

intouch觸覺

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headwear service



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surviving chemo



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Colorectal cancer
still one of the most
preventable



癌症基金會
CANCERFUND
So no one faces cancer alone



POWERING WELL-ROUNDED RECOVERIES

IN THIS EDITION



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SPOTLIGHT ON HEALTH

BY SALLY LO, FOUNDER AND CHIEF EXECUTIVE OF HONG KONG CANCER FUND

More attention has been paid to the importance of finding balance and the role of body, mind and spirit. This is of particular relevance in the field of cancer care where a diagnosis brings a sudden shock, disrupting normal life and making a negative impact on the well-being of those newly-diagnosed, their families and friends.

Hong Kong Cancer Fund has always understood that treating cancer with medicine is only part of the equation. We know how important information, emotional and family support as well as practical assistance are for those touched by cancer.

Nutrition quickly tops the list of concerns with changes in appetite resulting from treatment. Addressing the very real need for clear information on diet, we are introducing a new stream of healthcare – ‘Our Whole-Person Approach’. A dietitian with extensive experience in the field of oncology will be joining our team to bring a welcome contribution to our on-going services. By demystifying facts on food, special diets, and supplements, we aim to empower families touched by cancer to make decisions on nutrition wisely and feel confident doing so. We will also channel our efforts on prevention, educating the public on the importance of leading a healthy lifestyle.

Complementing this, we will strengthen our Wellness Programme which offers a range of complementary therapy classes including yoga, art therapy and meditation training. With an average of over 1,350 attendances a week, we plan to reach even more people. Through our year-round classes, participants can benefit not only from improved physical health, a positive attitude and less anxiety, they can also meet men and women going through similar experiences. As the cancer journey can feel isolating, peer support plays a big role as a source of mental and emotional support, but most importantly reminds our clients that they are not alone.

With cancer affecting more and more young people, we will also direct more resources to cater to this group’s growing needs through our Young Adult Service, including our YOU CAN programme. Currently serving around 600 members, we hope to expand our reach

and add to our range of age-specific activities to better their quality of life.

On the theme of enhancing overall well-being, our latest issue of intouch lists out a few handy tips for caregivers that aim to offer reassurance and reduce stress. Based on advice given by a dietitian, we look at ways to achieve a balanced diet. We are also very fortunate to have Prof. Evaon Wong-Kim share with us how living in the moment and changing perceptions can make things more bearable, while survivors from Gratitude Group, one of the many activities held at our CancerLink support centres, provide a good illustration of positive attitude in action.

The cancer journey can be a minefield, but it can be made easier with the help of our professional team who are on hand at every stage, helping anyone touched by cancer to navigate their way forward, so no one faces cancer alone.



“Health is a state of complete physical, mental and social well-being...”

World Health Organisation

Sally Lo
Founder and Chief Executive

SURVIVORS WITH AN ATTITUDE OF GRATITUDE

TALES FROM TWO SURVIVORS

Ms. Yim

Following a routine screening in 2009, Ms. Yim was diagnosed with breast cancer. Originally, the doctor said it was benign, but the fluid drawn from the mass using a needle syringe confirmed it was cancer.

"At that moment, my whole body was numb. I was shocked. I could not register anything the doctor was saying. I felt down. When I was wheeled into the operating theatre, I had only negative thoughts, and felt as though my life was coming to an end."

After undergoing surgery, chemotherapy and radiotherapy, Ms. Yim found it very difficult to swallow food and sleep; causing her mood to deteriorate rapidly. Even when watching a comedy, she could not manage to smile. Her emotional challenges spiralled into a long-lasting period of depression. Apart from taking medication, she sought help through our CancerLink Support Centre in Central.

Ms. Chan

Diagnosed with thyroid cancer back in 1986, Ms. Chan recently discovered that the

disease has returned. At the time of her first diagnosis, Ms. Chan described not feeling scared, as she knew little about cancer and her condition.

However, she does admit that the subsequent side effects of treatment and practical disruption to her life took its toll.

"I suffered from frequent paralysis and cramps as a result of my treatment. Once or twice I even needed to be hospitalised. At the time, I had young children. The doctor told me my condition could be fatal. I couldn't stop worrying at the thought of dying and leaving my children behind."

Additional pressures concerning work, family and finances, proved too much for Ms. Chan. She admits that she often broke down in private and attempted to hurt herself on numerous occasions.

Although Ms. Chan managed to overcome the stress and anxiety of her first diagnosis without the help of others, she knew she needed support when her cancer came back.



"I realised after my first cancer experience that I shouldn't have attempted to shoulder the burden alone. I think I ignored my own needs and focused too much on hiding my suffering. But that really took its toll on me psychologically, emotionally and physically."

"Waiting in the hospital, I came across a leaflet describing Hong Kong Cancer Fund's free services and decided I wanted to reach out for support. The yoga class advertised as part of their Wellness Programme and emotional workshops really appealed to me. It's been a wonderful way to help me relax and meet fellow women in the same boat. I feel much more in control of my cancer having the support of the Cancer Fund, its professional staff and fellow survivors."

