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香港乳癌基金會通訊
Breast Health Newsletter
Autumn Issue

乳癌康復月

慶祝重生的力量

Breast Cancer Survivorship Month
*Celebrating
second chances*



目錄 CONTENTS

封面故事 COVER STORY

乳癌康復月

慶祝重生的力量

3-7

Breast Cancer

Survivorship Month

Celebrating second chances

同路人故事 SURVIVOR STORY

風浪總會過去

8-10

This too shall pass

香港乳癌基金會動態

11-15

HKBCF IN ACTION

照顧者故事 CAREGIVER STORY

包容和相伴 是最好的鼓勵

17-18

Acceptance and companionship is the best encouragement

粉紅絲帶夥伴

19-21

PINK RIBBON PARTNERS

鳴謝

22

THANK YOU

9 月至 11 月活動日誌

23

EVENT CALENDAR (SEP-NOV)

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，致力消滅乳癌在本地的威脅。

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 eliminating the threat of breast cancer to the local community through education, 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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乳癌康復月

Breast Cancer Survivorship Month

慶祝重生的力量

Celebrating
second chances

May



香港乳癌基金會將每年五月定為「乳癌康復月」，以肯定在抗癌路上積極和勇敢面對的乳癌康復者及其家人、朋友和醫護人員，表揚他們堅毅不屈、互相關懷支持的可貴精神，藉此提高公眾關注乳房健康的重要性，及提倡以正面、樂觀的態度支持乳癌康復者。

誰是康復者？

「每一個人由確診癌症開始，終其一身已被視為癌症康復者。他的家人、朋友和護理人員也會受到他們的康復經歷而受到影響。」

- 美國國家癌症研究所癌症存活辦公室

根據以上的定義，任何一名女性被確診患上乳癌，不論其確診的時間、乳癌的類型、預後和治療方法如何，均被視為乳癌康復者。

▲ 香港乳癌基金會主席霍何綺華女士（中）及理事會成員，與由乳癌康復者組成的合唱團「音韻樂心靈」出席「健活麗人生音樂會」。
The Pink Ribbon Concert was supported by HKBCF Chairman Mrs Eliza Fok (centre), Council members and Melody in Mind.

The Hong Kong Breast Cancer Foundation (HKBCF)'s annual "Breast Cancer Survivorship Month" each May recognizes and celebrates the determination, care and mutual support among breast cancer survivors and their families and friends. It also aims to raise public awareness of breast health and the importance of positivity and optimism in the support of breast cancer survivors.

Who is a survivor?

"An individual is considered a cancer survivor from the time of cancer diagnosis through the balance of his or her life. Family members, friends, and caregivers are also impacted by the survivorship experience."

-The National Cancer Institute's Office of Cancer Survivorship

香港乳癌基金會主席霍何綺華女士，本身是十年的乳癌康復者，以過來人身分道出康復路上所經歷的領悟：「從確診乳癌開始，患者就踏上漫長艱巨的康復之路，最大的問題是恐懼。無論接受手術或治療前後，我們都懼怕乳癌會復發，擔心生命或健康會再離自己而去。縱使如此，乳癌康復力量讓我們在康復的路上常存樂活的心情，以正面、積極的態度珍惜生命，時刻慶祝生命、對身邊的人和事特別感恩。」

慶祝「乳」後重生

「乳癌康復月」的宗旨，正是表達對生命的頌讚。五月正值春去夏來的日子，繁花處處，生機勃勃，象徵著新生命的開始，有如為乳癌康復者帶來一股全新的動力，注入「乳」後重生的正能量。

為慶祝「乳癌康復月」的誕生，香港乳癌基金會於今年五月十六日聯同香港韓人女性會攜手舉辦「健活麗人生音樂會」，為「乳癌康復月」揭開序幕，並於音樂會前舉行傳媒聚會，宣揚「乳癌康復月」的精神，鼓勵乳癌康復者以「慶生」、「感恩」及「回饋」的康復力量，消除對乳癌的恐懼，意謂時刻慶祝生命、對身邊的人和事表達感恩，及透過回饋社會令新生命更有意義。

Based on this definition, any woman who has been diagnosed with breast cancer is considered a breast cancer survivor, irrespective of time of diagnosis, type of breast cancer, prognosis and treatment plan.

"The moment an individual is diagnosed with breast cancer she embarks on a new, long and sometimes tortuous journey, often wrought with fear of relapse. In the face of such fear we survivors focus on cultivating positive spirits and celebrate life while we can, appreciating our loved ones and every event taking place around us..." says Mrs Eliza Fok, a 10-year breast cancer survivor and Chairman of the HKBCF.

Celebrating survivorship

The focus of the HKBCF's "Breast Cancer Survivorship Month" is the celebration of life. May is the chosen month as it is the time of year when Spring gives way to Summer and is a time of new life and new beginnings, gaining momentum and energy.

This year's "Breast Cancer Survivorship Month" kicked off with the Pink Ribbon Concert, a fundraising concert co-organised with the Korean Women's Association, benefitting the HKBCF. A media gathering was held prior to the concert to highlight the key notions of "Celebrate, Appreciate and Requite" as breast cancer survivors are encouraged to celebrate life, appreciate their loved ones and requite to the community which supports them.



▲ 香港乳癌基金會將五月份定名為「乳癌康復月」，以慶生、感恩及回饋的康復力量，消除對乳癌的恐懼。
The HKBCF announced the formal dedication of the month of May each year as "Breast Cancer Survivorship Month".

當晚著名韓國鋼琴家兼乳癌康復者徐惠京，聯同香港韓人女性會合唱團、韓國乳癌康復者合唱團，及本會乳癌康復者組成、首次於舞台公開演出的合唱團「音韻樂心靈」，攜手以優美的鋼琴旋律和動人歌聲，表達對乳癌患者的支持。

The concert featured world renowned Korean pianist Ms Suh, Hai-Kyung, herself a breast cancer survivor, together with choral performances by the Korean Women's Association of H.K. Choir, the Korean Breast Cancer Survivor's Choir and the first concert hall performance by the HKBCF's very own Meody in Mind.

▼ 來自港韓的乳癌康復者，與著名韓國鋼琴家兼乳癌康復者徐惠京（右）攜手表演。

Breast cancer survivors from Korea and Hong Kong, and world renowned Korean pianist Ms Suh, Hai-Kyung (right), joined together to perform wonderful music.



◀ 香港乳癌基金會名譽會長范徐麗泰女士於音樂會上致歡迎辭。

Mrs Rita Fan Hsu Lai-tai, Honorary President of HKBCF delivered an encouraging speech at the Pink Ribbon Concert.

一連串精彩奪目的表演及演說，滲透出一股強而有力的團結精神，感染在場每一位觀眾，扣人心弦。是次音樂會更邀請了香港乳癌基金會名譽會長、兼十年乳癌康復者范徐麗泰女士致歡迎辭，為我們帶來了一段極具啟發性且鼓舞人心的演講，締造了難忘的感人時刻。

「每一天的來臨，都是一份禮物，讓我們可以享受身邊人的陪伴。當為身邊人付出的時候，可以欣賞他們的笑容，並感受一個互相關愛社會。」

Many hearts were visibly touched that evening by the performances, the spirit of solidarity and the inspirational and encouraging speeches including one delivered by Mrs Rita Fan Hsu Lai-tai, our Honorary President and 10-year breast cancer survivor:

"Every day is a day of gift. A gift that someone 'up there' has given us to enjoy the companionship of the people around us, to enjoy their smiles when we do something nice for them and, hopefully, to enjoy a community who cares for each other."

最難得可貴是音樂會觸動無數人的心靈，一名觀眾更特意來信分享感受：「整個音樂會充份展現出所有乳癌康復者及其家人、朋友和支持者的驕傲、喜悅和內在的堅強，以及全程投入生活的樂趣。」

「乳癌康復月」的另一亮點是每年一度、於5月23日舉行的「亮麗人生」日營，今年以「善待自己」為主題，近百名乳癌康復者踴躍參加，部分康復者的家人及朋友更出席傍晚舉行的慶祝晚會以示支持。

「亮麗人生」日營的舉辦目的是讓乳癌康復者慶祝在抗癌路上的成果，分享他們對正面生活的感恩。今年的主題為「善待自己」，旨在協助康復者重新專注和了解照顧自己身體、情緒和精神健康的重要性。不少乳癌康復者容易重蹈覆轍，繼續從前的生活模式和習慣，並未充分理解到調整生活模式的需要，以減低壓力對健康的影響。

「施與受」的重要

當日的活動全是經過精心策劃，盼參加者學懂如何善待自己。治療活動包括舞蹈療法和藝術療法，提供比單純視覺享受更深層次的意義。舞蹈治療主要透過玩樂、自我表達和解除壓抑的方式，鼓勵參加者打破傳統的運動模式，參與更多元化的舞蹈動作，以有效保持身體健康。

藝術治療則是通過色彩、繪畫和其他創意媒介，讓參加者充份表達心中的恐懼、盼望和渴求。今年以創作紙船為題，參加者各自以獨特的方式裝飾紙船，記錄面對乳癌挑戰歷程中最重要的人和事。完成創作後，每名參加者將小船放在一個以大海為背景的海報上，標誌著她們已準備就緒與最關愛的人享受人生。大海象徵生命，時而風平浪靜，時而卻翻起巨浪，但只要懷著希望，在親朋的支持下，每個人都可以在自己的路上繼續航行，衝破任何難關。

The concert touched the hearts of many, with one member of the audience writing to us to share his feelings, "... the whole concert was a wonderful display of the pride, joy and inner strength of all the breast cancer survivors, with their 'joie de vivre' – and not only of the breast cancer survivors, but of their families, friends and supporters."

