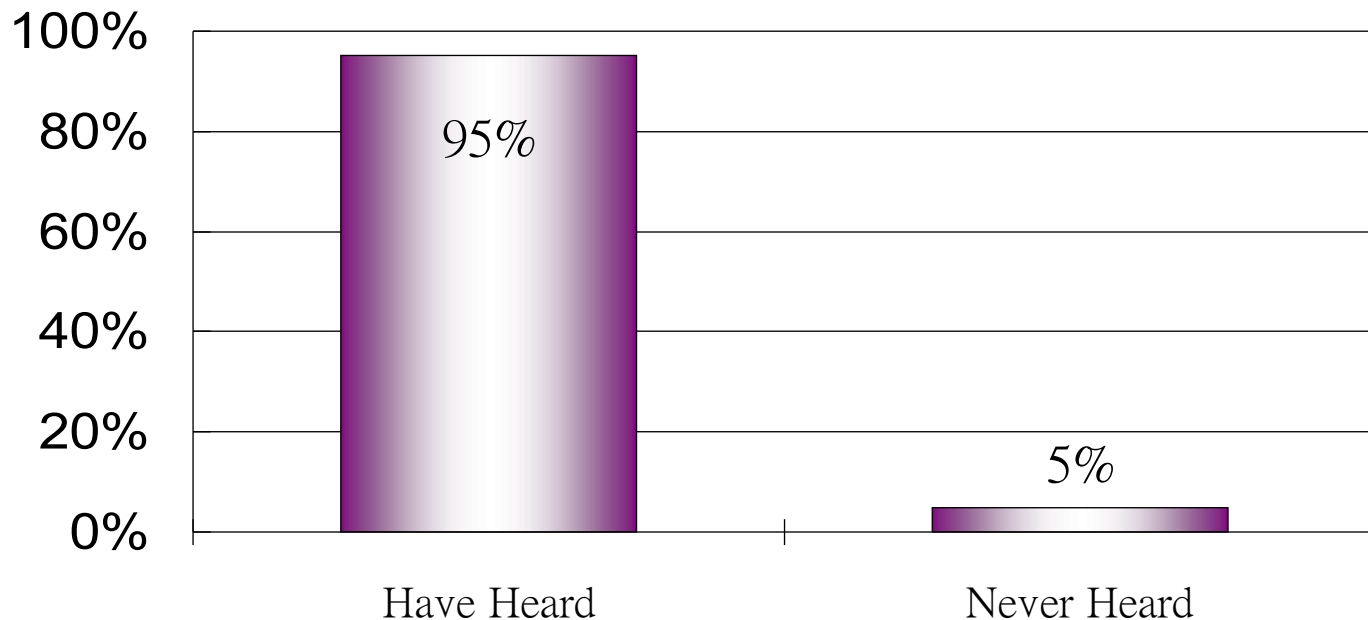
60% of the women gave reasons for not having performed Breast Self Examination as being healthy, therefore not necessary, or they don't know how to perform Breast Self Examination

Q: Why have you not performed any Breast Self Examination?



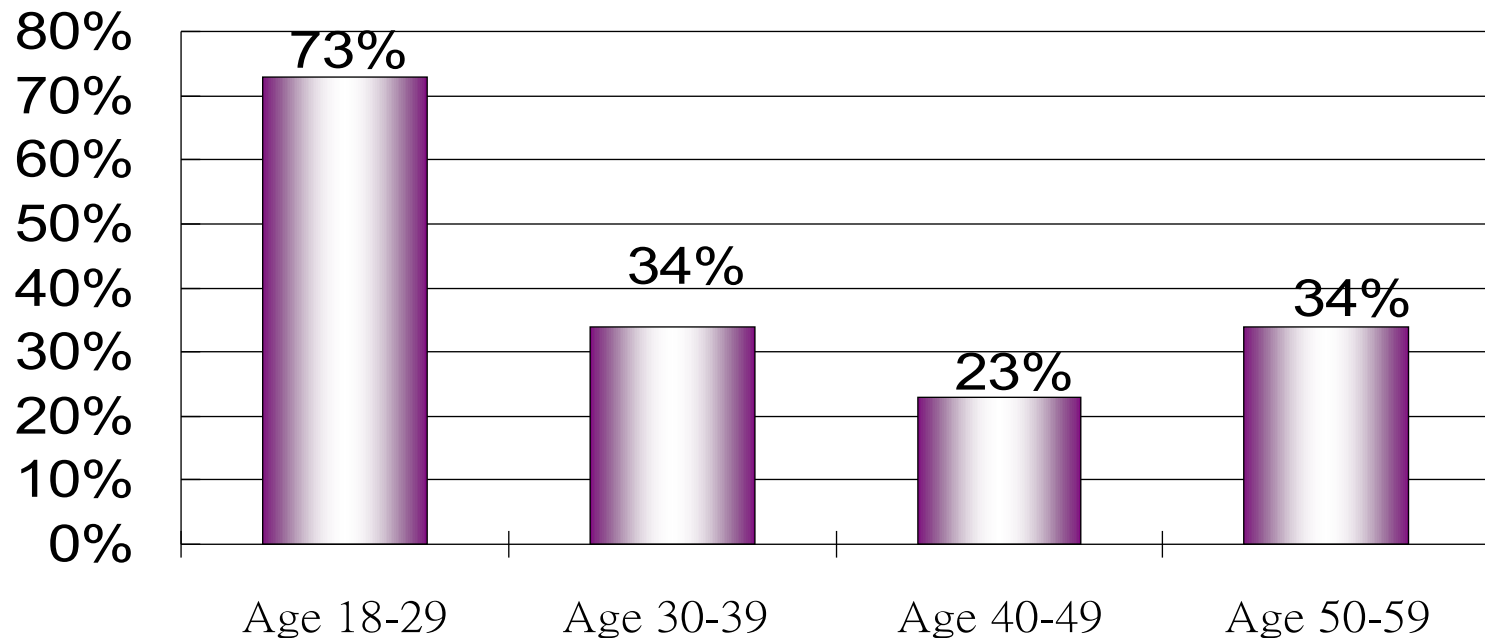
95% of interviewees have heard of Clinical Breast Examination (CBE) by doctors

