

Spring | Summer 2016

# INTOUCH 觸覺

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We're expanding our care



癌症基金會  
**CANCERFUND**  
So no one faces cancer alone

[www.cancer-fund.org](http://www.cancer-fund.org)



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Expanding our Community



Dear Friends,

We are very excited to be expanding our services to more people who might otherwise be facing cancer alone. Planning for our new support centre, located in Kwai Chung, is well underway with services expected to commence from October in the lead up to the official launch next year. Thank you to our supporters who have donated so generously to this project, we will keep you updated as developments with this centre continue.

I am sure you would have seen our Colorectal Campaign around Hong Kong. This campaign is more important than ever given colorectal cancer is now, once again, the most common type of cancer in Hong Kong. Our aim is to raise local awareness and provide an important avenue for testing in men and women over 50 years to ensure prevention and early detection.

In this issue we recognise the vital role of caregivers who are often the tireless and unsung heroes for anyone touched by cancer. We know that the support of families and friends in overcoming the challenges cancer brings has a significant impact on a person's wellbeing. This is why we place great import at Cancer Fund on caring for not just patients but their entire family and friends network. We look forward to continuing this support throughout 2016 and beyond.

With love,

**Sally Lo, MBE**  
**Founder and Chief Executive**



# Survivorship

Growing rates of cancer incidences along with better detection methods and improved treatment have resulted in more people than ever surviving cancer. Many people think that a cancer experience is over once curative treatment is complete. In reality, cancer can affect a person's physical, emotional and general quality of life long after treatment is over. This time in a cancer survivor's life is referred to as survivorship.

Whilst the experience is unique for each individual, there are commonalties in the challenges faced by people during life after cancer. Specific issues have emerged as being especially prevalent in survivorship.

**Late Effects** – Side effects from either your cancer or cancer treatment may present at a later time. This could be months or even years after the time of your diagnosis and treatment. As cancer drugs and treatment therapies rapidly evolve, doctors are still monitoring and discovering their long term effects and are continually researching ways to identify and decrease late effects.

**Physical changes** – After cancer, your body may need to learn how to function again or even adapt to different abilities. Often there can be physical signs of cancer such as scarring from surgery, loss of sensation,

skin or hormonal conditions or even missing limbs in the case of an amputation.

**Emotional changes** – Goals, aspirations and life plans can be drastically altered after living with cancer. Coming to terms with surviving a life threatening ordeal and also living with the fear of a relapse can be an emotional burden not just for the cancer survivor but also their family and friends.

**Work / Education** – Treatment or extended periods of illness can take a person living with cancer away from their daily routine, often disrupting work or education. Catching up on education or a career path can be challenging and stressful with long term medical conditions, late effects and fatigue affecting your concentration and stamina.

**Relationships** – During the course of a cancer experience, your relationships may have changed with family, friends and even your partner. Forging new friendships or romantic relationships can be difficult due to changes in self-esteem or body image with cancer now part of your identity. Fertility can also be affected due to cancer and its treatment which is an especially difficult prospect for young people to come to terms with.

## International Collaboration for a Cure

The European Organisation for Research and Treatment of Cancer (EORTC) aims to improve the standard of cancer treatment through clinical research and ultimately increase cancer survival rates. Working internationally and across multiple disciplines, the EORTC is making exciting developments through the testing of existing and new cancer drugs, surgery and/or radiotherapy for both rare and common tumour types.

The EORTC coordinates an international network of over 300 hospitals and cancer centres from its headquarters in Brussels, Belgium, from where all data is centrally collaborated and managed. This allows an integrated approach to drug development, drug evaluation and medical practices. For information on the EORTC please visit [www.eortc.org](http://www.eortc.org).

The Hong Kong Cancer Fund raises funds for local and international research projects through our annual walkathon Stride for a Cure. The EORTC is one of the research organisations receiving this financial support.

Cancer Fund has been in collaboration with the EORTC for almost 30 years which has ensured Hong Kong has made important contributions to clinical trials for cancers specifically prevalent in the East Asian region. We hope that with international innovations and breakthroughs in cancer treatment and care, people living with cancer in Hong Kong will benefit as this knowledge is incorporated into local practice.

**Save the date:**

**Sunday 18 December for our Stride for a Cure 2016**

### OUR RESEARCH PROJECTS

Cancer Fund supports a number of exciting and important research studies. In addition to contributing to improved patient outcomes, Hong Kong's future generation of doctors and medical specialists are benefiting from the latest findings as they complete their university studies.

Just some of the research projects receiving our funding include:

#### **Epstein-Barr Vaccine Research – The Chinese University of Hong Kong**

A two-year study to develop a safe and successful vaccine treatment for cancers linked to the Epstein-Barr Virus (EBV) such as Nasopharyngeal cancer and Hodgkin's disease.

#### **Hereditary Gastrointestinal Cancer Screening Programme – The University of Hong Kong**

A free and on-going genetic diagnosis and cancer prevention screening programme with a strong research component targeting individuals and families with a family history of colorectal cancer and or at risk of suffering from hereditary cancer syndromes.





# Over the Rainbow

## Children of those touched by cancer gain a new perspective



彩虹會  
RAINBOW CLUB  
A free service of Hong Kong Cancer Fund

The Rainbow Club supports children aged 5-15 who have a family member living with cancer. Recently they teamed up with Lingnan University to organise for seventeen Rainbow Club members and six mentors (volunteer students from the university) to take part in a two day visit to Macau.