The HKBCF's flagship **Brighten Up Your Life** survivors' camp was held on 23 May with almost 100 breast cancer survivors attending the day camp and members of their families and friends joining for the dinner celebrations the same evening.

Each year **Brighten Up Your Life** is a chance for breast cancer survivors to celebrate their achievements and share their gratitude for all the positivity in their lives. This year's theme was "Care for Self" and aimed to re-focus breast cancer survivors on the importance of taking care of their own physical, emotional and spiritual well-being. There is a tendency for breast cancer survivors to fall back into previous routines and habits without fully realizing the need to adjust their lifestyles to mitigate the impact of stress on their health.



▲ 色彩斑斕的紙船，記錄每一個乳癌康復者抗癌歷程中，最重要的人和事。

The colourful origami boats created by the breast cancer survivors symbolize the people and things that are most important to them.

In line with the year's theme, the activities during the day camp were all designed to enable and empower participants. Therapeutic programmes including dance therapy and art therapy offer more than meets the eye. Dance therapy encompasses fun, self expression and letting go of inhibitions to encourage participants to engage in more varied movements rather than follow rigid exercise regimes. It promotes movement as a form of exercise, which is a significant aspect of physical well-being.



▲ 近百名乳癌康復者參與「亮麗人生」日營，學習好好善待自己。
Almost 100 breast cancer survivors attended the annual survivors' camp to learn care for self techniques.

當日活動還有腳底按摩、唱歌和分享環節，讓乳癌康復者分享經驗和見解，互相支持和鼓勵。在一個安全和充滿支援的環境下，讓她們放下顧慮，與其他同路人一同坦誠分享內心的喜樂、成功、恐懼和憂慮，體會施與受的重要性。

對於乳癌康復者而言，香港乳癌基金會設立的同路人支援小組，令她們有機會回饋社會，以過來人身份支持其他乳癌患者度過人生最黑暗的時光，那是相當重要的康復歷程之一。另一方面，當乳癌患者面對嚴峻的考驗時，能得到有相同經歷的同路人接受、理解和支持，互相分享和鼓勵，無疑有如被注入強心針，不會輕言放棄，這正是乳癌康復者回饋社會的最佳禮物。

透過持續性的教育及支援，以及每年「乳癌康復月」的慶祝活動，本會相信必定能激發本港乳癌康復者擁抱和享受積極美好的人生，憑著力量和勇氣面對乳癌所帶來的挑戰。

Art therapy is an effective channel through which participants can express their fears, hopes and desires through colour, painting, drawing and other creative mediums. This year participants of the camp were asked to create origami boats which they each decorated in unique ways, symbolizing the people and things that are most important to them, especially in facing the challenge of breast cancer. Upon completion, each participant placed her boat on a large printed poster of the sea, signifying her readiness to enjoy life with the people she most cares about. The sea represents life – sometimes it can be calm and serene whilst other times there can be big waves and unexpected challenges but each of us learns to navigate our way towards our hopes with the support of our loved ones.

The importance of taking, then giving back

In addition there were reflexology and singing activities as well as mini-sharing sessions during which breast cancer survivors shared their experiences, insights and mutual support and encouragement.

The camp creates a safe and supportive environment within which participants can let go of their inhibitions and share their happiness, successes, fears and concerns without judgment and within the strong network of other breast cancer survivors.

This peer group support, which is the foundation of the HKBCF's Support Service, is a very important aspect of breast cancer survivorship and is one of the most common ways for survivors to give back to the community that supported them during their darkest hours. To be accepted, understood and encouraged by others who have experienced the same challenges that a disease like breast cancer throws up is often the rock that provides the most stability during a breast cancer survivor's personal ordeal. To extend your empathy, experience and encouragement to someone else who has just started her journey is the best gift to the community.

The HKBCF is confident that through our continued education and support efforts and annual celebrations of Breast Cancer Survivorship we can help to empower, encourage and inspire breast cancer survivors in Hong Kong to embrace and enjoy all that is wonderful and positive in life and to face its challenges with strength and courage.



港版

「安祖蓮娜」

風浪總會過去

This too shall pass

馮月貞 Wendy Fung

荷里活女星安祖蓮娜・祖莉因證實帶有母親的遺傳性突變基因 BRCA1，早前毅然接受預防性的雙乳切除手術，引起全球的關注。對於香港乳癌基金會服務總監馮月貞 (Wendy) 而言，更是身同感受，只因她四年前有如安祖蓮娜一樣證實帶有突變基因 BRCA1，結果作出一個勇敢的決定，接受切除雙乳及卵巢手術。

「我絕對支持安祖蓮娜的做法，至今我也沒後悔作出這個決定，只是遺憾不能及早知道自己帶有遺傳性基因，那便可及早接受預防性切除手術，不會患上乳癌。」

與安祖蓮娜不同的是，Wendy 接受手術前，已證實患有乳癌。在她眼中，患乳癌只是遲與早的問題。「約三一年前，當時年僅四十四歲的母親乳癌病發，四年後不幸過身。再四年後，姊姊也乳癌病發，須接受右邊乳房切除手術，其後她移居外國結婚生子，直至第四個孩子出世後，發現另一邊乳房也出現腫瘤。我一早已預料在極高風險的家族史下，自己也很大機會罹患乳癌，所以已特別警惕。」

人生交叉點

Wendy 是醫護人員，過去廿多年，感覺有如揸上一個計時炸彈，因此時刻進行自我乳房檢查，並

In May 2013 Hollywood actress Angelina Jolie announced that she had undergone a preventative double mastectomy as she is a carrier of the BRCA1 gene.

Jolie's decision to go public with her experience did much to focus the world's attention on the threats and realities of breast cancer, but for Wendy Fung, Service Director of the Hong Kong Breast Cancer Foundation, Jolie's story is one that is close to her heart.

Four years ago Wendy discovered that she, like Jolie, is a carrier of the BRCA1 gene. At the time of discovery Wendy took the brave decision to undergo a double mastectomy and oophorectomy.

"I absolutely support Jolie's choice to undergo surgery," says Wendy, "I don't regret my decision at all. I only regret not finding out I am a carrier of the BRCA1 gene earlier so that I could have taken preventative measures before developing breast cancer," she adds.

Unlike Jolie's experience, Wendy was diagnosed with breast cancer prior to her surgeries. "30 years ago my mother was struck by breast cancer. She was 44 years old at the time and died 4 years later. Four years after my mother passed, my sister was diagnosed with breast cancer in her right breast and had to have a mastectomy. She then relocated overseas to marry and start a family and upon the birth of her fourth child discovered a lump in her left breast.

"I knew very early on that my family history of breast cancer meant I was at high risk of developing the disease myself, so I was already very cautious."

The crossroad of life

As a health care services professional with a career spanning more than 20 years Wendy carried her family's history of breast cancer like a ticking time bomb. She regularly conducted breast self-examinations together



▲ 任職護士的 Wendy，因母親及姊姊先後患上乳癌，因此廿多歲開始已定期接受乳房檢查。
Wendy has been a nurse for almost 30 years. As her mother and sister were stuck by breast cancer, she regularly underwent breast screening when she was young.