Q: Have you heard of doctors' performed Clinical Breast Examination as a method to early detect breast cancer symptoms?



73% of interviewees in the age group of 18-29 never performed Clinical Breast Examination by doctors

% of Women never performed Clinical Breast Examination by doctors by age group



Sample Size

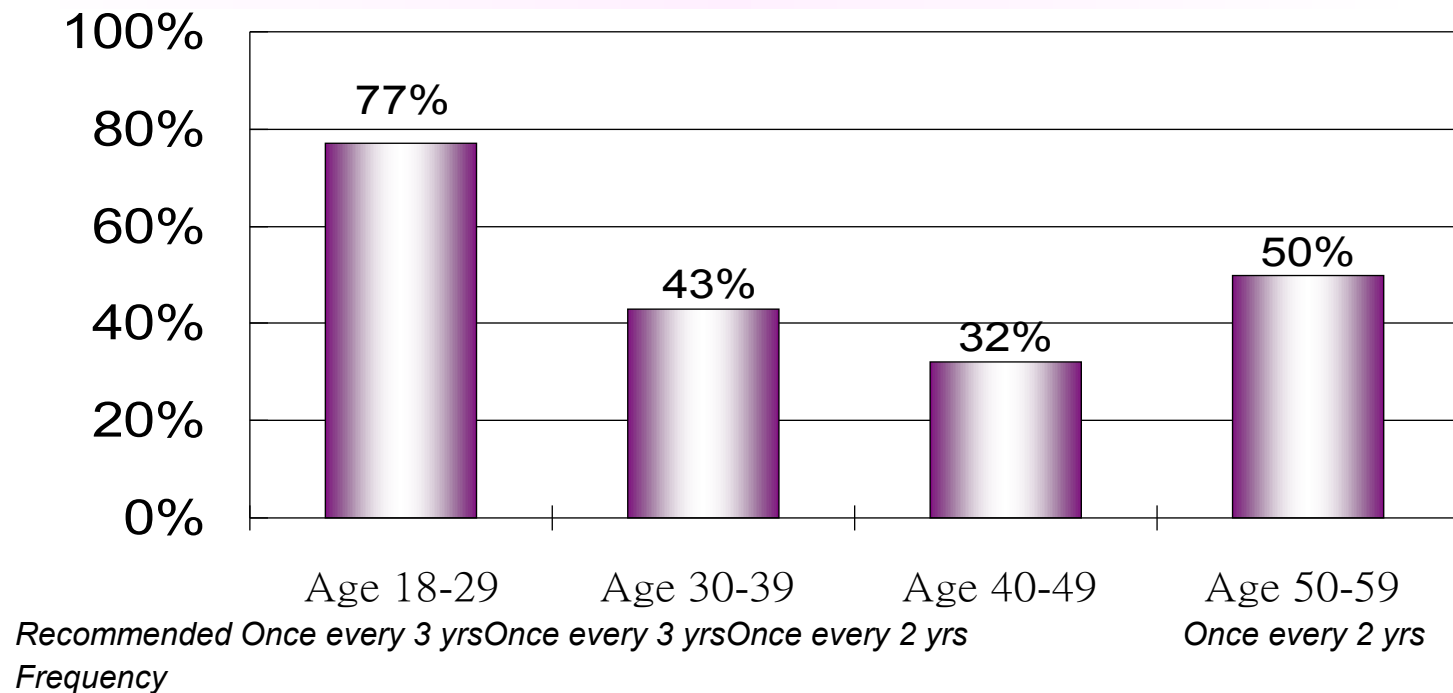
By Age Group 196216242155

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Over 75% of interviewees in the age group of 18-29 do not follow the recommended frequency of performing Clinical Breast Examination by doctors

% of Women not following recommended frequency to perform Clinical Breast Examination by doctors by age group