The programme, the first of its kind for the Rainbow Club, gave children an opportunity to experience local culture and participate in activities in Macau. They shared their experience with their families by sending postcards home during

the visit. Most importantly, this trip provided a new challenge that helped these children step out of their comfort zone, learn the advantages of team work and gain a new perspective.

"It was the first time some of the children had been to Macau and for others it was their first time being on a trip without another family member," says Felix Cheuk, a programme manager at the Rainbow Club. "The purpose was for them to cope with the tasks they were set and the uncertainties they faced in an unfamiliar place by

working with others in the group. This helped with building up their self-confidence."

Through discussions with youth at the YMCA and students at the University of Macau, the children learned about the life of young people in Macau. Having exposure to university students also showed them the possibilities that lie ahead in their lives. "The aim is to help inspire them to further their education when they are older, and to realise that there is a future of possibilities beyond their current situation," explains Felix.

**"The aim was to help inspire them to further their education when they are older, and to realise that there is a future of possibilities beyond their current situation."**

"This is the first time I've been to this city: I was so impressed by its cultural heritage," says Tsz Ying, 13. "And the visit to the University of Macau has certainly inspired me to become a university student one day."

The Lingnan University mentors took on the role of a "big brother" or "big sister" to the children. The trip enabled them to strengthen their relationships through games and conversations as well shared experiences visiting museums and the University of Macau.

thoughts and experiences. One of the ways we'll be keeping in touch is through a group that we opened in Whatsapp!" Mentors provide the children in Rainbow Club with someone to confide in and look up to in their time of need.

"In the coming months, the mentors will meet with individual children regularly and be active listeners and supporters for them as they and their family members navigate life with cancer," says Felix. "The trip to Macau is just the start."

Tansy, 14, says the trip was invaluable in building up connections with the mentors. "We talked late into the evening with our 'big sisters', sharing our



### FROM OUR MENTOR...

"When I received the opportunity through my university to volunteer as a mentor for the Rainbow Club I had no idea how much the experience would help me appreciate my own health and family.

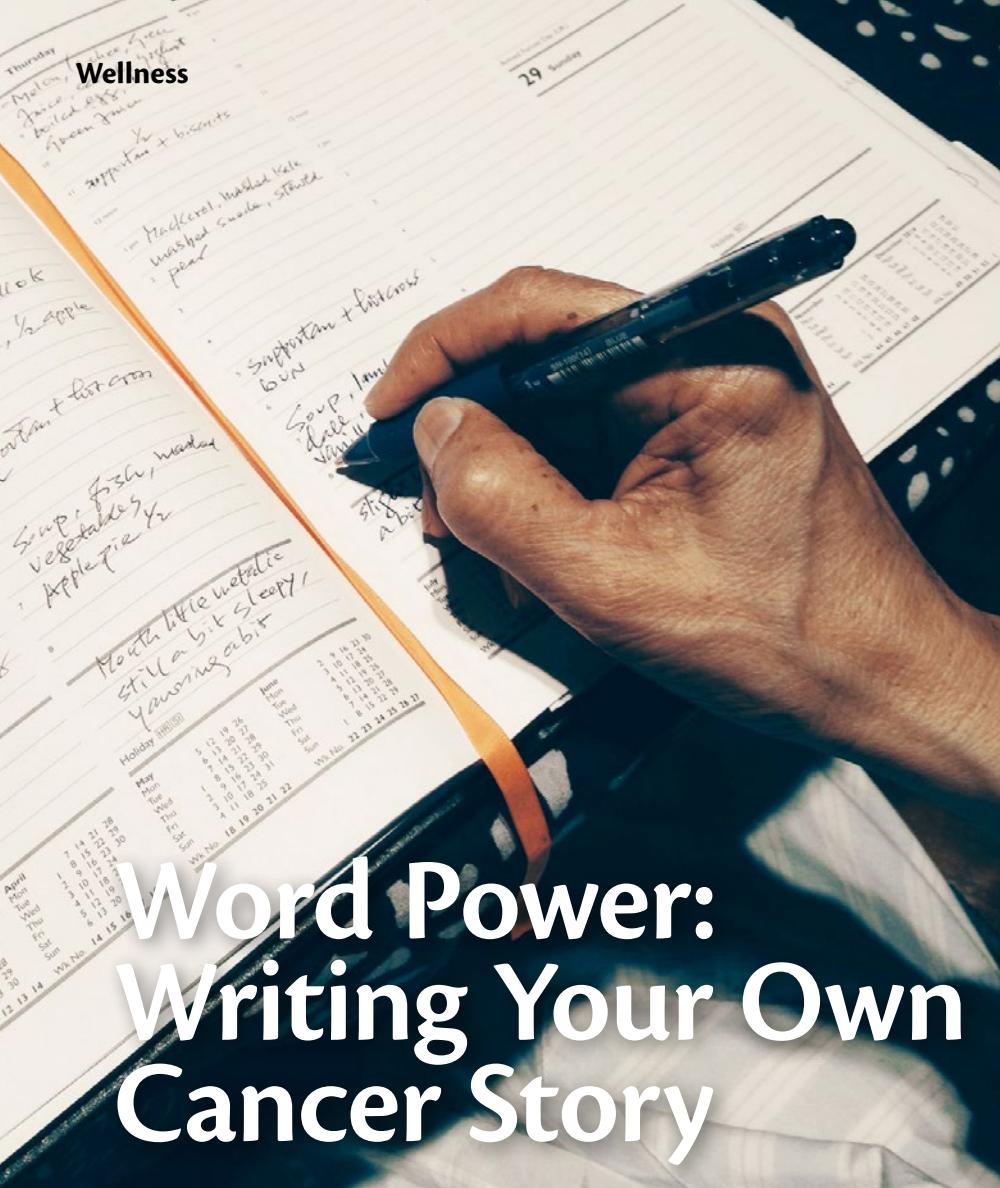
I had the chance to spend time with Rainbow Club members, children with a parent living with cancer, on a recent trip to Macau. The more time I spent getting to know these children, the more they opened up about how their parent's cancer has affected all aspects of life. It has had a big impact at home, school and also the ability to be open with their friends.