定期接受超聲波及乳房 X 光造影檢查，結果於零九年發現左邊腋下有兩粒異物，切除淋巴組織化驗後確診為乳癌，表皮生長因子受體 II (HER2) 呈陽性，即為 HER2 型乳癌患者。

「確診的一刻，或許早已有心理準備，所以能冷靜接受。」未幾，她獲轉介接受乳癌基因測試，證實帶有突變基因 BRCA1，換言之另一邊乳房出現乳癌的機會也很高，而患乳癌及卵巢癌的風險亦比正常人分別高達 80% 及 50%，她很快就向醫生提出接受切除雙乳及卵巢手術。

「因為我看到患癌的危機很大，每一個癌症病人都期望盡辦法求存。我不希望他日再多做幾次手術，寧願盡快將風險減至最低。」

回想這段抗癌經歷，Wendy 坦言性格一向堅強果斷，但當作為一個病人面對種種人生交叉點，例如用什麼治療方法？到私家還是公立醫院做手術？應先做化療再做標靶治療，還是雙管齊下？均令她懊惱不已。

幸而，她與香港乳癌基金會創會人張淑儀醫生認識逾二十載，給她不少寶貴意見，令她終能作出對自己最有利的選擇。「張醫生給我很大的幫助，她不只是我的醫生，也是我的朋友，她雖然很忙，但也會發短訊問候我，給我很大的支持。」這亦是令到 Wendy 日後決定到香港乳癌基金會工作以回報張醫生的原因之一。

with ultrasound and mammography screening. Eventually, in 2009, Wendy discovered two small lumps in her left armpit. A biopsy of the suspicious masses returned positive results for HER2 positive breast cancer.

"When I received the diagnosis I was able to remain quite calm as I had spent so many years preparing myself for that moment," Wendy says.

Wendy was then referred for genetic testing and confirmed to be a carrier of the BRCA1 gene. This meant that her chance of developing breast cancer in her right breast was higher. Her overall chances of developing breast cancer and ovarian cancer were as high as 80% and 50% respectively. Wendy raised the possibility of a double mastectomy and oophorectomy with her doctor almost immediately.

"Every cancer patient has a desire to live and I could see that my risks of developing breast and ovarian cancer were significantly high. I didn't want to have to undergo multiple surgeries in the future and wanted to reduce my risks of developing cancer as much as I possibly could, as soon as I possibly could."

Looking back Wendy admitted that although she is usually a strong and decisive character, when fighting breast cancer and in the face of the many decisions that needed to be made – including what type of treatment to undergo, whether to seek treatment from the public or private health sector, to start chemotherapy first and follow with targeted therapy or to undertake both treatments at the same time – filled her with uncertainty and confusion.

Some twenty years ago through her work in the healthcare services sector, and by the hands of luck and fate, Wendy had made the acquaintance of Dr Polly Cheung, Founder of the Hong Kong Breast Cancer Foundation. Dr Cheung provided Wendy with valuable advice during her breast cancer journey, enabling her to make the most appropriate and beneficial decisions.

"Dr Cheung was a great source of help and strength to me. She was not only my doctor but also my friend. Even when I decided to seek treatment through the public health system Dr Cheung continued to send me messages of support and encouragement."

Beauty comes from within

In order to best reduce the risk of the cancer cells spreading, Wendy took the decision to undergo chemotherapy and targeted treatment in parallel, and organized for a double mastectomy, oophorectomy and breast reconstructive surgeries all at the same time. In the operating theatre were three different medical teams conducting the three surgeries. Of all that she has been through Wendy concedes that the side effects of chemotherapy were the most difficult to deal with. Bloating and deterioration of the fingernails – almost to the point of falling off – were constant. In spite of this Wendy continued to deliver on her work commitments as a healthcare administrator, throughout her treatment period.

"Work enabled me to divert focus from the disease and gave me a sense that I was still contributing to society. A dedicated surfer would rather die in the ocean doing what he loves best, this analogy applies to me also. Breast

完美發自內心

為了更有效抑制癌細胞，她選擇先進行化療及標靶治療，其後於一天內進行切除雙乳、卵巢及乳房重建手術，當時手術室有三組醫生團隊為她同時進行手術。她坦言當中最痛苦是化療的副作用，令她全身腫脹及指甲差點剝落。縱然如此，當時任職行政管理的她，即使身體虛弱、舉步為艱，卻繼續堅持上班工作。

「工作能令我不會過份專注這個疾病，而且感到對社會還有貢獻。就好像一個流浪好手，寧願死在風浪中，這個想法對我來說也很適合。疾病可以令我身體軟弱，卻不能將我的理想磨滅。」

乳房和卵巢是女性的象徵，一下子失去，但未婚的 Wendy 卻沒有感覺不完全，也沒有遺憾。「一個人的完美，不在於外表或身體，而是源自內心。如果我還年青，或許我會擔心生育問題，但我現在已不會太介意。即使是重建乳房，反正原來的我也不是完美，重建後的感覺也不差呢。你想別人怎樣對你，自己先要學習接受自己。」

不要為明天憂慮

因著積極的性格和堅定的信念，叫 Wendy 走在抗癌路上，從沒抱怨和想過放棄；加上信仰的支持和患病時定期與心理學家談話，她深信風浪總會過去。「生命是一個歷程，無論好與壞都需要自己經歷。風浪一旦臨到，也總有過去的一天，日夜憂心不會有助消除困難，倒不如珍惜活在當下的感覺，開心過每一天。」

活著非必然，Wendy 如今學會放慢腳步，比從前活得更輕鬆自在。她盼望可以自身的經歷勉勵同路人，因此大半年前加入香港乳癌基金會擔任服務總監，以生命影響生命。「其實本港乳癌患者當中，只有一成與遺傳基因突變有關。乳癌會不知不覺間出現，因此所有婦女必須多加警惕，定期接受乳房檢查。但乳癌不等同死亡，盼望所有同路人能積極面對，感激身邊人，好好珍惜每一天。」

► 患病期間，馮月貞得到本會創會人張淑儀醫生的幫助和扶持，令她決心康復後到本會工作。
During Wendy's breast cancer journey Dr Polly Cheung, Founder of the HKBCF, was a great source of help and strength.

cancer may have weakened my body but never my professional resolve or ambitions."

Breasts and ovaries are symbols of femininity and even though Wendy lost hers prior to getting married or starting a family of her own, she has never regretted her decision.

"A person's beauty isn't in her physical appearance but is projected from within. If I was younger I may be more concerned about having children but at this stage in my life, it's not a big issue. As for breast reconstruction, turns out the breasts I was born with were far from perfect anyway so I don't feel bad about having 'new' ones. How other people treat you depends on how good you are at accepting your new reality."

Live for today, not worry about tomorrow

Throughout her breast cancer journey Wendy's strength of character and determination enabled her to face her health challenges with courage. Her unwavering faith enabled her to manage her situation with positivity.

"Life is a journey, whether it's good or bad we still have to undertake that journey. Even when storms descend, they too shall pass. Worrying about things you can't control takes up valuable energy but doesn't change the outcome therefore why not focus on living in the moment and enjoying the pleasures those moments present?"

Wendy has learned to slow down a little bit and live a life of less pressure. She hopes her personal experience can be an inspiration and encouragement to others on the same journey. This influenced her to take up the newly created position of Director of Services at the Hong Kong Breast Cancer Foundation.

"Of all the breast cancer diagnoses in Hong Kong actually only 10% are related to genetic pre-disposition. Breast cancer is a silent disease and women need to be more vigilant in protecting their breast health by undergoing regular breast screening. Breast cancer doesn't have to be a death sentence, I hope women who have to travel the same journey I did will do so with positivity and an appreciation of the people around them and each day that they are given."



► 香港乳癌基金會創會人張淑儀醫生於今年書展推出首本個人作品《乳妳同行》。

Dr Polly Cheung, Founder of the HKBCF at the Hong Kong Book Fair for the official launch of her first, new book.

ACTION 01

張淑儀醫生首本個人作品《乳妳同行》經已出版

Dr Polly Cheung publishes first book on her journey with breast cancer patients

香港乳癌基金會創會人張淑儀醫生剛於今年書展推出首本個人作品《乳妳同行》，並於書展期間舉行「讀者見面會」，分享多年來與乳癌患者攜手抗癌的難忘點滴，以及解答讀者有關乳癌的疑難，同場亦限量發售極具收藏價值的親筆簽名本。

當日活動氣氛相當熱烈，並得到本會主席霍何綺華女士連同多名理事會成員及會員到場支持。《乳妳同行》的版權及售賣後所得收益，將全數撥捐予香港乳癌基金會。

Dr Polly Cheung, Founder of the Hong Kong Breast Cancer Foundation (HKBCF), attended the Hong Kong Book Fair on 19 July for the official launch of her first book "乳妳同行", a personally penned collection of over 70 articles on doctor-patient experiences providing glimpses of her journey with patients charted over decades.

The event was supported by HKBCF Chairman, Mrs Eliza Fok, together with members and the HKBCF Council. Dr Cheung answered the numerous questions about breast health and breast cancer from a positive and curious audience, and autographed limited edition copies of the book which are available for sale.

Through this book Dr Cheung provides the latest insights and information on the causes and risk factors of breast cancer, treatment methods and the BRCA breast cancer gene.