Sample Size

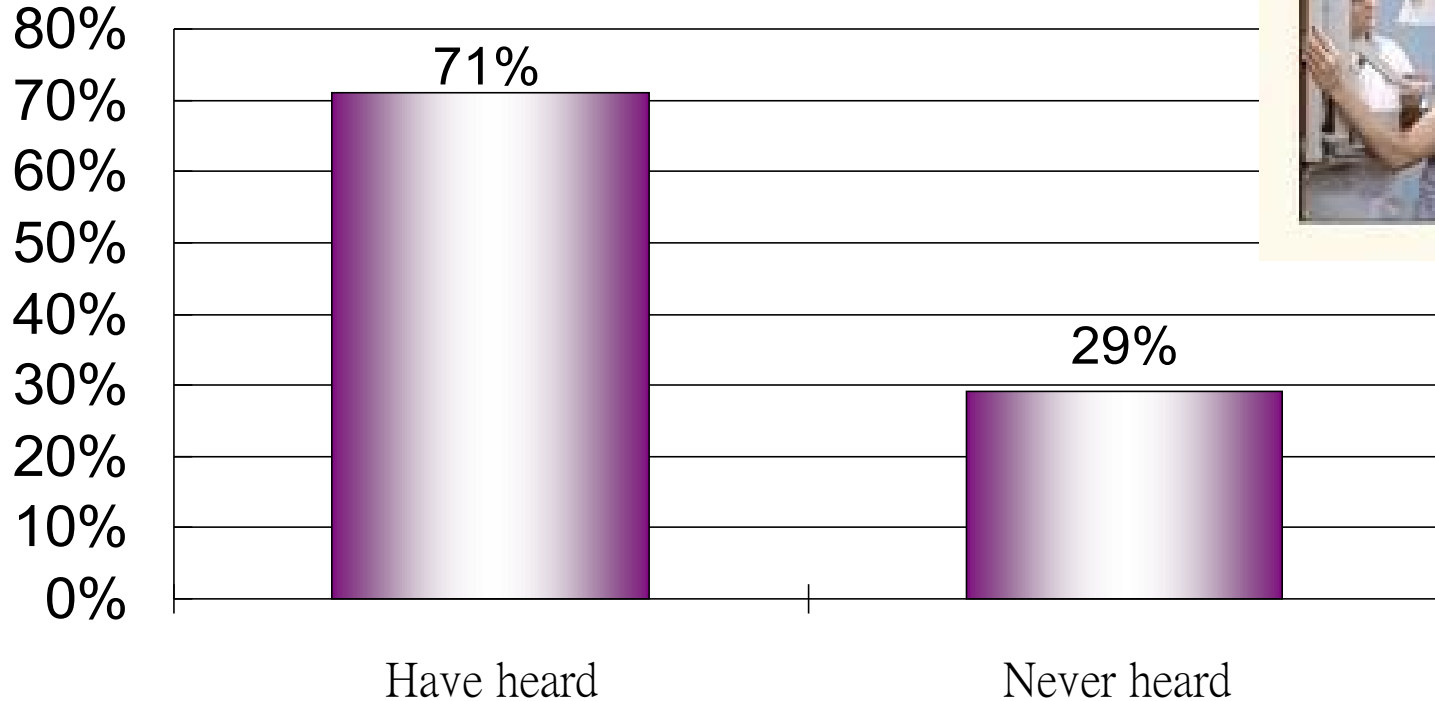
By Age group 196216242155

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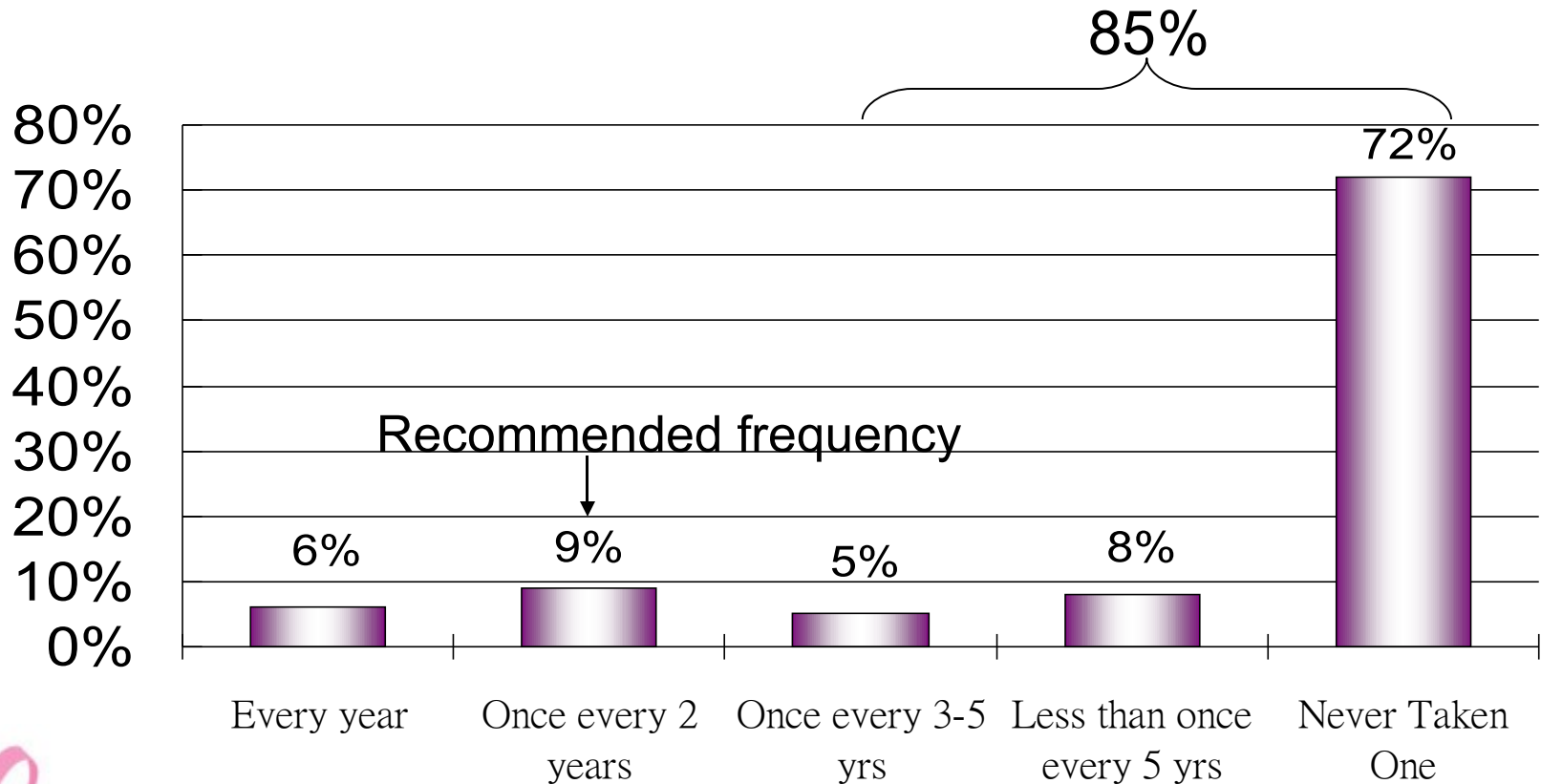
Nearly 30% of interviewees in the age group of 40-59 have never heard of **mammography**