While other children are carefree and can enjoy their friends, studies and sport, children in the Rainbow Club are left feeling stressed and frightened by the idea of maybe losing a parent to cancer.

After my time volunteering and supporting these children, I have a stronger appreciation for how blessed I am to have healthy parents who are around to support me and hopefully always will be. I am proud to have played a part in how Hong Kong Cancer Fund supports people living with cancer and look forward to volunteering with the Rainbow Club again soon."

To learn more about the Rainbow Club and how it helps children and parents navigate the challenges of cancer, visit [www.cancer-fund.org/RainbowClub/en/](http://www.cancer-fund.org/RainbowClub/en/) or call our hotline on 3667-3000.





# Word Power: Writing Your Own Cancer Story

Practical, creative, emotional, spiritual; journaling is a personal and uniquely individual way to express your thoughts and feelings. For people living with cancer, it can also provide a surprising range of health benefits too!

Communicating with friends, family and health professionals is not only practically essential to navigating a cancer experience; it also provides an avenue for gaining support, understanding and emotional wellbeing. Sometimes though, making sense of thoughts and feelings or finding the right words can be difficult when facing something as overwhelming as cancer. As an alternative form of

communication, keeping a journal or 'journaling' is often prescribed.

Journaling involves using the written word to express thoughts and feelings, keep records or even write creatively. Not only is this a practical way to document both the medical and emotional experience of cancer, however, the very action of journaling itself can have therapeutic benefits.

Research shows that keeping a journal may be able to help people

experience a greater sense of emotional wellbeing. Benefits have been found to include:

- Reduced anxiety and stress
- Renewed sense of identity and purpose
- Improved communication
- Restored sense of control
- Better sleep quality

In addition to providing mental wellness, the act of journaling is a good form of distraction therapy from pain and side effects.

Stephanie Tang, Programme Executive at CancerLink Central, has seen firsthand the positive effects regular writing can have. "Keeping a diary of the cancer journey is a process that can help not only those touched by the illness but also their caregivers. It gives them an opportunity to review their experience, leads them to have further insight into their life and to become more aware of their strengths when encountering challenges."

Stephanie regularly encourages people affected by cancer to keep a journal as a way to regain a sense of control over their lives which is especially important in a time when they may be feeling very overwhelmed and a loss of control.

**"Writing can help you regain a sense of control over your life."**

– Stephanie Tang, Programme Executive, CancerLink Central

## RECORDING THE GOOD AND THE BAD

Cancer survivor Robert Lo used a diary to help him manage the side effects of the target therapy and chemotherapy he underwent, and encourages others to benefit from recording the good days and the bad.

"I started my diary when I was diagnosed in January 2014 and kept it to November 2014 (four months after my last treatment), to record my treatments, the medication I took, the side effects, my diet, what I ate, how I felt and so on. It was a roller-coaster ride; so many things happened without warning, and if I had not recorded them, I couldn't possibly have remembered so many details. The diary became a useful reference of the ups and downs I experienced, the good days and bad days.

By looking at the diary, it became evident there was a pattern to how I felt each time after treatment,

which was in a way reassuring and comforting. Referring to what happened before allowed me to plan to do things on the good days and to stay at home ahead of the bad days.

The content of the diary to a large extent dealt with keeping physically as well as possible and mentally positive while going through the very tough treatments. I did record from time to time how I felt and by writing, I was able to express my feelings without having to further burden members of the family. I also recorded the positive effects of seeing the grandchildren, which was such a tonic."



## What does my journal look like?

We are all unique and will each have our own way of keeping a journal. If you're finding it hard to get started, knowing who you're writing for can be a useful first step.



**I want to share my experience with anyone and everyone...**

The internet is the quickest way for you to share your journal with the largest number of people. Online blogs, websites, public social media platforms or even cancer specific forums and discussion boards could be a good fit for you. If you have the skills, patience and persistence developing a book or memoir to be published is also a challenging yet rewarding way to write.



**I want to share my experience with friends and family...**

Try journaling your experience via emails to close friends and family. If you prefer the old fashioned style of putting pen to paper you could also write letters, just remember to save a copy of your emails or letters if you wish to keep a record for yourself too.



**I only want to write for myself...**

Writing in a journal for your own eyes only, either electronic or on paper, means you can do absolutely whatever you want. Write how you feel, what you've been doing or about nothing at all if you wish. There really are no rules!