Learn to let go, be thankful

Ms. Chan and Ms. Yim met each other at the 'Gratitude Group' at CancerLink. Together, they learnt to let go and focus on happy things.

Ms. Chan said, "From the group, I learnt to write down happy moments and share them. I also learnt to derive joy from hearing about

“My husband jokes about me volunteering daily at different organisations. He says I'm busier than someone with a full-time job. But I enjoy life. In the past, my main goal was money, now it is the pursuit of happiness.”



other peoples' happiness. In the beginning, everyone shared their worries, but as time went by, this was replaced by laughter. In fact, even small things are worth being thankful for."

Apart from reconciling their own inner emotions, the two survivors have gone out to the community to share their experience. Ms. Yim volunteers on a daily basis. As the coordinator at 'The Brightening Association' (our peer support group for Breast / Gynaecological cancer), she regularly calls members, listens to their needs, and shares her experience. Through making handicrafts to be sold to benefit others, she helps fellow patients and reconnects with society. Her husband laughs and says she is working harder now than she did when she was employed.

Ms. Chan volunteers in CancerLink, giving support to those newly-diagnosed. She also volunteers at Pamela Youde Nethersole Eastern Hospital. Through our peer support group 'Hong Kong Adult Blood Cancer Group', she visits patients in the wards. Ms. Chan said, "At an out-patient clinic, I met a

woman who gave up on treatment because her husband did not show understanding towards her condition. I shared my experience and suggested that she have a frank discussion with her husband. I met her again later - she was receiving treatment and her husband came with her to appointments. An experience like this motivates me and makes me view life even more positively."

“Cancer made me realise that life is worth living.”

Ms. Yim shared a discussion she had with a peer during a dim sum lunch. The friend said, "If it had not been for the cancer diagnosis, I would not have made a conscious effort to be thankful, or meet a group of close friends who, through happiness and sorrow, are always there to encourage and support me. If I was not diagnosed, I may still be focused on making

money. Now, happiness is very important to me and I enjoy life a lot more."

Gratitude Group

Our social worker Simon So, who oversees the Gratitude Group course pointed out that it is normal for cancer patients to harbour bitterness. However, they learn to let go because there are too many things in this world to be thankful for. The three-part course helps patients understand what it means to be grateful, through keeping a gratitude journal, counting their blessings, finding meaning in the little things, etc. By writing down things we are grateful for and posting it in an easily seen place, it acts as a daily reminder that life is beautiful. ■

ALL OUR SERVICES ARE FREE.
FOR MORE INFORMATION ABOUT
'GRATITUDE GROUP' AND OTHER
CLASSES OFFERED AT OUR
CANCERLINK SUPPORT CENTRES,
PLEASE CALL **3667 6300**.

STAYING MINDFUL OF LIFE'S JOYS



Evaon Wong-Kim, Chair and Professor, Department of Social Work California State University and Visiting Professor, Department of Social Work Chinese University of Hong Kong

Let go • Relax • Love yourself

At the 20th Hong Kong International Cancer Congress, our guest speaker Prof. Evaon Wong-Kim shared with an audience of experts, industry professionals, and medical students how through her years of working in healthcare she has seen the effects of cancer on people's emotional state of mind and how it can express itself through depressive symptoms.

She introduced how mindfulness could help to reduce distress, by enabling a person to control their thoughts instead of the thoughts controlling the person. This awareness allows them to explore ways of releasing themselves from old habits and take conscious steps to prevent downward mood spirals. By learning to be kinder to themselves, people can enter a different way of being, interacting with the world with deeper appreciation and noticing the small pleasures in life rather than dwelling in the past or being fearful of the future.

Live in the moment

Prof. Wong-Kim shared with us her observations: "Thoughts influence action, actions affect mood. If survivors are often unhappy and worried about the cancer coming back, they may refrain from meeting new people, be indifferent about relationships, avoid interpersonal contact, shun social activities, and stay at home all day feeling lethargic. During counselling, most of the clients tell us that they worry about the future, the most common being the fear of recurrence. So, we must constantly remind them to focus on 'the here and now.'" Prof. Wong-Kim added that people should not spend their time thinking about what the future may hold, rather, they should enjoy life.

Since cancer affects the entire family, it is important for the whole family, not only the person diagnosed, to "let go, and relax" at appropriate times and participate in activities they enjoy to reduce the impact of negative emotions.

Change your perspective • Treat yourself better



Many people who have been diagnosed have spent their life caring for children, their spouse or parents. Even after they receive the news that they have cancer, they remain preoccupied with the needs of the family. Prof. Wong-Kim believes this is an opportune period of introspection and to reflect on life. "In my view, cancer is an 'alarm clock', reminding

people to make the best use of time, improve their lives, break away from a hectic lifestyle, be optimistic and cheerful, lead a meaningful life and do what they enjoy.”

“I know a woman with breast cancer who loved to travel but put it on the back burner for many years because her husband did not share the same interest. After she was diagnosed, she followed the advice of a social worker and went on a trip with friends. She came back more relaxed. Her husband missed her while she was away, and began to treasure his time with her even more.”