Q: Have you heard of mammography as a means to detect early signs of breast cancer?



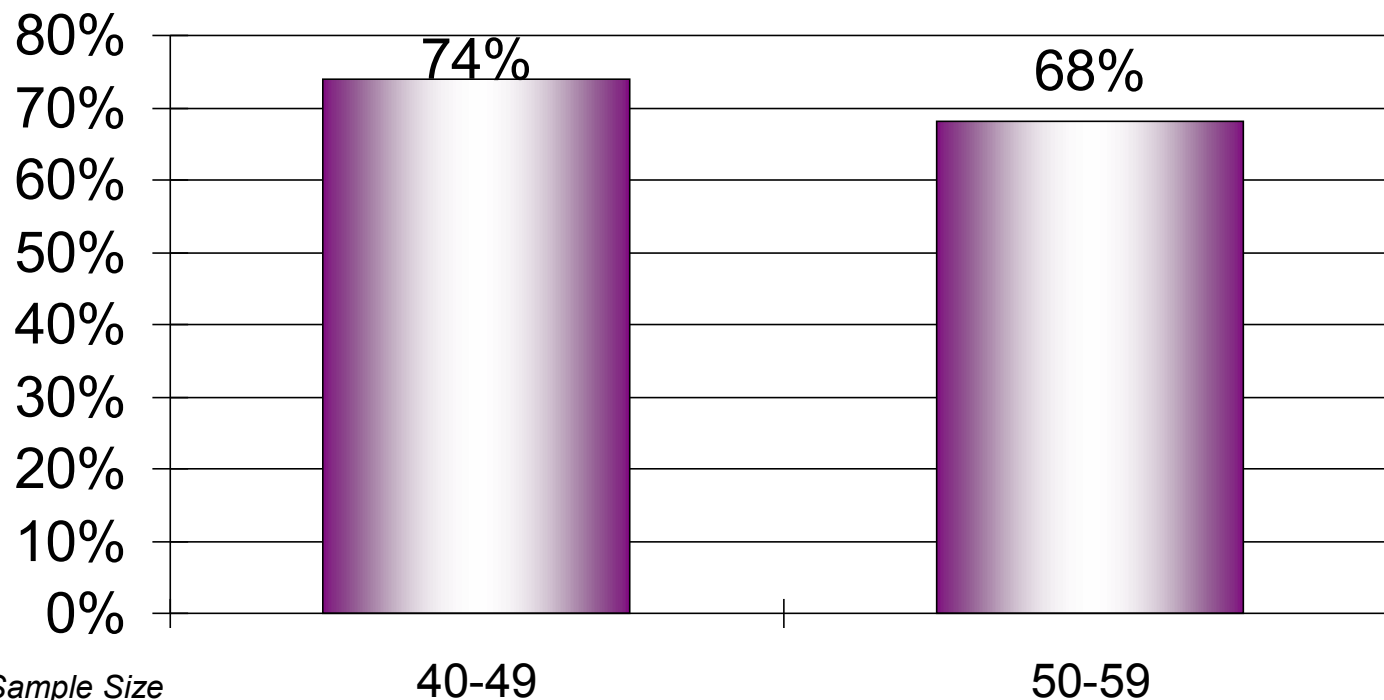
85% of interviewees in the Age Group of 40-59 do not follow the recommended frequency to undertake mammography once every two years

Q: How often do you undertake mammography?