**What if I really, really don't like to write...?**

Journals don't just have to be in the written form. Drawing or sketching in your journal regularly is another way you can express your thoughts. Try something different and creative by scrapbooking or even photography. If you find something you love that allows you to express yourself or even take your mind off cancer for a while then go for it!



# Don't wait: Call Time On Polyps

Learn more about the risks and ways to reduce your chances of getting colorectal cancer

This year our public-awareness campaign on colorectal cancer (also known as bowel or colon cancer) has added significance: the latest Hospital Authority figures (from 2013) show that it is the most common cancer in Hong Kong. It is also the second biggest cause of cancer deaths.

“Colorectal cancer is one of the very few cancers that can be prevented, even for people with a family history of the illness or who carry the cancer gene,” says Dr. Yuen Siu Tsan, Deputy Medical Superintendent at St Paul’s Hospital. “The important thing is to have a healthy lifestyle.”

Diet and exercise are among the key factors in this respect.

**Diet**

It is thought that a diet high in animal fat and protein and low in fibre increases the risk of developing colorectal cancer.

**Other factors**

Obesity, a lack of exercise, smoking and alcohol may also increase the risk.

**Family History**

People with a family history of colorectal cancer may have an increased risk.

Although it can affect people much younger, colorectal cancer usually occurs in people over the age of 50, and in the majority of cases is found in the



large bowel. The most efficient method of screening is through a colonoscopy. This involves passing a flexible tube with a camera on the end through the colon via the rectum.

Most cases of colorectal cancer develop from tiny growths in the bowel called polyps, which over a period of 10 to 15 years can become cancerous. Almost all polyps can be removed without an operation, through a colonoscopy procedure.

**For more information on colorectal cancer, visit [www.cancer-fund.org/colorectal](http://www.cancer-fund.org/colorectal) or call our free CancerLink Hotline on 3667-3000.**



## Eat Right, Stay Healthy

**Eat brown rice instead of white rice:**

Brown rice naturally has more fibre, protein and B vitamins, and lower starch percentage than white rice. It is digested slower and is more filling.

**Switch from white bread to whole wheat or whole grain bread:**

White bread is highly processed, whereas whole wheat and whole grain breads have more fibre, iron and potassium.

**Drink iced teas instead of soft drink:**

Black, green and herbal teas provide antioxidants and phytochemicals that are good for your health. Unlike soda, you can control the sugar content when ordering iced tea.

**Choose wholegrain or wholewheat cereals with bran instead of sugar-coated cereals:**

Wholegrain cereals and wholewheat cereals with bran naturally have more protein, fibre, iron and thiamin than sugary cereals. In addition to less sugar, they are metabolised slower and are more filling.

**Switch from red, processed meat to white meat:**

White meat contains less cholesterol and is low in saturated fat. Fish provides omega-3, which are necessary for proper brain growth and development for children.

**Have fresh fruit instead of ice cream for dessert:**

Fresh fruit is very low in fat and cholesterol free and has more fibre. It is also loaded with different antioxidants (like vitamins A and C), and contains beneficial phytochemicals.

Advice on healthy eating is available from our registered dietitian. Join the free programmes at our support centres, where she provides advice on a range of dietary topics. Upcoming programmes include diet for newly diagnosed with cancer or healthy eating tips when dining out (CancerLink Central), diets for those with insomnia (CancerLink Wong Tai Sin), and myths about diet for those with breast cancer or diet to tackle fatigue workshop (CancerLink Tin Shui Wai). **For details, call our hotline on 3667-3000.**





Lung cancer is currently the second most common cancer in Hong Kong with more than 4,600 cases each year (Hong Kong Cancer Registry, 2013 data)

# De-stressing cancer for the whole family

Hong Kong Cancer Fund is collaborating with local experts to support Lung Cancer patients and their caregivers through new psychosocial intervention research.

Medical treatment is only part of the cancer experience. For almost 30 years the Cancer Fund has been providing psychological, emotional and practical support to both cancer patients, survivors and their caregivers.

Research has shown that alleviating feelings of stress and anxiety could have a positive impact on patient outcomes. Given the central role family and friends have in affecting the emotional wellbeing of cancer patients, relieving stress and anxiety for families and caregivers also, has been recognised as very important to providing well rounded patient care.

Since 1996, Cancer Fund has supported over 600 breast and colorectal cancer patients through the Cancer Fighter Course. Earlier this year, the Cancer Fund collaborated with the Department of Social

Work and Social Administration and the University of Hong Kong to deliver the Lung Cancer Fighter Course.

This 8 week course is the first face-to-face psychosocial intervention programme in Hong Kong specifically for lung cancer patients and their caregivers. Participants were given an opportunity to share their experiences and were provided useful information they could take beyond the course and into their daily lives. The Lung Cancer Fighter Course ultimately aims to enhance the quality of life for patients and their families, and positively affect patient outcomes.

The programme is looking to prove the effectiveness of improving psychosocial wellbeing for participants and alleviating the emotional stress a cancer experience has on both patients and care givers. Cancer Fund is proud to have supported this initiative and looks forward collaborating on innovative support programmes in the future.

## Caregiving

When a loved one is diagnosed with cancer, the lives of family and friends are also turned upside down when they step into the important role of caregiver. Although deeply rewarding, this role can also be incredibly stressful and challenging. These simple tips can help you be the best carer possible...