Dr Cheung has dedicated the rights of the book and will donate her sales proceeds to the HKBCF. The book retails at HK\$68 per copy and is available through major bookstores in Hong Kong. HKBCF members can purchase a copy from our office at the special price of HK\$60.

《乳妳同行》輯錄了七十多篇由張淑儀醫生親筆撰寫的专栏文章，解構乳癌的成因、徵兆、治療方法及乳癌基因。現於各大書局有售，每本定價68元。有興趣之會員，亦可親臨本會以會員價60元認購。

◀ 香港乳癌基金會主席霍何綺華女士（左）代表本會向張淑儀醫生致送花束以示謝意。
HKBCF Chairman Mrs Eliza Fok presented a floral bouquet to Dr Polly Cheung.

免費乳健檢查啟動禮

► 香港乳癌基金會創會人張淑儀醫生、食物及衛生局局長高永文醫生及民建聯立法會議員葛珮帆博士一同主持啟動禮儀式。

Dr Polly Cheung, Founder of the HKBCF, Dr Ko Wing-man, Secretary for Food and Health and Dr Elizabeth Quat, Legislative Councilor were officiating guests of the kick-off ceremony.

及早發現
及早發現

ACTION 02

民建聯與乳健中心合辦 「免費乳健檢查」計劃 DAB District-wide Free Mammography Screening Programme with the Breast Health Centre

香港乳癌基金會乳健中心一向致力與不同機構合作，透過地區網絡接觸基層婦女宣揚乳健檢查的重要性，早前就與民建聯婦女事務委員會合辦「免費乳健檢查」計劃，於全港十八區招募合資格的低收入婦女接受免費臨床乳健檢查及乳房X光造影檢查，以提高基層婦女關注乳房健康的意識，以及令有需要的婦女不會因經濟問題而錯過及早發現乳癌的機會。

是次計劃的啟動禮已於8月4日在本會乳健中心舉行，當日更獲得食物及衛生局局長高永文醫生蒞臨擔任主禮嘉賓，聯同民建聯婦女事務委員會主席葛珮帆立法會議員及香港乳癌基金會創會人張淑儀醫生參與啟動儀式，另有逾五十名嘉賓及傳媒到場採訪和支持。啟動儀式後，逾十名合資格婦女即場接受由乳健中心提供的臨床乳房檢查，高永文局長亦與本會代表進行交流。

有關「免費乳健檢查」計劃於今年8月及9月期間推行，由本會安排專業醫護人士到民建聯位於全港十八區的辦事處，為合資格的低收入婦女提供免費乳健講座、臨床檢查及乳房X光造影檢查。

► 啟動禮當日，共有逾五十名來賓出席，當中約十名低收入婦女即場接受免費乳健檢查服務。

The ceremony was attended by over 50 guests and more than 10 eligible women undertook breast screening at the BHC.

The Women Affairs Committee of The Democratic Alliance for the Betterment and Progress of Hong Kong (DAB) has initiated a Hong Kong-wide breast health awareness programme and has teamed up with the HKBCF's Breast Health Centre (BHC) to offer financially disadvantaged women (who meet an eligibility test) from all 18 districts in Hong Kong free breast examination and mammography screening.

This programme is aimed at raising breast health awareness within the community as well as facilitating access to screening for early detection of breast cancer for those women in need but without the resources to pay for breast screening.

The kick-off ceremony for this programme was held on Sunday 4 August at the BHC. Officiating guests included Dr Ko Wing-man – Secretary for Food and Health, Dr Elizabeth Quat – Legislative Councilor and Chairman of DAB Women Affairs Committee and Dr Polly Cheung – Founder of the HKBCF. The ceremony was attended by local media and supporters of the HKBCF. After the official proceedings more than 10 eligible women undertook breast screening at the BHC whilst Dr Ko engaged with the representatives of the HKBCF.

Throughout the months of August and September nurses from the BHC visited the DAB offices in all 18 districts in Hong Kong to conduct free breast health education talks as well as clinical breast examinations. Eligible applicants received free mammography screening.





▲ 國際鋼琴家薩考爾博士聯同香港愛樂樂團的精湛演出，獲得觀眾熱烈的掌聲。

Dr. Uriel Tsachor and the SAR Philharmonic Orchestra's wonderful performance was followed by a burst of applause.

ACTION 03

香港愛樂團攜手舉辦 「乳你同行音樂會」 Charity Concert for Hong Kong Breast Cancer Foundation – presented by the SAR Philharmonic

承蒙 香港愛樂團三度支持，於6月23日與香港乳癌基金會攜手舉辦慈善活動「乳你同行音樂會」，為本會籌款之餘，也藉此答謝各贊助商、善長人翁、合作伙伴、義工及會員一直以來對本會的鼎力支持，合力宣揚乳房健康的訊息。

是次音樂會更有幸邀得國際著名的施坦威鋼琴家薩考爾博士聯同香港愛樂團合作演出，透過譜奏貝多芬和孟德爾遜的作品，為台下逾2,000觀眾送上充滿澎湃、熱情和激昂的古典音樂，共度一個迷人的晚上。

在此，我們衷心感謝香港愛樂團和薩考爾博士無私的奉獻和熱情慷慨的精神，支持本會的工作，令社會各界受惠。

On 23 June the SAR Philharmonic presented the "Charity Concert for Hong Kong Breast Cancer Foundation", to provide not just a fundraising opportunity but also a donor recognition opportunity for the HKBCF.

The concert featured world renowned and award winning concert pianist Dr Uriel Tsachor, who is also a "Steinway Artist", performing pieces by Beethoven and Mendelssohn as well as the talents of the SAR Philharmonic Orchestra. Over 2,000 HKBCF friends and supporters enjoyed an evening of magical classical music.

Our thanks go to the SAR Philharmonic and Dr Uriel Tsachor for their generosity and passion in supporting the HKBCF's services to benefit the local community.

ACTION 04

香港電台《美麗人生》專訪系列

RTHK "It's a beautiful life" interview series

在剛過去的夏天，香港乳癌基金會接受香港電台普通話台 (AM621) 節目《美麗人生》邀請，進行一系列專題訪問，並已於6月16日至8月11日期間播出，受訪者包括本會主席霍何綺華女士、理事會成員熊維嘉醫生、服務總監馮月貞女士及本會大使薛家燕女士。

訪問內容包括本會服務介紹、乳健中心的理念、乳癌的成因、治療及預防方法、乳癌康復者對抗乳癌的心路歷程，以及如何保持健康和美麗的生活。

如欲重溫節目內容，可瀏覽香港電台網站：

<http://programme.rthk.hk/channel/radio/programme.php?name=pth/meilirensheg&p=5636>

From 16 June to 11 August the RTHK putonghua radio station AM621 broadcast a series of interviews relating to the HKBCF. Interviewees include our Chairman Mrs Eliza Fok, our Council member Dr Hung Wai Ka, our Services Director Ms Wendy Fung and our Ambassador Ms Nancy Sit.



▲ 薛家燕女士以本會大使身份接受港台主持劉羽威女士訪問。

Ms Nancy Sit, HKBCF Ambassador interviewed by Pauline Lau, the Producer and Presenter of RTHK.

Topics covered include the services offered by the HKBCF and its Breast Health Centre; causes, treatment and prevention of breast cancer; breast cancer survivorship; dealing with breast cancer; and how to maintain a healthy and beautiful life.

Aired interviews can be accessed on the RTHK website at the following link:

<http://programme.rthk.hk/channel/radio/programme.php?name=pth/meilirensheg&p=5636>

► 馮月貞女士 (前排右三) 及張春好女士 (前排左三) 代表本會出席於泰國曼谷舉辦的擴散性乳癌倡議論壇。

On behalf of the HKBCF, Ms Wendy Fung (3rd from right, front row) and Doris Cheung (3rd from left, front row) attended the Advocacy Forum on Advanced Breast Cancer in Bangkok, Thailand.