70% of high risk women (Age 40+) had never taken a mammography

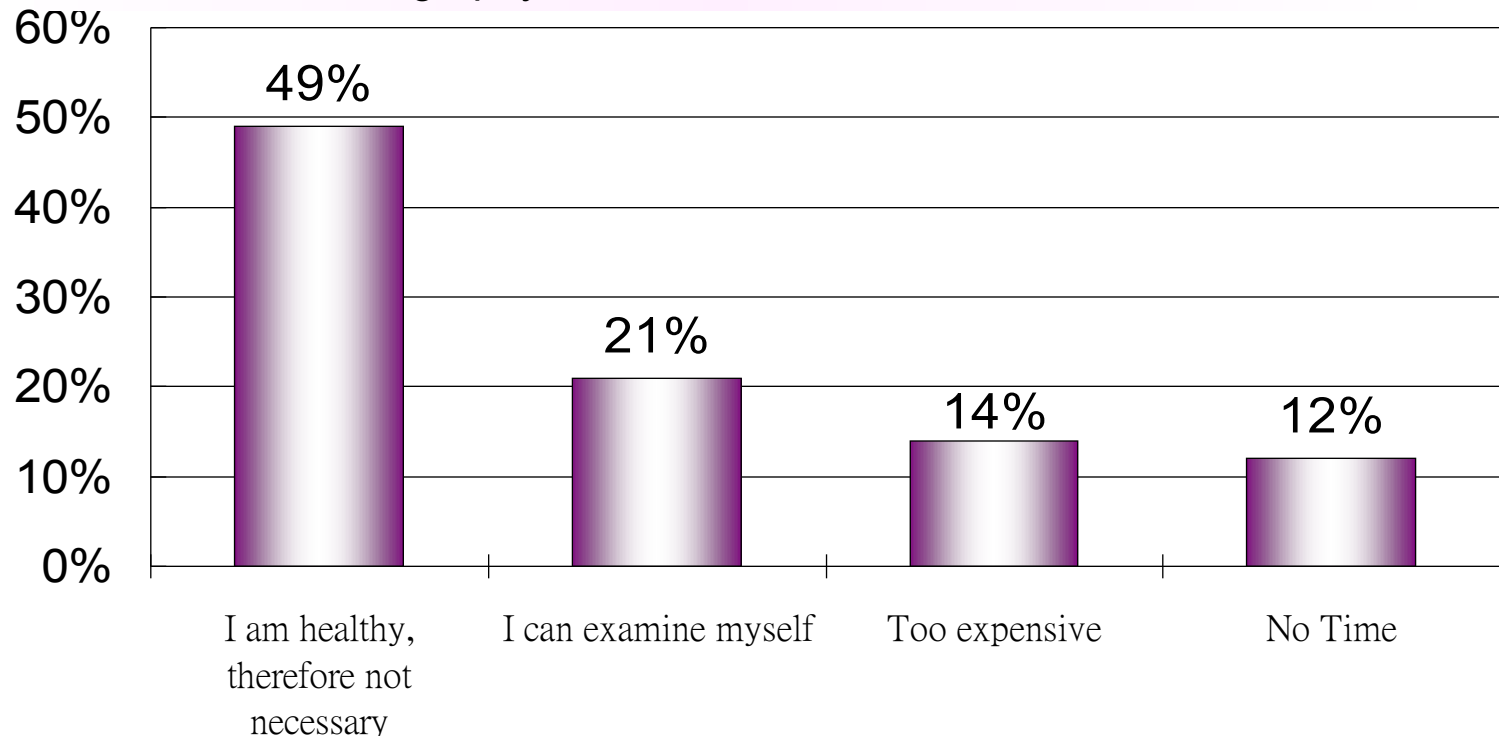
% of Women never taken a mammography by age group



Sample Size
By age group 2155

Nearly 50% of the high risk age group gave the reason for never having a physical breast examination nor a mammography as **they thought they are healthy**

Q : Why have you not undertaken physical breast examination by a doctor nor a mammography?



Survey Conclusions

Survey Suggests: Hong Kong Women's awareness of Breast Cancer is low

- There is an increasing trend of Hong Kong women developing breast cancer, the risk being 1 in 23, almost 6 new cases per day. The increasing trend for breast cancer cases developing in the younger female age group is even more alarming.
- The youngest patient being only 17 years old!
- It is a worrying sign that 30% of women do not think the ratio of 1 in 23 women will develop breast cancer as high. And nearly 50% of the female population believes it is only necessary to perform any form of breast examination after 30 years old.

Hong Kong Women unaware of the importance of Breast Self Examination in general

- Over 90% of the interviewees have heard of breast self examination, but most of them are unaware of the importance of regularly undertaking such examination, only 29% of the interviewees perform Breast Self Examination monthly.
- Moreover, those who have never taken Breast Self Examination believe they are in good health, and therefore it is not necessary to take such examination.
 - 30% of the interviewees who have never taken Breast Self Examination indicated they do not know how to perform self examination!

Younger women: Ignores the risk of breast cancer because they thought they are still young.

- 54% of the young interviewees have never performed self examination, and over 70% of interviewees do not follow the recommended frequency of taking a physical breast examination by doctors at least once every 3 years.
- Among those who have never taken self examination, nearly 30% believe they are still young, and it is not necessary therefore to have such examination ! (28%)

Older women : Do not have a good understanding of the importance of breast examination.