Feeling down after treatment

Prof. Wong-Kim pointed out: “Past studies have found that those diagnosed with cancer



are more prone to emotional problems after the completion of treatment. This seemingly counterintuitive finding can be explained by the fact that during treatment, many people are involved in caring for them. There are meetings with doctors, nurses, and friends calling out of concern.

After treatment is finished, follow-up appointments are less frequent and friends may call less to avoid causing further disturbance. During this time, patients may feel depressed because of the reduced attention received. Understanding this, we encourage them to join peer support groups where fellow survivors as well as social workers can provide support during this transition phase.”

“Peer support has an integral role to play in helping group members cope with the emotional effects of cancer and reminds them that they are not alone. Sometimes, people may ask ‘why me?’ Through the support group, they can get inspiration from fellow survivors, staff and volunteers, and realise a diagnosis isn’t necessarily the end of the world.” ■

Tapping into inner strength

Our team is constantly finding new ways of filling the gaps in cancer care and ensuring that anyone touched by cancer can receive the emotional, psychological and social support they need. Our CancerLink Support Centres across Hong Kong run a comprehensive range of free services for every stage of the cancer journey, starting from diagnosis, through to treatment and into recovery.



As medicine is only part of the equation in cancer care, our Wellness Programme aims to provide complementary therapies to help people relax, tackle negative emotions and restore confidence. With courses ranging from meditation, yoga, Pilates, Qigong, art therapy and more, there is a class to suit the different needs of those who turn to us for support.



CancerLink runs a year-round peer support programme with activities as diverse as harp music, crafts to festive parties. Also, there are 20 self-help groups under Friends of CancerLink, providing a direct channel for people touched by cancer to share their experiences, gain mental and informational support from survivors, and remind them that they are not alone.

EXTENDING SUPPORT TO UNSUNG HEROES

Caregivers provide a valuable and often irreplaceable service to those living with cancer. Tending to the needs of a loved one, they may be spouses, partners, family members, or close friends. Most often, they are not trained for the job as caregiver. Many times, they may be the lifeline of the person with cancer.

As a caregiver, it is normal to feel stressed and overwhelmed after learning that someone you care about has been diagnosed with cancer. Accompanying this new reality, there are often lifestyle changes that need adjusting to as well as additional demands on time.

Coping with the enormity of a loved one's diagnosis requires help, input and guidance from a wide range of people and resources.

Common Tasks Caregivers Do:

- Shop for and prepare food
- Give medicines
- Bathe, groom, and dress
- Be a good listener
- Clean house and do laundry
- Pay bills
- Provide emotional support
- Get to and from doctor's appointments, tests, and treatments
- Manage medical problems at home
- Coordinate cancer care
- Seek health care professionals for medical problems

Don't be afraid to ask for help. Seek out your own circle of support and lean on others for assistance.

If you are now caring for a loved one with cancer, here are ten helpful tips to help you manage as best you can.

Recognise that **EVERYONE** is affected

When one family member gets cancer, everyone in the family is affected. Each person is unique, will experience different emotions and have different ways of coping. When family and friends offer advice, exercise patience and understanding. Remind yourself that they too are affected in varying degrees and are showing their concern.

Succession planning

The primary caregiver often takes on so many extra duties and additional stress that this can sometimes lead to exhaustion. There will be times when you may fall sick, have other commitments or simply need to take time out. Be sure to arrange a back-up person to cover you when the need arises.

Remember to expect the unexpected

Not many people enjoy uncertainty. It can cause stress, anxiety and disappointment.

Social worker says:

“You need to learn ways to take care of yourself.

Because if you're not taking care of yourself, you can't take care of anyone else. Don't be afraid to ask questions. Don't be afraid to ask for help.”

Katherine Chow, Centre Supervisor, CancerLink Central

Unfortunately, the cancer journey is rarely predictable. It's a good idea to mentally and physically prepare yourself and the person you are caring for, for unexpected turns. Perhaps the doctor changes the treatment plan. Or surgery is rescheduled. Or, maybe the person living with cancer doesn't respond to chemotherapy or other treatments as expected. The cancer journey is one giant rollercoaster. It will help immensely if you can focus on life one day at a time, and say “ce cera cera” when the unexpected happens.



Laugh out loud

Laughter may seem like the impossible during a time of high stress and anxiety, but it's exactly the medicine you need. Laughter and smiles will benefit you and the person diagnosed with cancer by providing an emotional release. Trick your body into believing you're happy. Other things you can do are to watch a comedy or funny short clips, read jokes, or recall happy memories. "Happiness isn't a Prize. It's a Decision." Everybody has the free will to choose happiness over negativity in every situation.

Affection, affection, affection

Cancer is perhaps one of the most isolating illnesses to endure. Patients can be subjected to rounds and rounds of appointments and treatments where they receive "cold" encounters with doctors and nurses. This can often lead people to feel dehumanised. Touch and affection is a very powerful

healing element. Don't overlook the value of holding hands, shoulder pats, hugs and kisses, gentle rubs or massages that connect the human spirit.

Build strength through rest

Eat well and sleep well. Our immunity is compromised when we try to do too much. Getting adequate rest, exercise, and good nutrition are more important than ever when you are caring for another. For those who feel guilty considering their own needs important, consider what you would hope for if the situation were reversed.