ACTION 05

參與曼谷 擴散性乳癌倡議論壇 Participation in Advocacy Forum on Advanced Breast Cancer in Bangkok

香港乳癌基金會服務總監馮月貞女士及高級健康服務主任張春好女士於今年 6 月 29 至 30 日期間，代表本會前赴泰國曼谷出席擴散性乳癌倡議論壇，就如何支援擴散性乳癌患者方面互相交流，並獲得世界各地不少發展成熟的乳癌機構分享其極具前瞻性的見解，可謂獲益良多。

是次論壇主要針對一項最近發布的國際性調查報告，該調查集中探討擴散性乳癌患者的關注和支援，參與是次調查的受訪者當中，有 52 名為本會會員，有關調查結果為世界各地的乳癌組織提供不少寶貴的意見和資訊，也啟發我們更深入了解這群被忽略的乳癌患者，更確切明白她們所需的身心支援服務，成果實在令人鼓舞。

知識就是力量

另一方面，在論壇上與會者也提出連串建議，以提高公眾對擴散性乳癌的關注。

經過為期兩天的論壇上所見所聞，本會認為必須定立一個全面的發展計劃，為擴散性乳癌患者提供身心支援服務，包括舒緩護理、家居護理、心理輔導、哀傷輔導，以及改善醫生與病人之間的溝通技巧，以實踐本會一直以來倡議改善本港乳癌防控和醫護方案的重要使命。

知識就是力量，本會將繼續致力推行公眾教育，以及令更多乳癌康復者了解擴散性乳癌的問題和影響。當女性能好好掌握有關資訊，正正就是戰勝乳癌的重要關鍵。



The HKBCF Service Director, Ms Wendy Fung, and Senior Health Service Officer, Ms Doris Cheung, attended the Advocacy Forum on Advanced Breast Cancer in Bangkok, Thailand from 29-30 June 2013. The event provided a good opportunity to share and gain insights from well developed breast care organizations from several countries providing support to Advanced Breast Cancer patients.

The two-day meeting was inspiring as the results of a multinational survey on the focus and care currently extended to Advanced Breast Cancer patients provided valuable insights and information on the unmet needs of this group of patients. Interestingly, 52 interviewees participating in the survey were members of the HKBCF which is a great encouragement to our efforts to move forward in this field of development.

Knowledge is Power

This advocacy forum gave rise to a number of suggestions to enhance public awareness of Advanced Breast Cancer.

Based on the information, insights and experiences shared during this two-day meeting it is clear that a development plan for Advanced Breast Cancer towards the provision of psychological and physical support such as palliative care, home care, counseling, bereavement care and communication improvement between doctors and these patients is important in the HKBCF's continued mission to advocate for better breast cancer care in Hong Kong.

Public education as well as breast cancer survivors' education on issues and impacts of Advanced Breast Cancer should also be improved. Empowering women through knowledge is imperative in the successful fight against breast cancer.



ACTION 06

▲ 舞蹈治療工作坊最受參加者歡迎，眾人都放鬆心情，盡情投入。

Participants most enjoyed the dance therapy as they could let go of inhibitions.

「善待自己」—— 亮麗人生日營 2013 Brighten Up Your Life – HKBCF Survivors' Camp 2013

今年的「善待自己」- 亮麗人生日營已於2013年5月23日完滿結束。會後我們向近百名參加者進行問卷調查，收集了不少寶貴的意見，當中以舞蹈治療工作坊及足部按摩工作坊最受歡迎，主要因為舞蹈能讓人放鬆心情，重拾活力，而足部按摩則有助調節身體健康。

至於日營能否有助了解及感受到「善待自己」的好處和重要性，超過九成參加者均認為有幫助，並於問卷中留下不少正面回應：「非常開心，開始踏入另一積極人生」、「令自己與其他戰友更加親近」、「身心得以舒暢」等。

是次日營參加者都十分享受這個充滿情感交流和分享的一天，實在令本會感到相當鼓舞。我們抱著期待和歡欣的心情，期望明年再見！

This year's "Brighten Up Your Life" breast cancer survivors' camp was concluded on 23 May. The HKBCF sent a questionnaire to all the participants after the event and received very valuable feedback.

The activities most enjoyed during the camp included dance therapy - as it enabled the participants to let go of inhibitions and engage in an energetic session, as well as reflexology as it promotes improvement of general health and wellbeing. More than 90% of the participants agreed that this year's camp met the objective of helping them focus on "Care for Self".

In addition we received plenty of positive comments from respondents on their experiences during the survivors' camp:

"I am so very happy to be entering this new stage in my life"

"I felt a sense of camaraderie and closeness with fellow breast cancer fighters"

"I was able to gain emotional and physical comfort and wellbeing from the camp"

Participants in the camp all enjoyed a wonderful day of bonding and sharing. We look forward to welcoming you to next year's camp!

ACTION 07

健活麗人生音樂會 Pink Ribbon Concert

為支持香港乳癌基金會發起的「乳癌康復月」，香港韓人女性會於今年5月與本會合辦「健活麗人生音樂會」。通過門票的出售和企業贊助商的慷慨支持，為基金會籌得近1,200萬港元的善款。衷心感謝以下贊助商：

As the launch event of the HKBCF's "Breast Cancer Survivorship Month", the Pink Ribbon Concert was co-organised with the Korean Women's Association of Hong Kong in May. Almost HK\$1.2 million was raised through ticket sales and the generous support of our corporate sponsors. Special thanks go to:

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乳健同行2013

Pink Walk for Breast Health 2013

星期日 Sunday 20. 10. 2013 上午8:15am—下午1:00pm

港島山頂 The Peak, Hong Kong Island

網上報名 Join Now: www.hkbcf.org/pinkwalk

截止報名日期 Enrolment Deadline: 11. 10. 2013



毛舜筠 Teresa Mo
乳健中心大使



廖碧兒 Bernice Liu
香港乳癌基金會大使



薛家燕 Nancy Sit
乳健同行2013愛心大使

報名優惠 Incentive

預早報名及繳款人士將可獲贈精美禮品乙份。(先到先得)

Submit your enrolment form and donations early to receive a special commemorative gift. First come, first served, while stocks last!

查詢電話 Enquiries

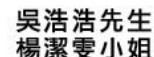
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是次步行籌款活動收益，將用作支持本會推廣乳健教育、患者支援、乳癌研究及倡議工作，以消滅本地乳癌的威脅。
Funds raised from this walkathon will support the Hong Kong Breast Cancer Foundation's dedicated work to eliminate the threat of breast cancer through education, patient support services and research based advocacy.

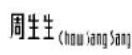
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包容和相伴 是最好的鼓勵

Acceptance and companionship
are the best encouragement

李冠夷

Lee Koon Yee

在香港乳癌基金會中，平日出入的幾乎清一色是女性，男性可謂是稀有動物。但每逢星期三下午，總會看見笑容滿面的李冠夷與太太手挽手出現，為基金會轄下「家人支援小組」擔任義工，以「同路人」身份與乳癌患者的親友分享經驗。

回想零九年十月下旬，當李冠夷得悉太太確診患有乳癌二期，頓時令他驚惶失措：「幾十年來，我的衣食住行都依賴她，沒有她，我怎麼辦？」幸好冷靜過後，剛退休的李冠夷選擇放下惶恐，全天候陪伴太太走過艱苦的療程，並支持太太接納醫生建議，接受切除乳房手術，義無反顧充當她的照顧者。

「我從沒想過由其他人照顧她！夫婦之間沒有秘密，也沒什麼好尷尬，任何事都可以宣之於口，反而其他親人會隔了一重，畢竟有自己的家庭和生活。我是唯一和她一起走下去的人，可以一同面對困難，計劃將來。」

手術過後，李太需接受化療和電療，以及服用為期五年的口服荷爾蒙藥物，當中最難捱是化療期間，太太情緒也頗為波動，令李冠夷憂心不已。

Most of the visitors to the Hong Kong Breast Cancer Foundation on a daily basis are women. Men are few and far between. But each Wednesday afternoon you will see the bright smile of Mr Lee Koon Yee arriving at the HKBCF, hand in hand with his wife to volunteer their time and share their personal experiences with breast cancer at one of the family peer support sessions conducted by the HKBCF Support Service.

Mr Lee's wife was diagnosed with Stage 2 breast cancer at the end of October 2009. Shock and bewilderment were his initial reactions when he found out.

"For the past few decades I had relied on my wife to take care of me. If I was to lose her, what would I do?"

It took some time to find calm after the news but eventually the recently retired Mr Lee decided to put aside his own fears and dedicate himself to accompanying his beloved wife on every step of her difficult breast cancer treatment journey. He even encouraged his wife to accept her doctor's recommendation to undergo a mastectomy and wholeheartedly assumed the role of her caregiver.

"I never considered for a moment that anyone else should look after her. There are no secrets between a husband and wife, and nothing that is too embarrassing to discuss or help with. Sure, relatives may want to help but there is not that same level of intimacy, on top of which they have their own lives and their own families to take care of. I am the one who has committed to her on this journey of life and the one to accompany her on this breast cancer detour, to face the challenges and plan our future together."

After her mastectomy Mr Lee's wife underwent chemotherapy and radiotherapy as well as commenced a 5-year course of hormone therapy medication. Of all the treatments the side effects of the chemotherapy were the hardest to manage. Mr Lee watched as his wife suffered volatile mood swings, which concerned him greatly.