- Survey shows, the high risk women age group (between 40-59) is not fully aware of the risk of breast cancer:
 - Nearly 30% of interviewees in this age group have not even heard of mammography.
 - 85% of them do not follow the recommended frequency to take a mammography once every 2 years, which many of them never had a mammography taken. (72%)

Recommendation from HKBCF

- It is absolutely necessary to increase the awareness of the risk of breast cancer (especially amongst the younger female age group), and the importance of early detection.
- Enhance public education on breast health care and to promote the importance of regular breast self examination.

HKBCF Urges:

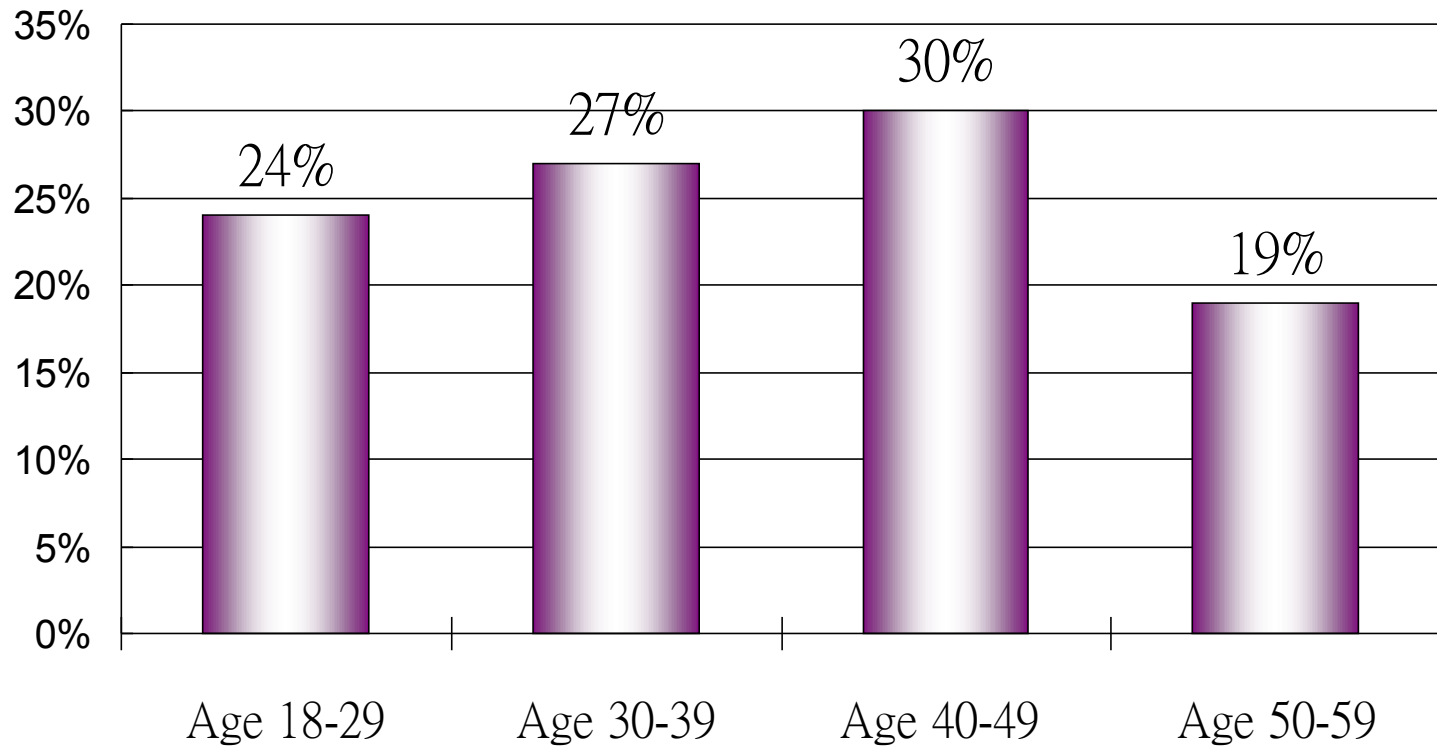
- All women should undertake breast self examination regularly:
 - Once every month
 - The best time to do so is one week after menstruation.
 - Women after menopause should also undertake self examination on the first day of each month to avoid forgetting.
- Clinical Breast Examination by Doctor
 - Women aged 20-40 should undertake clinical breast examination by a doctor once every 3 years.
 - Women aged over 40 should undertake clinical breast examination and mammography once every 2 years.
 - Those with close relatives who had breast cancer, should undertake clinical breast examination and mammography once every year.

Early Detection Saves Life

Background Data of Interviewees (Appendix)

