

HKBCF Launches “Breast Cancer Risk Factors BINGO” Community-based Campaign to Promote Breast Health

(Press Release– 4 September 2015) Hong Kong Breast Cancer Foundation (HKBCF) has launched a new public education campaign the “Breast Cancer Risk Factors BINGO” which calls on women to take actions to lower their breast cancer risk.

Members of the public are encouraged to visit the campaign website (www.hkbcf.org/bingo), to acquire quick facts of breast cancer risk, and play an interactive game to check their breast cancer risk factors. Players will have a chance to win a free breast screening or other prizes. Moreover, the full version of “Breast Cancer Risk Factors BINGO” advertisement starred by Ms. Ivana Wong, HKBCF Breast Health Ambassador is available.

Kwun Tong: A Target Area of Breast Health Education

The launch ceremony of “Breast Cancer Risk Factors BINGO” is held at APM, Kwun Tong today. At the ceremony, **Dr. Polly Cheung, Founder of HKBCF** remarked that the HKBCF is committed to stepping up its public education efforts, riding on the celebration of its 10th year of service in the community. “Breast cancer is an urban disease. Statistics from HKBCF Breast Cancer Registry indicate a number of risk factors including lack of physical exercise, no breast feeding, high level of stress, diet rich in meat and dairy products. These are modifiable risk factors that can be mitigated through lifestyle change. Kwun Tong is among the districts with the highest rate of breast cancer cases diagnosed at advanced stages, and with the lowest awareness level of breast cancer and the importance of breast health. That’s why we choose Kwun Tong as the first stop of the campaign.”

According to HKBCF Breast Cancer Registry’s statistics, less than 20% of the women living in low-income districts such as Kwun Tong and Sham Shui Po receive regular breast cancer screening. Breast cancer patients who are on low-skill jobs or widows are prone to delay seeking medical care even with the onset of symptoms.

Mr. Matthew Cheung Kin-chung, Secretary of Labour and Welfare and officiating guest of the ceremony, endorsed HKBCF’s Free Breast Screening Program, which provides opportunities to women from low-income families to undertake breast screening for free. He said it is everyone’s wish to enjoy good health, lack of financial resource should not be an obstacle in the fight against breast cancer. HKBCF’s

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continuous research and data analysis on local breast cancer cases serve to alert the public to become more breast health aware.

Healthy lifestyle lowers breast cancer risk

Singer-songwriter Ms. Ivana Wong, was invited to be HKBCF Breast Health Ambassador and appear in the advertisement of the “Breast Cancer Risk Factors BINGO” which rolls out across TV, print and online media.

Ivana shared at today’s event that participation in the campaign significantly increased her understanding of breast cancer. “Noone wants ‘**Breast Cancer Risk Factors BINGO**’. I learned that breast cancer is not about luck but has something to do with our lifestyle.”

Ivana confessed that in real life she is sometimes like the ‘homebody’ she acted in the advert – watching TV and having snacks on sofa all day. “But to a certain point, I would stop and go work out.” Ivana’s work schedule is always fully packed, so it is even more important for her to find a way to relax from stress. “Stress is also a risk factor of breast cancer. No matter how busy I am, I’d always squeeze enough time to rest. For instance, listening to music is my favourite leisure activity to release stress.”

HKBCF also invited **Dr. Sharon Chan Wing-wai, Consultant of Department of Surgery cum Clinical Director, Kowloon East Cluster Breast Centre, United Christian Hospital.** and **Dr. Patricia Ip Lai Sheung, Chairman of UNICEF Baby Friendly Hospital Initiative Hong Kong Association**, on stage for a chit-chat session with Ivana. Dr. Chan said that the Kowloon East Cluster Breast Centre was set up in 2008 to provide screening, treatment, support and education for women in the district. Statistics and observations show that promoting regular breast screening is helpful to early detection and treatment of breast cancer. On the other hand Dr. Ip stated that breastfeeding helps to prevent hormonal imbalance in women and lower breast cancer risk.

“Breast Cancer Risk Factors BINGO” roving exhibition & campaign website
www.hkbcf.org/bingo

“Breast Cancer Risk Factors BINGO” exhibition will be touring around multiple shopping malls throughout the territory in the next two months. The campaign aims to enhance public understanding of breast cancer risk factors and the importance of breast health screening, as well as to promote awareness of the breast cancer risk

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assessment and breast screening service offered at the HKBCF Breast Health Centre.

For enquires or booking, please call 3143-7333

(End)

Download Event Photos:

<https://drive.google.com/folderview?id=0B5aeg5FwAMwxYzAwbkpPbWhqV28&usp=sharing>

Photo captions:

1. (from left) Dr Bunny Chan, Chairman of Kwun Tong District Council, Mr. Matthew Cheung, Secretary for Labour and Welfare, Dr Polly Cheung, Founder of Hong Kong Breast Cancer Foundation and Ms Ivana Wong, HKBCF Breast Health Ambassador demonstrate how women can mitigate the risk factors of breast cancer with choice of healthy lifestyle.





2. Ms. Ivana Wong hosted a quiz game to test how much audience get from the TVC on breast cancer risk.



3. Ms. Ivana Wong got tips on lowering breast cancer risk from two doctors.



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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.

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