Maintain your boundaries

Give as you can but know your limits. Stop periodically and think about your giving. Are you feeling pleasure in your efforts? Giving beyond your ability and sacrificing your own needs may leave you feeling resentful and bitter.

Keep a journal

Writing a journal can be a great way to express those thoughts and feelings you can't share openly. Checking back over your entries can also help you monitor your stress level and know if you are overextending yourself.

Educate yourself

Learn as much as you can about your loved one's illness and dietary needs. It can also prepare you – a bit – for some of the inevitable bumps in the road.

Find balance

Give yourself permission to rest and carve a break into your schedule. Do things you enjoy, like stretching, going out for a walk or a quick coffee with friends. After a break, you should feel more energised, quickly making up for your relaxation time. ■

Caregiver says:

“I don't think anything in life ever prepares you for a role like this. The first thing that you have to overcome is the shock, the trauma, the anxiety, and the uncertainty. Then you have to put that aside and focus on what is necessary and important for the patient, because it's a very lonely journey and you want to ease the burden for them in every way possible.”

Maria, 56, caring for husband with lung cancer



5 SECRETS TO EMOTIONALLY SURVIVING CHEMO

Many people are afraid of chemotherapy after having heard stories from friends and relatives. Truth is, modern medicine and cancer support have come a long way over the past two decades, making the chemo experience and overall cancer journey much, much easier.

Whilst it is still a scary and often daunting form of treatment, you can help prepare for the journey ahead! If you are now, or about to, undergo chemotherapy treatment, here are some essential secrets to best manage your emotions and minimise stress.

1 REV UP YOUR ENERGY

Exercise gives you energy. Get outside in the fresh air, take a walk, or put on some upbeat music.

Remember to:

- Maintain a balanced diet and eat plenty of protein to help build muscle strength
- Take vitamin B to give you energy
- Drink water! Drink water! Drink water!
- LAUGH! Laughing can increase circulation

2 RISE OUT OF A DOWNER DAY

Feeling depressed? Who wouldn't be? You'll probably find yourself feeling depressed at some point

before, during, or after chemotherapy. Many of our emotions relate to grieving for our loss of health, loss of control, loss of our normal looks, and loss of our routine. Signs of depression, which also happen to be side effects of chemo include:

- Change in eating habits
- Change in sleeping patterns
- Lethargy
- Anxiety
- Irritability
- Loss of concentration

Make a list of things that can help you feel better. I.e.

- Laughter through friends, entertainment, the internet, TV, movies, books and magazines
- Doing something meaningful – write or call someone you haven't talked to for a while
- Get together with friends
- Get outside the house
- Drop by CancerLink for free cancer support services, such as easy yoga, relaxation class or peer support
- Make a gratitude list

3 MINIMISE INSOMNIA

- Herbal teas and melatonin are natural remedies
- Exercise during the day, but not close to bedtime

- Prayer, meditation and visualisation
- Relaxation CDs - spoken word, nature and white noise recordings
- Prescription sleeping tablets, upon consultation with your doctor

4 REDUCE ANXIETY

- Physical and meditative exercise such as yoga, tai chi and qi gong
- Prayer and meditation
- Relaxation CDs
- Massage
- Animals – pat your cat, dog
- Nature – get outside and embrace nature
- Get creative – paint, draw, do craft, write
- Soothing music

JOIN OUR FREE CLASSES WHICH HELP TO RELIEVE ANXIETY. VISIT OUR WEBSITE FOR DETAILS ON ALL OUR PROGRAMMES.

5 COMBAT CHEMO BRAIN

Chemo brain is a term used to describe people undergoing chemotherapy who tend to be forgetful and have trouble concentrating due to heavy medication and toxins in the system. Common symptoms of this phenomenon include: difficulty finding words, difficulty learning new information, difficulty completing tasks and difficult concentrating.

If you experience chemo brain:

- Use a single notebook to record everything
- Tape a checklist to your front door to help you remember keys, wallet, mobile phone, etc.
- Stay mentally and socially active
- Eat healthy and exercise – this helps your brain function
- Prioritise, simplify, rest, reduce stress, and give yourself a break

Lastly, remember that you are not alone. At anytime you are feeling overwhelmed or unable to cope physically or emotionally, reach out for FREE support from our trained nurses, social workers and therapists at any of our CancerLink Support Centres.

Note:

Some of these tips are extracted from the book, "Chemo: Secrets to Thriving" by Roxanne Brown in collaboration with Barbara Mastej and John S. Link, M.D. – sold on amazon.com. ■



The art of letting go

"A psychologist walked around a room while teaching stress management to an audience. As she raised a glass of water, everyone expected they'd be asked the "half empty or half full" question. Instead, with a smile on her face, she inquired: "How heavy is this glass of water?" Answers called out ranged from 8 oz. to 20 oz. She replied, "The absolute weight doesn't matter. It depends on how long I hold it. If I hold it for a minute, it's not a problem. If I hold it for an hour, I'll have an ache in my arm. If I hold it for a day, my arm will feel numb and paralysed. In each case, the weight of the glass doesn't change, but the longer I hold it, the heavier it becomes."