"One time, close to the Chinese New Year and during our son's birthday, my wife couldn't stop crying. She was worried she wouldn't live to see the new lunar year. I didn't know what to do. Eventually I brought her to the hospital so the doctors and nurses could help comfort her."

▲ 得到丈夫李冠夷的愛護和照顧，太太目前已經康復，閒時兩口子結伴到本會做義工，相當恩愛。

Mr Lee and his wife share an even stronger love after fighting breast cancer together. The couple regularly volunteer at the HKBCF.





「最記得臨近農曆新年，剛好兒子生日，她哭過不停，怕自己過不了年關。當時我無從入手，只好帶她到醫院留院，讓醫生和護士安慰她。」

讓患者坦然抒發感受

眼見太太情緒低落，李冠夷縱是難過，但仍落力為她打氣：「霉氣都過了，接著來的都會是好事。心內有陽光，凡事樂觀就行了！」就在醫院期間，他接觸香港乳癌基金會的單張，遂鼓勵太太參加基金會豁下的病人支援小組。太太得到同路人互相扶持，情緒明顯改善，李冠夷也因而有所反思。

「也許我太太男人，每當太太流露一些負面情緒，我總是制止她，不許她多想，以為這樣是對她最好。但主持小組的姑娘教我要讓病人表達自己的想法，令我慢慢改變，讓她坦然表達感受，並會帶她到公園或商場逛逛，沖淡負面情緒。」

隨著太太踏上康復之路，李冠夷不時到基金會做義工，發現大部分都是患者的母親或姐妹陪伴前來，鮮有丈夫同行。他寄語男士們應多陪伴患病的太太，令康復過程更加到位。「丈夫的角色很重要，當你陪伴妻子參與療程時，更可了解須注意的細節。有些人認為照顧太太日常生活，包括清理衛生事宜會感到尷尬，其實回想平日都是太太照顧自己的起居，是時候回饋太太，陪她走過抗癌的每一段路。」

作為照顧者的過來人，李冠夷提醒照顧者要因應病人的變化而作出磨合。

「有時身邊最親密的人會過度緊張，這對病者毫無幫助，反而令她們更憂慮。事實上只要經常給予小小的慰問，例如拍拍她們的手，或者包容她們因患病而變得情緒起伏，就已經是對她們最大的支持和鼓勵。」

◀ 太太患病時，李冠夷全天候陪伴在側，並學會讓太太坦然抒發感受。

Mr Lee dedicated himself to accompanying his beloved wife on every step of her breast cancer treatment journey and learnt the importance of listening and empathy.

Open and honest expression is a gift

Watching his wife suffer such emotional ups and downs broke Mr Lee's heart, but he stayed strong for his wife and continued to provide her with support and encouragement throughout her treatment.

"I felt that the worst had already passed, whatever comes our way after that must be better than what has come and gone before. If we feel the sunshine in our hearts, we can be optimistic about the future."

During one of their many visits to the hospital Mr Lee came across a HKBCF pamphlet. Upon reading about the HKBCF's services, Mr Lee encouraged his wife to join the patient peer support group. After a few sessions and as a result of meeting with and receiving peer support from other breast cancer survivors, Mr Lee started to see some improvement in his wife's emotional state. This gave him some cause for reflection.

"Thinking back I realized how wrong I had been. Each time my wife felt sad or shed a tear I was quick to stop her, telling her not to dwell on the negative and instead think positive. I thought I was being helpful. During one of the peer support groups the nurse taught me that it is important to let breast cancer patients express exactly how they are feeling, to listen and to empathise. Over time I was able to adjust my behavior and reactions, I even started to encourage my wife to express her feelings. When she was feeling particularly negative or down I would take her to the park for a stroll, or to the shopping mall just to get out of the house, get some space, and help divert her focus from the negativity."

As his wife moves into breast cancer survivorship the couple continues to regularly volunteer at the HKBCF. Mr Lee has noticed that in a majority of instances it is the mothers and sisters of breast cancer patients that accompany them to their sessions at the HKBCF, but very few husbands. Mr Lee encourages men to become more involved in their wife's treatment and breast cancer journey as it makes the recovery so much more meaningful.

"Husbands have a really important role to play. As you accompany your wife to her treatments you become aware of the small details that make a difference. Many men may think that taking care of their wife's daily needs, including hygiene related needs, is embarrassing but we need to all remember how well our wife has taken care of us over the years. To accompany our other halves on their fight against breast cancer is an opportunity for us to care for them and to give back for all those years they cared for us."

As a caregiver Mr Lee urges other caregivers to be flexible according to their partner's needs.

"Sometimes those closest to the patient are overly anxious. This doesn't help, and often creates more stress for the patient. In reality, small but regular caring gestures – a pat on the hand, or unconditional acceptance of their emotional highs and lows during this difficult time – are the most meaningful forms of encouragement."

雅詩蘭黛集團—美麗以外

The Estée Lauder Companies – Beyond beauty

作為世界著名化妝品牌，雅詩蘭黛集團的產品被不少女性視為保持美麗的恩物。但美麗以外，雅詩蘭黛集團多年來一直致力關注乳癌的熱誠和決心，相信未必為人所知。

As a world-renowned cosmetic brand, The Estée Lauder Companies' products are recognised as beauty essentials to many women. What is perhaps not as well known is the Estée Lauder Companies' commitment to the breast cancer awareness cause.

關注乳癌運動

早於 1992 年，雅詩蘭黛集團高級企業副總裁 Evelyn H. Lauder 女士已創辦「關注乳癌運動」，致力透過教育和醫學研究對抗乳癌，只因她也是過來人，於八十年代末患上乳癌。同時她亦發起粉紅絲帶運動，至今已成為全球公認對抗乳癌威脅的標誌。

Evelyn H. Lauder 女士更於 1993 年一手創立乳癌研究基金會 (The Breast Cancer Research Foundation)，迄今已為全球乳癌研究項目籌得超過 4.5 億美元。今年「關注乳癌運動」的全新主題為「一起戰勝乳癌，團結使我們更強大」，呼喚大家不單關注乳癌，還要身體力行，凝聚更強大的力量戰勝乳癌。

雅詩蘭黛集團執行主席 William P. Lauder 表示：「回顧過去 20 年，『關注乳癌運動』致力宣揚關注乳癌的訊息，並取得顯著的成效。即使乳癌患者面對恐懼，但只要懷著希望和自我激勵，也能將恐懼消除。對我們而言，今年是重要的一年，我們鼓勵大家除關注乳癌之外，亦應採取行動，才可挽回更多生命。我的母親 Evelyn H. Lauder 相信沒有人可以單獨戰勝乳癌，這正是『關注乳癌運動』的核心精神，希望帶領全球各地的人合力對抗乳癌。」



▲ 雅詩蘭黛集團發起「關注乳癌運動」逾二十年，雅詩蘭黛香港區董事總經理黃浩鏞早前舉辦慶祝活動。

Kenneth Wong, Managing Director of Estée Lauder (H-K) celebrating 20 years of the ELC Breast Cancer Awareness Campaign.

Breast Cancer Awareness Campaign

Estée Lauder Companies (ELC) established their "Breast Cancer Awareness Campaign" (BCA Campaign) over 20 years ago. Devoted to defeating breast cancer through education and medical research, the BCA Campaign was launched by the late Mrs Evelyn H. Lauder after her personal experience with breast cancer in the late eighties. In fact, around the same time Mrs Lauder also co-created the Pink Ribbon - today a universally recognized symbol of the global fight against the threat of breast cancer.

The Breast Cancer Research Foundation (BCRF) was also founded by Mrs Lauder in 1993, and has raised over US\$450 million to date towards breast cancer research projects worldwide. This year, the theme of this global Campaign, "Let's Defeat Breast Cancer. We're Stronger Together", is a call-to-action that will serve to shift public focus from awareness to increased action.

William P. Lauder, Executive Chairman of The Estée Lauder Companies stated, "Over the past twenty years, The BCA Campaign has made significant progress in bringing awareness to breast cancer and the fear that once surrounded the disease is being replaced by hope and inspiration. This year, we feel it is vitally important that we encourage people to move beyond awareness by taking actions that we know can help save lives. My mother, Evelyn H. Lauder, believed that no one can defeat breast cancer alone - this spirit of unity is at the heart of our Campaign as we bring people together across the globe to defeat this disease."