### Organisation

A little organisation can go a long way, both in an emergency and to keep every day smooth and stress free. Keep important information about appointments, medication, contact numbers and patient information in an easy to access, centralised location. Keeping a small overnight bag for both you and your loved one packed and ready helps to ensure nothing is forgotten in the case of unexpected hospital trips.

### Communication

Unless you have experienced it yourself, it is hard to imagine how it feels to be diagnosed with cancer. You are not a mind reader so ask direct questions



From left: Prof Daniel F. K. Wong, Prof Cecilia L. W Chan & Chow Sau Fong

and ensure communication channels stay open even during the most challenging and confronting times. Focus on one day at a time with a flexible, positive and patient attitude. You may not be a doctor but you are the most qualified person to provide your friend or family member with the love and laughter they need.

### Self Care

Your emotional wellbeing is important! Don't lose your own identity in the experience of caring for someone with cancer. Eat well, get plenty of sleep, exercise and don't forget to socialise with friends. Making time for yourself will ensure you are in the best condition possible to provide good care for your loved one.

### Support

Seeking help shows strength not weakness. Ask for assistance and do accept offers from friends and family to share caring responsibilities, it helps to have a team supporting you too. Speaking with other caregivers can provide useful advice or the opportunity to exchange stories. CancerLink supports caregivers and can provide you with the resources and contacts you need.

### FOR MORE INFORMATION

To find out more about programmes, advice and support specifically for caregivers, contact Hong Kong Cancer Fund by calling our hotline on 3667 3000.



# Our new Support Centre

## Fourth centre set to open later this year

Our new support centre in Kwai Chung is on track to receive its first users in October this year and be fully operational next year.

“As well as providing core services such as hotline, case management, therapeutic workshops and homecare, the new centre will focus on providing symptom-management programmes, wellness classes and intensive professional counselling that meet the changing needs of our users,” says Chow Sau Fong (Head of Service)

This will be the fourth support centre of its kind in our network. It will help relieve the high demand for services at our Wong Tai Sin centre, and cater to the needs of individuals and families living in the districts of Kwai Tsing (comprising Kwai Chung and Tsing Yi), Tsuen Wan and Sham Shui Po.

Occupying 7,300 square feet in a converted industrial building, it will be the largest venue in our network.



### GETTING TO KNOW THE NEIGHBOURHOOD...

Just five minutes’ walk from Kwai Hing MTR Station, our new support centre lies at the heart of Kwai Tsing, which together with the neighbouring district of Sham Shui Po have the highest poverty rates in Hong Kong.

In the immediate vicinity of the new centre, oncology patients are served by Princess Margaret Hospital, which registered more than 59,000 clinical oncology attendances in 2014. However, there are no community support services in place to assist those with cancer, highlighting the importance of our free services to the area.

Susan Au, a current CancerLink client lives in the Kwai Chung area and is very excited for the new centre to open. ‘When the new centre opens, I will no longer need to travel long hours to access CancerLink services. I will have more opportunities to utilise the free programmes, meet new people and gain support for my cancer journey.’

### HEAR FROM OUR STAFF



**Dava Chung,  
Registered Nurse**

“At present I’m working on planning the workshops and consultations that will take place in Kwai Chung. It’s been a surprise to me just how well-known the

Cancer Fund’s services are in the community in Kwai Chung. So the establishment of the new support centre is being welcomed there.

In addition, users of our services who live in the area are already anticipating the home based support they’ll be able to receive from us. It’s clear to me that there really is an unmet need for cancer support among some people who are home-bound. I’m sure that the support we’ll be able to provide at the new centre will enhance their quality of life.”



**Cherrie Ng,  
Programme Executive**

“Life can be very difficult for those with cancer, but especially so when living in deprived areas. That’s why the new centre is so important. It will be

able to provide a lifeline to individuals and families that feel they have been forgotten, giving them encouragement and hope. By working with those affected by cancer I’ve learned that life is filled with all sorts of possibilities. You can still live a rich and meaningful life even when faced with cancer.”



#### Kwai Tsing

Population: 516,200.

Residential profile: There are 24 public housing estates, 15 Home Ownership Scheme estates, and 3 Sandwich Class Housing Scheme estates in the district.

#### Tsuen Wan

Population: 300,000.

Residential profile: About 70,000 people live in six public housing estates and subsidised housing in the district.

#### Sham Shui Po

Population: 380 000.

Residential profile: One of the earliest areas developed in Hong Kong and currently undergoing government urban renewal projects.

Note: information from district council websites



# A Peaceful Ending to a Beautiful Life

We are helping to assist people approaching end of life and their family and friends to feel better prepared during what is always an emotional and challenging time.

**“We hope the workshops can provide people with practical information and help them face death gracefully and feeling as well prepared as possible.”**

Amy, Programme instructor

Wo Hop Shek Kiu Tau Road Columbarium Phase V



Despite it being a universally shared experience and one of life's only true guarantees, death remains a taboo subject in societies around the world. People everywhere find it hard to confront the idea of our own mortality and to talk about end of life with our loved ones.

As a consequence of society's aversion to openly discussing end of life, when the moment does arrive (as it undoubtedly will for us all) we find ourselves neither informed nor prepared and often without anyone to turn to for help.