She continued, "The stresses and worries in life are like that glass of water. Think about them for a while and nothing happens. Think about them a bit longer and they begin to hurt. And if you think about them all day long, you will feel paralysed – incapable of doing anything. "It's important to remember to let go of your stresses. As early in the evening as you can, put all your burdens down. Don't carry them through the evening and into the night. Remember to put the glass down!"



SUPPORT



CARE



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CIRCLE



HO

HEALING

E OF

PE

WELLNESS

JOY



FUEL YOUR BODY RIGHT

BOOST IMMUNITY AND PROMOTE HEALING THROUGH NUTRITION

Sudden news of a cancer diagnosis often prompts people to reassess their diet. Is the food I eat healthy? Am I making the best food choices to aid my recovery? Moreover, a patient's appetite may wane during treatment, leading to a significant drop in body weight.



It is vitally important for cancer patients to receive the right nutrition before, during and after treatment. One of the most commonly-prescribed tips is to eat small amounts more frequently, especially plant-based meals, and drink plenty of water. Five meals or more each day, consisting of fruits and vegetables, as well as tofu and egg white as substitutes for meat are recommended.

Fight hard with healthy nutrients

According to John Wong, a registered dietitian, the majority of patients receiving treatment will notice a drop in their appetite. Also, patients receiving radiotherapy and chemotherapy treatment may find swallowing difficult.

"Like a battle, you've got a better chance of winning if you have a strong army, so adequate nutrition and calorie intake is crucial," says Wong, "in addition, increasing the intake of protein can help the body recover quicker."

A balanced diet boosts energy, plays an essential role in maintaining a healthy weight, speeds up the rate of healing, builds the immune system to fight off infection, and

improves the body's ability to tolerate cancer therapy and its side effects.

Frequent meals instead of three meals a day could be better for ensuring an adequate nutrient intake. To combat declining



Did you know?

Juices and soups can boost your intake of valuable nutrients

weight, a high protein, high-calorie diet is suggested. Doing some lightweight sports can also improve appetite, help digestion and prevent constipation.

Since past experience has shown that patients feel hungrier when they wake up than at

lunch time and dinner time, a nutritious breakfast is the best way to start the day. A good choice of breakfast could be a bowl of congee or oatmeal, with crumbled hard-boiled egg and minced pork. Some nutrition powder could also be added. Throughout the day, one should aim to eat at least five servings, preferably seven, of vegetables and whole grains.

Tofu and egg as meat substitute

We've all read about meat consumption and its association with cancer. It is recommended that no more than 190-230 grams (5-6 taels) of meat be consumed a day. 38g (one tael) is equivalent to one egg including yolk; two egg whites; four tablespoons of soy product; or one-third of a block of tofu (approx. the size of a mahjong tile). Since red meat, marinated, smoked, or meat containing preservatives are not as healthy, consumption of these should be minimised.

Red meat can easily be substituted with skinless lean chicken and duck, fish such as salmon, cod, halibut, tuna, etc. Other substitutes for red meat include tofu and eggs which are rich in protein, while shrimps, clams, mussels and other seafood are low in fat and contain a variety of minerals.

Recommended meal plan

Breakfast

- Oatmeal
- Brown rice congee (porridge)
- Tuna fish with tomato whole grain sandwich
- Whole grain bread (with no added sugar)

Lunch

- Fish ball vermicelli in soup with lettuce and Chinese mushroom
- Steamed chicken on brown rice with dried daylily flower and wood ear
- Baked jacket potato with baked beans served with garden salad
- Thai green papaya salad with chicken rice paper rolls

Dinner

- Steamed pork patty with Chinese mushroom and corn served with broccoli and brown rice
- Stir fried carrot, bell peppers and hard tofu served with brown rice and pak choi (Chinese cabbage)
- Prawn and tomato pasta
- Grilled chicken with mixed vegetables on buckwheat noodles served with stir-fried spinach with garlic

Consume in abundance

Vegetables and fruit
Whole grains
Pulses
Protein foods
Good fats
Herbs and spices
Water

Consume moderately

Red meat
Dairy products
Soy products
Caffeine

Consume minimal amounts

Refined grains and sugars
Bad fats
Salt
Processed meats
Barbequed foods
Alcohol

ORGANIC FOOD



Concern about the possible effects of food additives on health, including cancer, is one reason that many people are now interested in organic foods. Whether organic foods carry a lower risk of cancer is largely unknown, and they can be expensive.

To lead a healthy lifestyle, consume nutritious food, whether they are grown conventionally or organically, to boost your immunity.

In Hong Kong, there are two organic certification organisations, namely, the Hong Kong Organic Resource Centre and the Hong Kong Organic Certification Centre. You can find the lists of certified organic farms from their websites.