Inspiring staff commitment to the breast cancer awareness cause

Equally inspiring are the commitment and efforts of staff of ELC around the world. Together they have raised more than US\$38 million towards breast

激勵員工承諾關注乳癌

更令人振奮的是，全球雅詩蘭黛集團員工同樣為關注乳癌慈善作出承諾及努力。他們已為乳癌研究基金會籌得超過 3800 萬美元，及派發逾 100 萬條粉紅絲帶，以提高公眾對乳癌的認識。

在本港，雅詩蘭黛集團多年來是香港乳癌基金會的忠實支持者，不僅是我們籌款活動的贊助商，更積極參與我們每年十月的盛事「乳健同行」步行籌款活動，每年均有大批員工願意奉獻自己的私人時間和精力，身體力行支持，如去年便組織了 170 名員工參加，並連續三年成為最踴躍參與隊伍。

「正如我們的創辦人 Evelyn H. Lauder 所言：『每一個女性都可以是美麗』，而美麗源自健康，因此我們很樂意支持香港乳癌基金會極富意義的工作，並希望透過參與『乳健同行』，提高本地市民對乳房健康的關注。」雅詩蘭黛集團香港區董事總經理黃浩鏞說。

共同創造沒有乳癌的未來

香港乳癌基金會很榮幸能與雅詩蘭黛集團成為粉紅絲帶夥伴，彼此以共同的目標攜手合作，通過教育及研究消除乳癌的威脅。由今年 9 月 28 日至 10 月 4 日期間，雅詩蘭黛集團將聯同女性時尚雜誌《Cosmopolitan》於金鐘太古廣場舉行慈善攝影展，所有展覽作品均由星級造型師 Alvin Goh 先生及一眾善心名人合力籌備。雅詩蘭黛集團承諾將透過活動為本會籌款港幣 80 萬元，以支持本會關注乳癌及支援的工作。

cancer research and distributed millions of Pink Ribbons to raise breast cancer awareness.

In Hong Kong, ELC has been an avid and regular supporter of the Hong Kong

Breast Cancer Foundation (HKBCF) for many years now, not just through sponsorship of various fundraising efforts but also through participation in the HKBCF's annual signature event the Pink Walk for Breast Health. Each year ELC is well represented by a large group of colleagues who dedicate their time and effort to take part in the Pink Walk. 170 participants from ELC joined the walk last year and won the highest participation award for the third year.

"Like our founder Mrs. Lauder said 'every woman can be beautiful' and the foundation of beauty begins with good health. We are delighted to support HKBCF in their meaningful work and through the Pink Walk, further enhance the local community's awareness in breast health" says Kenneth Wong, Managing Director of Estée Lauder (HK) Limited.

Working together towards a future free of breast cancer

The HKBCF is excited to work with Pink Ribbon Partners like the ELC here in Hong Kong, encouraged by the synergies and shared objectives of eliminating the threat of breast cancer through education and research.

From 28 September to 4 October, ELC and Cosmopolitan will organize a Charity Photo Exhibition supported by the star stylist, Alvin Goh and a number of devoting celebrities at Pacific Place. Through this event, ELC is committed to raising HK\$800,000 to support the HKBCF's breast cancer research, education and medical services offered to our local citizens.



▲ 去年雅詩蘭黛集團組成團隊，召集了 170 名員工參與「乳健同行」，反應熱烈。

170 participants from the ELC joined the Pink Walk for Breast Health in 2012.



▲ 本會副主席周錦華女士聯同著名女星吳君如女士及 Giordano Ladies 品牌經理郭志枚女士（左至右）為慈善時裝展揭開序幕。
(From left to right) Ms Brenda Chow, HKBCF Vice-Chairman, Ms Sandra Ng, Actress and Ms Dorothy Kwok, Giordano Ladies Brand Manager, officiated the kickoff ceremony.

Giordano Ladies

Giordano Ladies 於 2013 年 8 月 1 日舉行慈善時裝展，為其 2013 年秋冬系列揭開序幕的同時，也支持香港乳癌基金會的工作。Giordano Ladies 特別與本會合辦一項名為「Seeding Love」的慈善企劃，設計兩款限量版慈善 Love Tee 於全線專門店進行義賣，每件換購價為港幣 50 元。而因應是次活動限量推出的 Pink Label 系列，部分所得的零售收益亦將捐予本會作慈善用途。

Giordano Ladies hosted an exclusive charity fashion show to kick off its Fall/Winter 2013 collection on 1 August 2013 in support of the HKBCF. A specially designed "Seeding Love" campaign t-shirt (HK\$50 each) is being sold at all Giordano Ladies outlets, and partial proceeds of the Pink Label Collection will be donated to the HKBCF.

黃廷方慈善基金有限公司

Ng Teng Fong Charitable Foundation Limited

黃廷方慈善基金有限公司慷慨捐款 10 萬元予香港乳癌基金會，以支持本會提供的患者支援服務和有關乳癌研究及倡議的工作。由王葛鳴博士主持的支票頒贈儀式已於 2013 年 7 月 11 日舉行。

Ng Teng Fong Charitable Foundation Limited has generously donated \$100,000 to support our work on patient support services and local breast cancer research and advocacy. A cheque presentation ceremony graced by Dr Rosanna Yick-ming Wong, DBE, JP, was held on 11 July 2013.



Chocola BB

日本人氣美肌營養補充飲品 Chocola BB，將由 2013 年 8 月至 2014 年 7 月成為粉紅絲帶夥伴。Eisai (香港) 將從每 10 瓶 Chocola BB Drink bit 的零售收益中撥捐港幣 3 元予本會，作為對本會推廣乳健教育的支持。

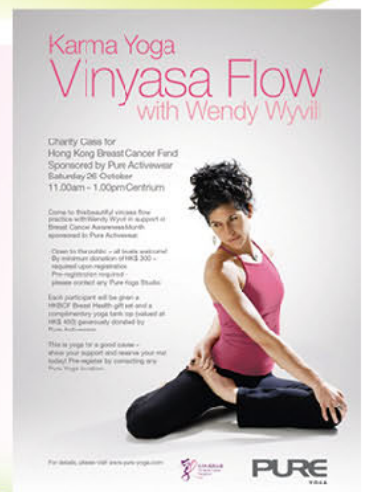
Chocola BB, one of the leading beauty nutritional drink series in Japan, participates as a Pink Ribbon partner from Aug 2013 – July 2014. Eisai Hong Kong will donate HK\$3 from the retail sale of each Chocola BB Drink bit 10-bottle sales pack to support the HKBCF's continued meaningful work in breast health education.

Chocola
BB
Drink bit

Pure Yoga

Pure Yoga 已連續第六年舉辦慈善瑜伽班支持每年十月的乳癌關注月。今年的慈善瑜伽班將於 10 月 26 日上午 11 時至下午 1 時舉行，每名參與者將獲贈一個由香港乳癌基金會製作的乳房健康教育教材和瑜伽背心，參加者籌集的善款將捐予本會作慈善用途。

For the 6th consecutive year, Pure Yoga is hosting a charity yoga class in support of breast cancer awareness month. This year the class will be held on 26 October, 11:00 am – 1:00 pm. Each participant will be given a HKBCF breast health education kit and a complimentary yoga tank top. Donations collected from participants will go to the HKBCF.



「粉紅絲帶夥伴」為承諾捐款港幣 20,000 元或以上的機構/人士。歡迎公司/團體洽談任何贊助或合作機會，向顧客及普羅大眾帶出乳房健康訊息。

查詢「粉紅絲帶夥伴」計劃詳情，請致電 2525 6033 或電郵 info@hkbcf.org

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Pink Ribbon Partners are supporters who pledge to give a minimum donation of HK\$ 20,000 raised from their events or sale activities. We are always happy to discuss with corporations about possible sponsorships, partnerships and opportunities. For enquiries about our "Pink Ribbon Partner" programme, please contact us on 2525 6033 or info@hkbcf.org

We do not endorse or promote any products, services or information provided by our partners in these activities. We encourage consumers to ask critical questions before buying products/services supporting breast cancer.