Life Education is a CancerLink programme helping to bring peace, acceptance and understanding to the unknown and frightening prospect of preparing for end of life. Through a series of seminars, talks, excursions and day camps, Life Education provides information and skills for patients and their families to deal with both the concept and practicalities of facing death.

## The difficult conversations

Life Education seminars and talks provide the opportunity for families to partake in a facilitated discussion on a range of challenging topics. Whether it involves breaking the news of a diagnosis to loved ones or finding the words to express end of life choices, dedicated social workers provide a safe and supportive environment for difficult yet essential conversations to take place.

A woman with breast cancer recently attended an end of life planning session with her husband and expressed her desire to be buried at sea. 'I want a simple funeral and like serene and quiet places. A burial at sea would be lovely.' Whilst her husband found this subject hard to discuss, the facilitator brought warmth, understanding and even light comic relief (his hot tip was to remember motion sickness pills for a burial at sea), fostering a relaxed and open atmosphere. By the end of the session, the couple was

able to open up to each other and left feeling more unified and prepared for what lay ahead.

Life Education helps break down communication barriers in families and assist people facing death to express their thoughts and wishes. Having a voice in decision making processes can allow someone to feel empowered and in control of at least some aspects of their end of life experience.

## Finding the perfect final resting place

With such a wide range of different burial styles and locations available in Hong Kong, Life Education is working to make choices easier for people nearing end of life. One way they do this is by showing people the range of options available to them in person.

A group trip run by Life Education had the light hearted feeling of house hunting, not what you would expect for a day exploring options for where to rest eternally

after death. The excursion included visits to the Wo Hop Shek Cemetery in Fanling, the Gallant Garden and the new Wo Hop Shek Kiu Tau Road Columbarium. Information and advice was also provided on funeral and burial procedures, styles and costs.

Some people will elect for a traditional cemetery burial or an eco-friendly, green burial, others will choose cremation with some scattering their ashes in a place of beauty or significance. No matter your cultural, religious or personal beliefs, Life Education provides support for people to make informed and thoughtful decisions during their end of life planning.

## FOR MORE INFORMATION

For more information on Life Education, please call our FREE service hotline on 3667-3000.





# Thanks A Million

## Funds for fourth centre the focus of annual gala

More than 450 celebrities and guests attended the Hong Kong Cancer Fund's annual 'Party for a Purpose' earlier this year at Kowloonbay International Trade & Exhibition Centre (KITEC), sponsored by Hopewell Holdings. The gala event – with the theme of "Chine de Chine" – took guests on a magical journey to the heart of the Middle Kingdom, designed by Silvio Berge, with the aim of raising money for people touched by cancer.

"The event is helping us make our new CancerLink support centre in Kwai Chung a reality," said Cancer Fund Founder and Chief Executive Sally Lo. "With the help of our guests and supporters the event raised several million dollars to go towards the new centre. We are very grateful to all those who contributed so generously to making this happen."



The gala was made possible through the contribution of Hopewell Holdings, Principal Sponsor HEC Capital and Major Sponsors ANZ and #legend. Meanwhile, Chopard and designer Zhang Shuai expressed their support through the presentation of a joint jewellery and fashion show at the event.

Save the date: 11 March 2017 for our next Gala Dinner

# Circle Of Friends Experience Zentangle

Our monthly donors gather to experience first-hand how they're helping.



On 26 May, CancerLink wellness facilitator Mr Dick Yu led a Zentangle drawing workshop with our Circle of Friends members. Zentangle is a fun, meditative activity and is practiced by people living with cancer as a way to relax and express themselves creatively.

Cat, a current CancerLink member, shared her story during the session. Cat was diagnosed with liver cancer and is now in palliative care stage of her illness. She talked candidly of her cancer experience and how through the support of her friends, family and the Hong Kong Cancer Fund, she is remaining positive.

Without our valued Circle of Friends members, people like Cat wouldn't benefit from the support she needs. We enjoy regularly sharing with our donors where funds go and the inspiring stories of cancer patients and survivors we support.

If you would like to join our monthly donation programme and support people living with cancer like Cat, please call our hotline on 3667-3332.

### GOODNESS YOU CAN TASTE



Giving never tasted so good! If you're looking for some healthy recipes for yourself or for a friend, consider buying the Buddhist Vegetarian Cuisine cookbook by Madame Choi. Madame Choi created this cook book in memory of

her daughter who was a cancer patient. The easy to follow recipes show you how to prepare and cook a wide range of vegetables to create exciting and tasty dishes. The cookbook is available from our website ([www.cancer-fund.org/charitysale/EN](http://www.cancer-fund.org/charitysale/EN)), with proceeds going to support our free programmes and services.





**“I felt I wanted to do something indirectly for others who may not necessarily have the support that [my] friends and family... have.”**

Hong Kong’s first 30 day, no-alcohol challenge launched earlier this year and struck a chord with many people. The campaign, which introduced a new superhero called Soberman, saw participants encouraged in a fun and healthy way to forgo alcoholic drinks in order to raise funds.

“Soberman is a campaign for a cause, and aims to encourage a healthier lifestyle,” says Cancer Fund CEO and Founder Sally Lo. “The funds raised will go towards the free services and programmes that we offer to anyone affected by cancer.”