Where to Shop for Healthy Food, Organic Produce & Nutritional Supplements

Best2U

Shop 217A, 2/F, Metro City Plaza 1,
Tseung Kwan O, 2177-0726

Catalo

G/F, 85 Queens Road Central, 2522-1255

I Kind Of

3188-9473, www.ikindof.com

Just Green

52 Graham Street, Central, 2801-5611

Kinoa

www.kinoa-shop.com

Little Giant

15/F, Chung Wai Commercial Building,
447-449 Lockhart Road, Causeway Bay,
2573-3610

Nature's Village

G/F, 38 Lyndhurst Terrace, Central
3107-0817

02H

World Trust Tower, 50 Stanley Street,
Central, 2523-3123

Spicebox Organics

Shop K, G/F, Fook Moon Building, 72
Third Street, Sai Ying Pun, 2568-2728

WellBeing 360

Shop 722, 7/F, Fortune Metropolis,
6 Metropolis Drive, Hung Hom
2515-3546

Wonderful Grace

Room 3208, Central Plaza, 18 Harbour
Road, Wanchai, 2566-0855

Culture Organics

3488-4115,
www.cultureorganicsfood.com

Green Vitamin

3151-7535, www.greenvitamin.co.uk

Green Dot Dot

2147-3239, www.greendotdot.com

Organic Land

G/F, 181 Hennessy Road, Wanchai,
8200-4628

*This list is not exhaustive. HKCF does not endorse any of the companies or retailers listed above by virtue of making this compilation for readers.



THE BEAUTY OF BEING SUNSMART

In Hong Kong, the perceived risk of developing skin cancer is low. Sun protection is not seen as a way to prevent skin cancer, but to retain fair and youthful looking skin.

A recent survey undertaken in Hong Kong, by Cancer Fund in conjunction with an International Cancer Body shows that sun protection is seen as most relevant to females, and a way to uphold one's physical appearance. Of those surveyed, the majority said they thought skin cancer is irrelevant to them as they are not part of high-risk groups such as athletes, construction workers or those who spend a large portion of time outdoors. They also considered sunburn as a short-term discomfort as opposed to something that causes long-lasting skin damage.

This and other findings from the survey have provided Cancer Fund with key information on how to better educate the local community on the importance and use of sunscreen as a lifelong habit to prevent the future incidence of skin cancer.

Let's be honest, health is not always the best motivator when it comes to protecting your skin, but the beauty of being SunSmart is that it can minimise your lifetime risk of developing skin cancer.

In Hong Kong, close to 800 people are diagnosed with skin cancer each year according to latest statistics, making it the 8th most commonly diagnosed form of cancer.

The basic message is that sunburn is painful, potentially deadly, and totally preventable.

Remember, you only get one chance to love the skin you're in!

Learn more about skin protection and skin cancer prevention at www.cancer-fund.org/sunsmart

Understanding UV

Did you know that UVA rays are the ageing rays - in other words, the ones that give you wrinkles, whilst UVB rays are the ones that burn your skin, or the ones that cause skin cancers. This means you have to consider both when choosing the right sun protection for your skin.

The sun's ultraviolet (UV) radiation is the best natural source of vitamin D. However, too much UV exposure from the sun and other sources, such as solarium is a major cause of sunburn, premature ageing, eye damage and skin damage leading to skin cancer.

UV cannot be seen or felt. It is not like the sun's light which we see, or the sun's warmth (infrared radiation) which we feel. Our senses cannot detect UV so it can be damaging without us knowing.

The UV level is affected by a number of factors including the time of day, time of year, cloud cover, altitude, proximity to the equator, scattering and reflection.

Remember, there is no such thing as a safe tan. So slop, slip, slap, slide, seek and take precautions daily to prevent harmful exposure.



How to choose and use sunscreen

No perfect sunscreen exists. The best sunscreen is the one you like enough to use regularly and that best matches your lifestyle. All sunscreens will have an SPF label. SPF stands for Sun Protection Factor. It is a measure of UVB protection and ranges from as low as 2 to 50+.

SPF30 sunscreen filters 96.7 per cent of UV radiation and SPF 50 filters 98 per cent. Both provide excellent protection as long as they are applied properly. 'Broad-spectrum'

means that the sunscreen filters both UVA and UVB radiation.

When using sunscreen, it's good to remember the following:

- No sunscreen provides full protection so never rely on sunscreen alone for sun protection. During the daily sun protection times (when the UV Index is 3 and above), combine sunscreen with sun-protective clothing, a broad-brimmed hat that protects the face, head, neck and ears, shade and sunglasses.
- Apply sunscreen 20 minutes before you go outside and again every two hours (whether or not the label tells you to do this).
- Use a generous amount of sunscreen.

The average-sized adult should apply a teaspoon (5ml) of sunscreen per major body part (i.e. 5ml for the face, neck and ears, 5ml for the front of the body, 5ml for the back of the body, and 5ml for each arm and leg – a total of 35ml of sunscreen for a full body application). For children, half a teaspoon (2.5ml) should be applied per major body part.

- Check and follow the 'use by' date stated on the packaging and store sunscreen below 30°C.
- If you have a reaction to a sunscreen, rinse the area thoroughly and discontinue use. It is best to look for a fragrance-free product such as a toddler or sensitive sunscreen. A doctor or chemist could also offer advice about choosing another product.

High SPF sunscreens – are they better?

In recent times, companies have been advertising sunscreens with an SPF of 80+ or even 100. But are they better?