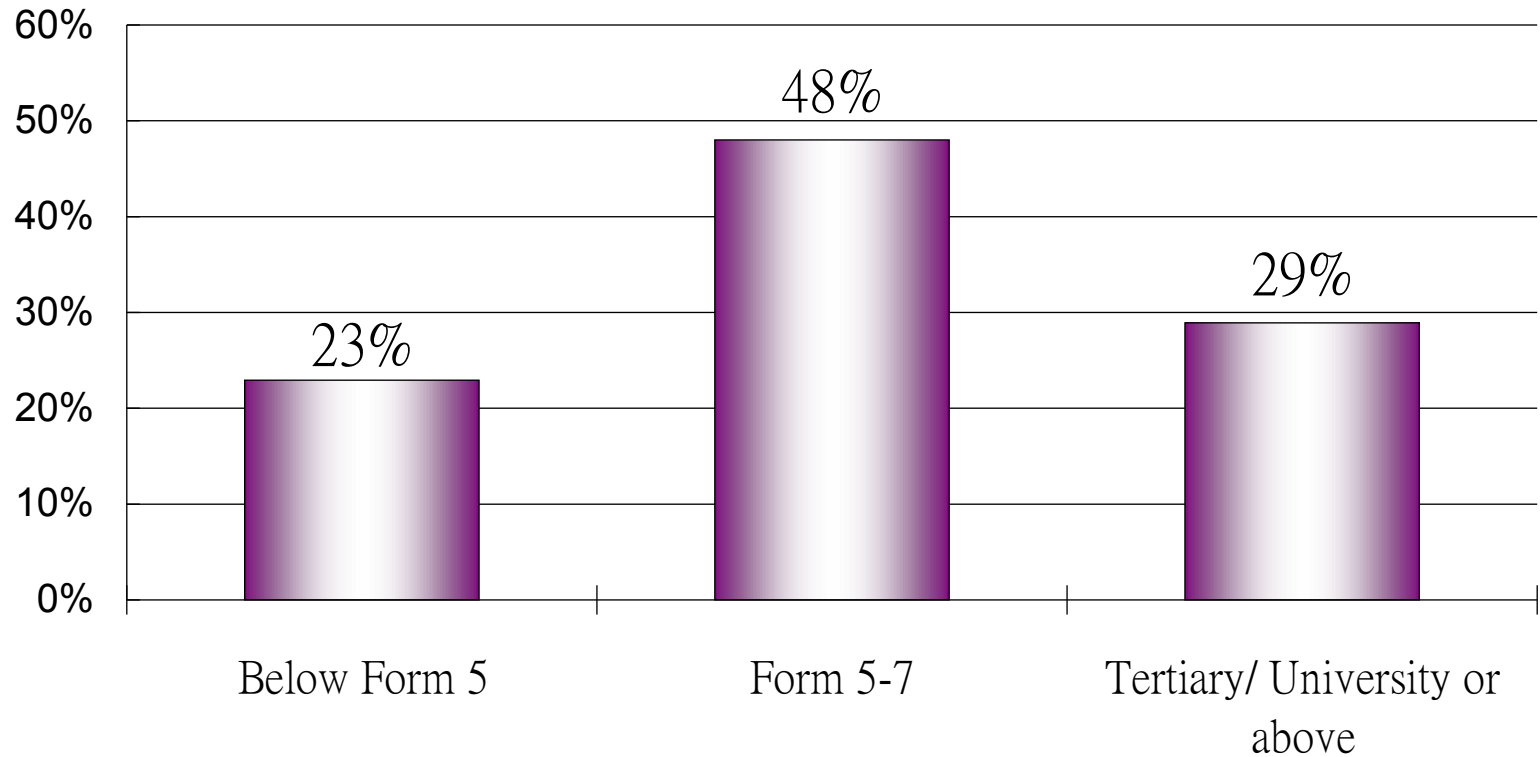
Age

Percentage

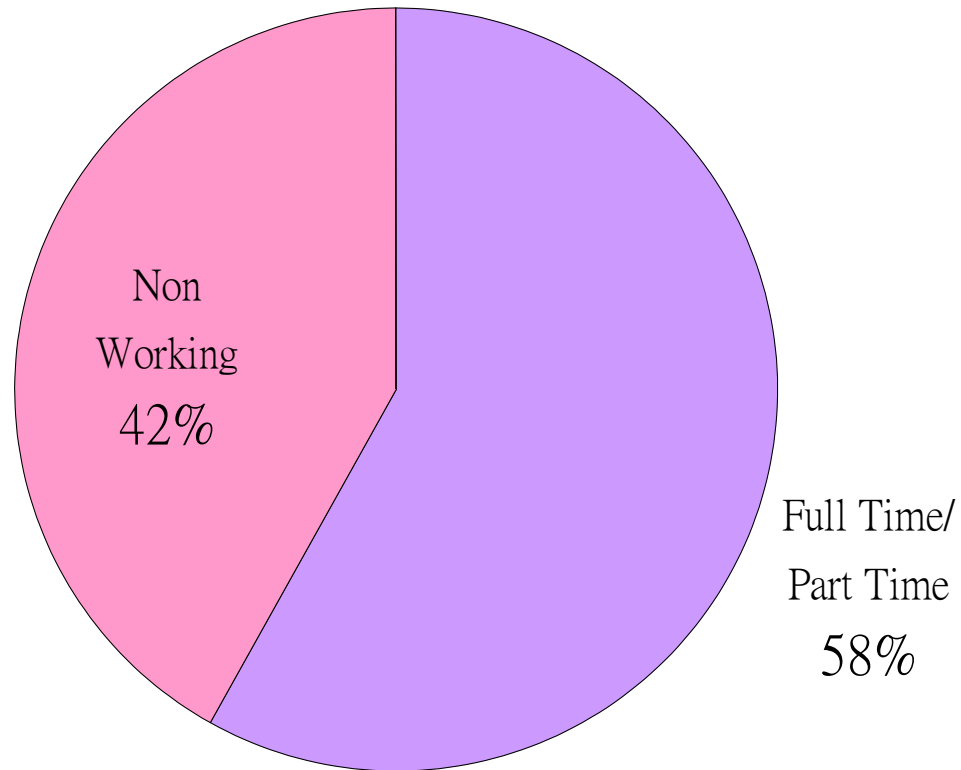


Education Level

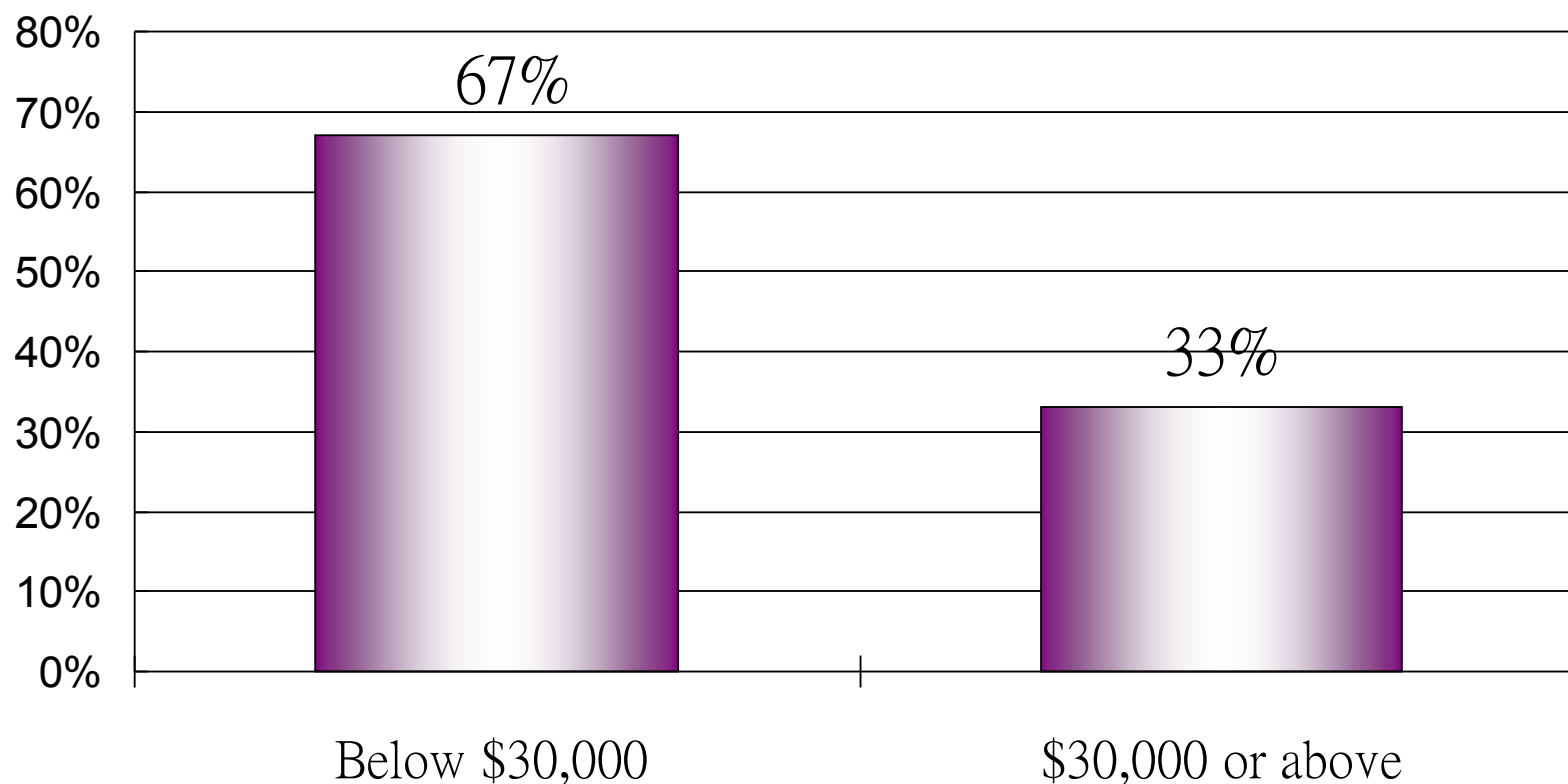
Percentage



Working Status



Household Income



Who is in the high risk bracket?

- The older you get, the higher the risk of developing breast cancer
- Family medical history: Close relatives (e.g. grandmother, mother, sisters) having had breast cancer.
- Diet and Habits: High fat diet, smoking, alcoholic, overweight...
- Late Pregnancy or never had children
- No breast feeding
- Using hormonal supplements after menopause
- Early menstruation/Late Menstruation: First menstruation prior to 12 years old, Menopause after 55
- Hereditary
- Radiation: Lengthy exposure in high radiation environment

Please immediately seek medical help for the following symptoms of Breast Cancer:

- Lumps of any size in the breast or under the armpits
- Change in size and shape of the breasts.
- Spots or sunken skin in the breast area.
- Sunken nipples
- Any form of excretions or blood coming out from the nipples.
- Swollen arm pits or swollen lymph nodes
- Protruding veins in the breast area or showing fatty lumps in the breast area.

Do not procrastinate, seek medical help!!