Participants signed up online and committed to raising money while going for 30 days without alcohol. Those unable to go completely alcohol-free, either due to a special event or anniversary, simply had to donate HK\$100 as a ‘liquor levy’.

The reasons for taking up the challenge varied and were often very personal.

“When I came across the Soberman campaign by the Cancer Fund I decided to try it” explained one participant. “I had cancer myself, so it was like hitting two birds with one stone: raising money for a good cause while doing something fun.”

Others were taking part to honour family members who had cancer; “My grandmother died from breast cancer when I was young and my grandfather missed her every day. I wish I had known such an amazing lady”.

Support from family, friends and colleagues made a big difference in helping participants reach their goals.

People showed their support in all kinds of ways. “My youngest daughter loved asking me each day if I drank yesterday and then ticking off the day on the chart,” said one of the top fundraisers, who added, “All my family were very supportive.”

He also had advice for those thinking of taking up the Soberman challenge

in 2017. “Take the opportunity to get fit at the same time. Cut down on the food intake as well.”

This campaign was new to Hong Kong and received some great corporate backing. Advertising agency Leo Burnett donated time and effort to develop the Soberman concept and striking visuals, while organic health-food shop Nood offered a discount on its Juice Cleanse to all Soberman participants.

Whilst some found the Soberman more challenging than others, we all agreed it was definitely a healthy way to detox and most importantly, raised money for an important cause!



**JANUARY 2017 ARE YOU UP FOR THE CHALLENGE?**

The second Soberman campaign has been pencilled in for January 2017. This fun and healthy challenge will encourage individuals and corporates to compete against each other to raise funds.

“We plan to build on the success of the challenge this year and have an even bigger Soberman next year. January is the ideal month given that people will be looking to make up for some of the overindulgence over Christmas and

the New Year. We’re aiming for Soberman to become an annual fixture in Hong Kong, and will be encouraging as many people and companies to participate as possible!” – Sally Lo, CEO and Founder

Ladies, you will be pleased to know that next year Soberwoman will be joining Soberman for our challenge. We are looking forward to everyone getting involved come 1 January 2017!



# Cancer Cases Continue To Rise

## Latest figures show need for care services is growing

According to the latest available figures from the Hospital Authority's Hong Kong Cancer Registry, an average of 79 new cases was diagnosed every day in 2013. The total number of cases rose by almost 4% to 28,936 in the year, up from 27,848 in 2012.

"While the number continues to grow, part of this is the result of greater awareness and improved detection methods," says the Cancer Fund's Sally Lo.

"The important thing to know is that people with cancer are living longer nowadays and are able to have a better quality of life than in the past."

Colorectal cancer was the most common type, followed by lung cancer and breast cancer. Among women, breast cancer was the most common type, followed by



colorectal cancer and lung cancer, while for men the order was: lung cancer; colorectal; and, prostate. "Breast cancer rates remain high, which is why it is so important for women to follow our advice for early detection, and check, check, check!" explains Lo. Meanwhile, lung cancer was the leading cause of cancer deaths. Smoking is the by far the biggest cause of lung cancer. Tobacco use causes about 70% of lung cancer deaths globally, according to the World Health Organization.

"Our public-awareness campaigns continue to emphasise the importance of early detection, as this can save lives," says Lo, "while our support programmes focus on the quality of life for individuals following a diagnosis."