Truth is, no SPF, not even 100+, offers 100 per cent protection. The difference in UVB protection between an SPF 100 and SPF 50 is marginal. Far from offering double the blockage, SPF 100 blocks 99 per cent of UVB rays, while SPF 50 blocks 98 per cent. (SPF 30, that old-timer, holds its own, deflecting 96.7 per cent).

As skin experts say, consumers should worry more about wearing enough sunscreen, rather than how high the SPF is. ■

Champion swimmer knows the importance of being SunSmart

Being smart about skin care is more than just about beauty. Alex Chung, five-time HK champion swimmer spends a lot of time outdoors and understands the importance of being SunSmart. Hong Kong Cancer Fund caught up with him for a chat.



Q. How do you prepare for your day?

A. As an athlete, I know the importance of doing warm-ups. But, about half an hour before I even step out of the house to start my exercise regimen, I slather on sunscreen. Warm-ups and sunscreen basically have a similar function – they both prevent damage to the body.

Q. Do you think there is enough awareness about harmful UV rays in Hong Kong?

A. I definitely think people are becoming more aware. There's still more to be done though. A lot of people forget to reapply sunscreen, especially by the pool. There are plenty of great water-resistant sunscreen products, but that doesn't mean you're covered for the day. I reapply sunscreen every 1 ½ to 2 hours.

Q. As a swimming coach, what do you like most about the job?

A. Swimming is great – it's more than just whole-body exercise, it's a life skill. It teaches commitment, being part of a team, mental toughness. I like to think I am passing those skills to my students and setting a positive example of healthy habits, including sun protection.

Q. What is your view on skin care?

A. It is an important part of everyday life, and not only for women. I think it is a welcome change to see so many more products, both for beauty and sun protection, compared to a decade ago.

Sure, it helps prevent premature aging but it's more fundamental than that. There really is no such thing as a safe tan. Even though a sunburn might seem like a temporary irritation, it can cause long-lasting damage and increase the chance of developing melanoma (most dangerous form of skin cancer) later in life.

Children and adolescents are especially at risk, so it's best to develop a sunscreen habit early on in life.

Q. Before we wrap up, do you have a message for our readers?

A. Many parents enroll their children to swimming classes to increase water safety; we should put the same effort into teaching them about sun safety.

Stay safe. Live smart, live healthy.



NEW, FASHIONABLE HEADWEAR SERVICE

LOOK
GOOD, FEEL
CONFIDENT

Complementing our existing range of offerings that target the needs of people experiencing hair loss from treatment, we are bringing renowned European brand Christine Headwear to Hong Kong.

Made from natural materials such as cotton, bamboo viscose and milk fibres, Christine Headwear products are breathable and non-irritating to the sensitive scalp, and are designed to guarantee a secure fit.

Since the launch of our service this year, we have received positive feedback.

"It feels really soft. It's comfortable enough to be worn all day."

Without hair, the scalp becomes vulnerable and needs special care, so good headwear not only raises a person's spirits, it also provides protection.

"I chose a brighter colour to match my summer wardrobe and it's great that it doubles as sun protection for my head." ■

For those experiencing hair loss from cancer treatment, please drop in at any of our CancerLink Support Centres to receive useful advice and select a free turban.



Handy tips:

- Use sunscreen, sunblock, or a hat to protect your scalp from the sun
- Use gentle cream or lotions when the scalp feels extra tender, dry, and itchy (check with a nurse before using hair or skin care products)
- Use a cotton, polyester or satin pillowcase, as nylon can cause irritation
- Comb / brush hair gently using a large comb or hairbrush
- Wear a hair net at night to keep hair from coming out in clumps. Hair that falls out can then be contained in the hair net, making disposal easier in the morning



COLORECTAL CANCER STILL ONE OF THE MOST PREVENTABLE

MINIMISE YOUR RISK THROUGH SCREENING

Of all cancers, colorectal is still one of the most preventable with the help of screening and early detection. Colorectal cancer has surpassed lung cancer to become the most common form of the disease in Hong Kong, with over 4,450 confirmed cases in 2011. Although the median age at diagnosis is 70 years old, cancer of the colon is not an 'old persons' disease'; at our CancerLink Support Centres, we have cared for people as young as 30.

In fact, so prevalent is colorectal cancer in Hong Kong that a pilot programme to subsidise colorectal cancer screening for higher risk groups was announced by the government in the 2014 Budget. Hong Kong Cancer Fund will also continue to offer discounted colonoscopies in St. Paul's Hospital to men and women over 50. Please call 36560800 in June during office hours, to enroll for this discount offer*.

**First come first served. Limited to 200 places.*



Did you know?

Numerous studies have suggested that a diet high in meat and low in vegetables increases the risk of developing colon polyps.

Remember, regular screening promotes early detection and allows for early stage polyps to be removed, thereby preventing cancer from forming. So sign up for peace of mind by getting yourself checked.

Adjusting to Colon Cancer at 40

After noticing changes in his bowel movements, 40-year-old Mr. Cheung went for a checkup. Just as his career was taking off, he was told he has cancer. Still, he remained optimistic and underwent surgery. Apart from having cancerous polyps removed, he needed to be fitted with a colostomy bag to collect stool. This, he found very hard to accept. He was deeply concerned about the embarrassment that may arise from wearing a colostomy bag. Fortunately for Mr. Cheung, his colostomy bag was only a temporary fixture and would be removed after he underwent a surgical reconnection. For others though, a colostomy bag is required for life.