鳴謝 THANK YOU

多謝以下熱心人士在 2013 年 6 月至 8 月的義務幫忙

Thanks to our volunteers who helped us out
(June – Aug 2013)

Alice Ho Yuet Ming
Amy Yeung Tai Yee
Annie Woon
Angela Ching Pui Fun
Anita Wong Wai King
Bernetta Li
Candace Ho Nga Sze
Candy Kuan U Nong
Carol Choi Lai King
Cecilia Ho Oi Chu
Cheung Bo Lee
Ching Pui Sze
Chiu Wing Tung
Chung Wing Yee
Connie Hui Pui Yin
Connie Mak Lai Sheung
Cordelia Lam
Dr Danny Wong
Dr Hung Wai Ka
Dr Kwan Wing Hong
Dr Roland Leung
Dr Vincy Lai Wing Sze
Elaine Shum Yuen Ming
Gloria Chan
Hilda Tong Mei Lin
Ivy Wong Sui Ching
Jackson Yeung Kit Sing
Janice Chan Kwai Ling
Julianna Mak Wai Bing
Kamaruddin Rani
Karen Tam
Karita Wong Chon Meng
Karmen Yau Ka Man
Lam Sze Man
Lee Koon Yee

Leung Shuk Chun
Lim Chui Ching
Louise Luk Winsem
Manda Ng Wai Yan
Margaret Poon Shui Fun
Mimi Wong Mei May
Natalie Lee
Ng Wai Han
Olivia Chow Siu Kwan
Peggy Lau Pik Ki
Polly Leung Yuk Ching
Priyal Shah
Regina Lee Yuet Wah
Rosa Fong Wai Ching
Rosa Sung Fong Yu
Rosa Wong Fung Chun
Sharon Cheng
Shiu Wan Heung
Shum Wai Chu
Stephanie Leung
Szeto Man Yee
Tami Chi Kin
Teresa Tam Lai Ming
Teresa Wong Kim Ling
Vivian Lee Wai Kwan
Woo Yin Hing
王慈慈
林欣穎
李曉京
何詠詩
易美珍
何法邦
湯惠嵐

曾捐贈港幣 20,000 元或
以上的機構及個人

Organisations and individuals donating HK\$20,000 or above

Angel Face Beauty Creations (International) Limited
Associated International Hotels Limited
Bonlux (Asia) Ltd
Chan Chan Yuet Wah
Chan Yan Ling Joanne
Chinese Essence Medical Group Limited
Chow Sang Sang Jewellery Co., Ltd.
CLP Power Hong Kong Ltd
Dr Choi Lai Yin Catherine
Dr Wong Chun Kuen
Eisai (Hong Kong) Company Limited
Fook Yuan Han Co Ltd
Fortress
GlaxoSmithKline Limited
Gold Vantage Trading Limited
Harvest SCP Group Company Limited
Hong Kong Sanatorium & Hospital
In Express Limited
JG Hong Kong Limited
Lin Miu Chun
Loretta Lui
Ng Teng Fong Charitable Foundation Limited
Novartis Pharmaceuticals (HK) Ltd
PARKnSHOP
Pfizer Corporation Hong Kong Limited
Pink Ladies
Plaza Premium Lounge Management Ltd
Richemont Asia Pacific Limited
Roche Hong Kong Limited
Samsung Electronics HK Co Ltd
Tai Hung Fai Charitable Foundation Limited
Tam Wai Chu Maria
The Community Chest of Hong Kong
The English Schools Foundation - King George V School
The Hong Kong Ophthalmic Associates
The Ritz-Carlton Hong Kong
Victorinox HK Limited
Wacoal Hong Kong Company Limited
Watsons
Wong's Kong King (Int'l) Holdings Ltd
Yeung Kit Man & Ng Ho Ho



Thank you



活動日誌 HKBCF EVENT CALENDAR

2013 年 9 月 - 2013 年 11 月 September 2013 to November 2013

2013.09.14 星期六 (Sat)

義工起動日

本會介紹、義工經驗分享、義工須知和未來服務機會等。

對象：於今年內登記成為本會義工的人士

時間：上午 10 時至下午 12 時 30 分

地點：香港乳癌基金會 21 樓

Volunteer Initiation Day

Learn more about the HKBCF, experience sharing by current volunteers, volunteer opportunities as well as rules and regulations

Target Audience: Those who have registered as volunteers in 2013

Time: 10:00am to 12:30pm

Venue: HKBCF 21/F

01

2013.09.21 星期六 (Sat)

「食出『營』煮意」講座

介紹如何煮得健康，吃得有營養。

時間：下午 2 時 15 分至 4 時

地點：香港乳癌基金會 21 樓

講者：許綺賢女士（註冊營養師）

Cook Well, Eat Well – healthy cooking methods for highly nutritious meals

An introduction to how to cook healthy to retain nutrition in food.

Time: 2:15pm to 4:00pm

Venue: HKBCF 21/F

Speaker: Ms Selina Khor (Registered Dietitian)

02

2013.09.29 星期日 (Sun)

《香港乳癌資料庫第五號報告》 新聞發布會

發表香港乳癌資料庫最新研究報告，公布 9,800 多名乳癌患者及康復者的數據分析。

時間：下午 2 時 30 分至 3 時 30 分

地點：香港乳癌基金會 21 樓

講者：張淑儀醫生（香港乳癌資料庫督導委員會主席）

李沛基醫生（香港乳癌資料庫督導委員會成員）

霍何綺華女士（香港乳癌基金會主席）

Hong Kong Breast Cancer Registry Report No. 5 Press Conference

The Hong Kong Breast Cancer Registry Report No.5 will be released. The report contains analysis of data collected from over 9,800 local breast cancer patients and survivors.

Time: 2:30pm to 3:30pm

Venue: HKBCF 21/F

Speakers: Dr Polly Cheung (Hong Kong Breast Cancer Registry Steering Committee Chairman)

Dr Lawrence Li (Hong Kong Breast Cancer Registry Steering Committee Member)

Mrs Eliza Fok (Chairman, Hong Kong Breast Cancer Foundation)

03

2013.10.20 星期日 (Sun)

「乳健同行 2013」 步行籌款

本會一年一度舉行的步行籌款活動，您的每一步的參與和支持，都有助本會邁向日標，消滅乳癌對社會的威脅。

活動時間：早上 8 時 15 分至下午 1 時

典禮時間：早上 10 時至早上 10 時 30 分

集合地點：港島山頂道花園

查詢：31437313 / 31437311

網上報名及捐款：<http://www.hkbcf.org/pinkwalk>

Pink Walk for Breast Health 2013

This year's Pink Walk for Breast Health is fast approaching! Your participation and support are important and enable us to continue our work to eliminate the threat of breast cancer to the local community.

Event Time: 8:15am to 1:00pm

Officiating Ceremony: 10:00am to 10:30am

Assembly place: Peak Road Garden

Enquiries: 31437313 / 31437311

Online Enrolment and Donation: <http://www.hkbcf.org/pinkwalk>

04

2013.11

「乳癌食療新篇與穴位 調理」講座

介紹如何以食療改善體質及以穴位按摩調理身體

日期及時間：密切留意

地點：香港乳癌基金會 21 樓

講者：崔紹漢博士（香港註冊中醫師）

Chinese Medicine, Diet and Acupoint treatment for Breast Cancer Patients

The use of Chinese Medicine, diet and acupoint to enhance health condition.

Date and Time: To be confirmed

Venue: HKBCF 21/F

Speaker: Dr Chui Shiu Hon (Registered Chinese Practitioner, Hong Kong)

05

捐款表格 Donation Form

我願意捐款支持「香港乳癌基金會」：

I would like to make a donation to support the Hong Kong Breast Cancer Foundation.

(請在適用空格填上 Please ✓ the appropriate boxes)

☐ 一次過捐款 One-off donation: HK\$ _____

☐ 每月捐款 Monthly donation:

☐ HK\$1,000 ☐ HK\$500 ☐ HK\$300 ☐ HK\$200 ☐ HK\$ _____

捐款者資料 PERSONAL PARTICULARS

中文姓名 _____ (先生 Mr./ 女士 Ms.)

Surname _____ First Name _____ Middle Name _____

電話 Tel _____ 傳真 Fax _____

地址 Address _____

電郵 Email _____

如收據抬頭與上述姓名不同，請註明：

If the name on the receipt is different from the above, please state: _____

通訊語言 Medium of communications:

☐ 中文 ☐ English

捐款方法 DONATION METHOD

1. ☐ 劃線支票 Crossed Cheque
支票抬頭請寫「香港乳癌基金會」Payable to "Hong Kong Breast Cancer Foundation"

2. ☐ 銀行入數 Bank Deposit
請把善款直接存入香港乳癌基金會之匯豐銀行戶口：094-793650-838。請連同存款收據正本；自動櫃員機單據正本寄回。捐款者請保留收據副本。Please make a deposit into the Hong Kong Breast Cancer Foundation's bank account HSBC A/C: 094-793650-838, and send us the original bank payment slip/ ATM slip with this form. Please keep a photocopy of the slip for your own record.

3. ☐ 信用卡 Credit Card

☐ Visa Card ☐ Master Card

持卡人姓名 Cardholder's Name: _____

持卡人簽名 Cardholder's signature: _____

信用卡號碼 Credit Card No.: _____

有效期至 Expiry Date: _____ 月 MM _____ 年 YY

多謝 Thank You!

捐款港幣 100 元以上可獲發免稅收據 (稅局當號 91/7226)。

Donation receipt will be issued for a donation of HK\$100 or above (IRD File no. 91/7226).



香港北角木星街 9 號永昇中心 22 樓
22/F Jupiter Tower, 9 Jupiter Street, North Point, Hong Kong.
T: 25256033 F: 25256233 www.hkbcf.org



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