# Wellness When You Want It

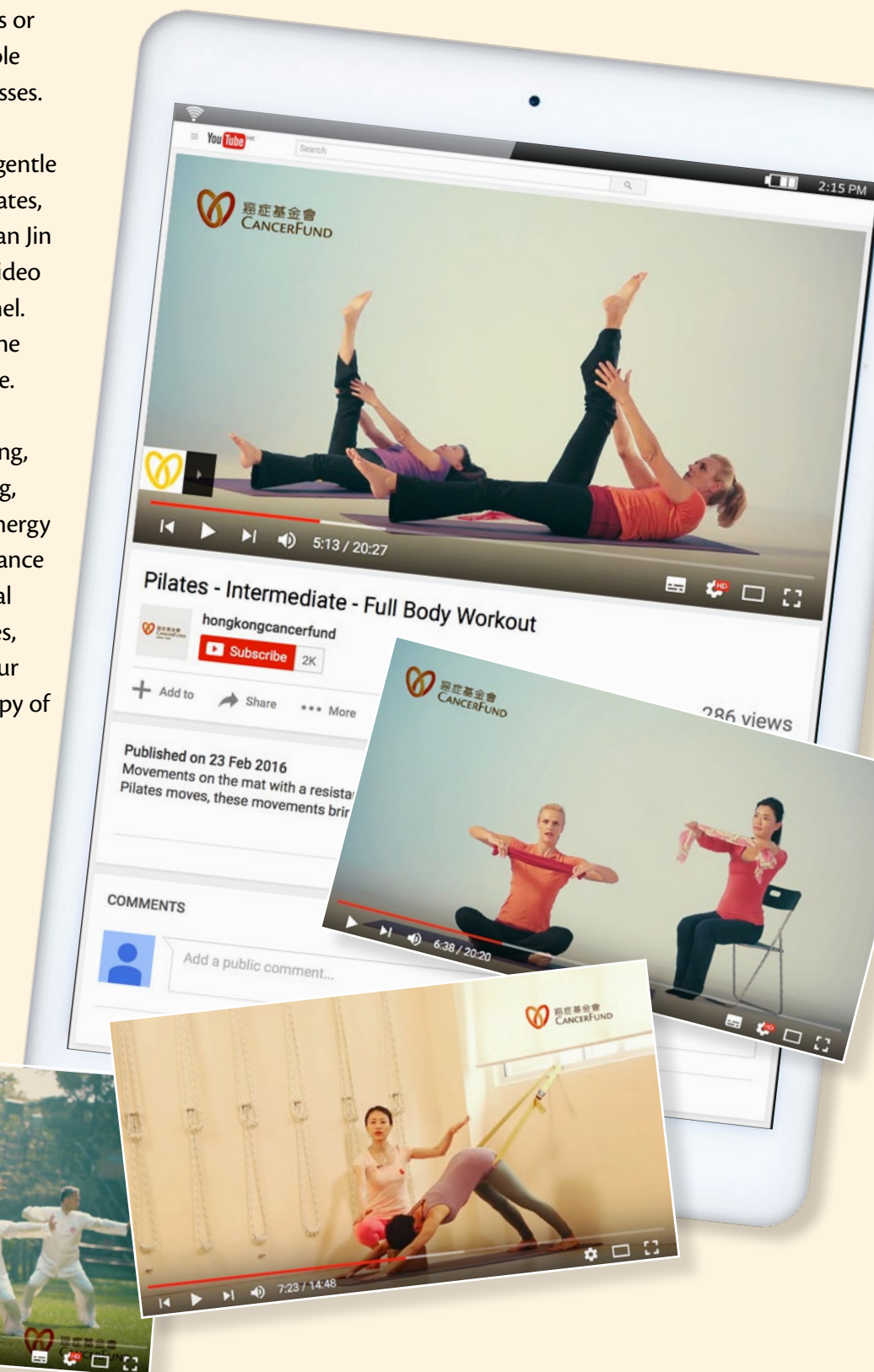
Use our online video resources without leaving home

Whether due to other commitments or mobility issues, it's not always possible to make it to one of our wellness classes. With this in mind we're taking the programme to you. A new series of gentle yoga exercises, chanting practice, Pilates, body awareness training, and Ba Duan Jin exercises are available to follow on video at the Cancer Fund's YouTube channel. Whichever one you choose, follow the instructions and go at your own pace. Our wellness programmes – which range from yoga, meditation, chanting, breathing & Savasana, Pilates, Qigong, Taichi, body awareness training to energy healing and art therapy – aim to balance your spiritual, emotional and physical needs. For the full list of programmes, with times and requirements, visit our CancerLink centres and pick up a copy of the Link.

Cancer Fund's YouTube channel:

<https://www.youtube.com/user/hongkongcancerfund>

or scan the QR code





# What Your Skin Says About Your Health!



**Taking the time to protect against skin cancer and monitor your body for early signs of melanoma could save your life!**

A Hong Kong summer means plenty of time enjoying outdoor activities. With increased time outdoors comes more exposure to the harmful UV rays responsible for melanoma. In addition to practicing sun safe habits, it is important to monitor your skin carefully for any signs of melanoma to ensure early detection and treatment.

**How to Spot the Warning Signs:**

**The ABCDEs of Melanoma**

You should regularly examine the skin over your whole body, looking for any unusual moles, spots or lesions. Early detection can save your life so spend time getting to know your body and routinely check for changes.

Taking precautions when you spend time outdoors is the best protection against harmful, cancer causing UV rays. Stay SunSmart by remembering to Slip, Slop, Slap, Slide and Seek!

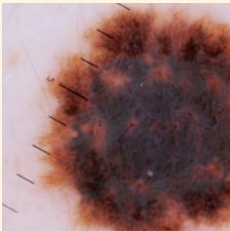
- **SLIP on a shirt**  
Choose loose clothing with collars and long sleeves
- **SLOP on some sunscreen**  
Apply sunscreen 15-30 minutes before you go outside, reapply often (especially when sweating or swimming) and always use a high factor (SPF 30+) sunscreen
- **SLAP on a hat**  
Always wear a wide-brimmed hat when you are outside that provides shade to the face, neck, ears and head
- **SLIDE on some sunglasses**  
Wear close fitting, wraparound sunglasses
- **SEEK some shade**  
Bring an umbrella or keep in the shade where possible

**THE ABCDEs OF MELANOMA**



**Asymmetry**

If you draw a line through the spot, the two halves will not match



**Diameter**

A spot that is larger in diameter than (6mm)



**Border**

A spot with uneven, spreading or irregular edges



**Evolving**

A spot or mole that is changing in size, shape, colour, elevation or in any other way their end of life experience.



**Colour**

A spot with a variety of different colours through it



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## Save paper and the environment!

**Sign up for the e-version  
of our newsletter!**

To receive the e-version of our newsletter, please email [public@hkcf.org](mailto:public@hkcf.org) with your name, mailing address and telephone number, so we can add you to our digital mailing list. If you are moving and would like to be informed of our latest news and activities, please email your name, donor number and contact details to [www.cancer-fund.org/en/donate\\_update\\_cof.html](http://www.cancer-fund.org/en/donate_update_cof.html) or send a fax to **3667 2100** so we can update our records. Your personal information will be kept strictly confidential.