Mr. Cheung had difficulty adjusting to his new situation. On top of this, he also had to address his wife's feelings. When Mr. Cheung was diagnosed, his wife suffered an emotional collapse and went into denial. After she finally accepted the reality, she expressed

resentment over the lack of support from his family and quarrelled with him frequently over this. Worried about finances, she would sometimes have an outburst. Mr. Cheung did not know how to handle the situation.

During a follow-up appointment with his doctor, Mr. Cheung came across information published by Hong Kong Cancer Fund. Through our free counselling service, he voiced his concerns about his wife's fluctuating emotions to social workers. Our team drew up a plan of action for the couple that included couple counselling to help them handle distress and reevaluate their relationship as well as workshops where they could share their experience with peers and gain insights on how to deal with certain challenges. No matter what aspect of cancer patients and their families need help to address, we're here to provide FREE professional and personalised support. ■

**CALL
3656 0800**

to enrol for your
discounted colonoscopy

AN ITALIAN LOVE AFFAIR



Cancer Fund's annual Party for a Purpose ignites passion for improving cancer care in Hong Kong.

A highlight of Hong Kong's social and charitable calendar, Cancer Fund's 'Party for a Purpose' took place on the 1st of March, 2014 amid fanfare. This year's theme 'Casanova's Venice La Serenissima' recreated the allure of eighteenth-century Venice for a night of love and charity.

Tribute must be paid once again to Louis Vuitton, our Principal Sponsor, for their continued belief in our work. We were also very grateful to have Harry Winston as our Jewellery Sponsor this year. They added a definite sparkle to our Gala.

The annual event was held once again in ArtisTree, sponsored by Swire Properties Limited, where more than 400 of our loyal supporters and friends gathered. Through their generosity, we reached our fundraising target of HK\$7 million for our free cancer support services. Thanks to our many sponsors, advertisers, guests, and loyal patrons, the money raised will directly benefit hundreds of families who turn to us for help.

THE BEAUTY OF GIVING



Giving is not only for the wealthy. We can all make a real difference, one dollar at a time.

In March, a group of our Circle of Friends monthly donors attended floral tea and pendant making workshops. As part of these gatherings, donors got to meet people on their cancer journey who benefit from their generosity for a cheerful afternoon of sharing and bonding.

"My meeting with a cancer survivor reminded me of the reality that cancer affects individuals from all walks of life."

Through the generosity of the public, Cancer Fund can continue providing vital free cancer care services to anyone touched by cancer. "It was uplifting to see people rebuilding their health and lives after being diagnosed with this challenging disease."

IF YOU WOULD LIKE TO JOIN OUR CIRCLE OF FRIENDS TO HELP US ENSURE THAT NO ONE IN OUR COMMUNITY IS FACING CANCER ALONE, PLEASE CONTACT US AT COF@HKCF.ORG OR 3667 6332.

Bringing the community closer together



COCO LEE X CHIU TSANG HEI “MADE IN HONG KONG” CHARITY CONCERT SAT., 5 JULY 2014

A concert to benefit the community is music to the ears. International pop diva CoCo Lee is celebrating her 20th anniversary in the music industry and will put on a spectacular show featuring popular songs of the 80s and 90s.

Joined by multi-talented musician Chiu Tsang Hei, CoCo will be on stage for a one-night-only show on the **5th of July** at Hall 5BC, **Hong Kong Convention and Exhibition Centre**. **Proceeds after costs will be donated to Cancer Fund to support our FREE cancer support services.**

Famous guest singers will celebrate with CoCo and perform their greatest hits as well as local and foreign classics. It promises to be a joyous night of soul-shaking energy and sonic passion you just cannot miss!

As our Pink Revolution ambassador over the years, CoCo has actively supported our breast cancer awareness campaign. This is CoCo's **first** ever solo concert in Hong Kong and tickets will be available through **HK Ticketing**. Come and enjoy an amazing evening of great music and support a good cause.

TIMELESS BRILLIANCE

Harry Winston makes a brilliant contribution to the community through its support of Hong Kong Cancer Fund.

This year, we are delighted to welcome Harry Winston into our growing group of friends. Their support further attests the life-changing impact our work has on people touched by cancer.



For the first time, the Harry Winston Hope Collection™ will be made available in Hong Kong, with 20% of the retail sales price of every bracelet or charm (priced at HK\$23,000

and HK\$18,400 respectively) sold at Harry Winston's salon in the Peninsula Hong Kong, supporting the Hong Kong Cancer Fund's comprehensive range of free services, so no one has to face cancer alone.

Featuring a sleek white gold and engraved mother-of-pearl design set with a delicate Winston diamond at the center, the collection represents the next step in Harry Winston's longstanding commitment to supporting leading charitable organisations throughout the world and is a union of two of the luxury brand's cherished traditions – creating



beautiful jewelry of unsurpassed style and making a tangible difference through its commitment to the community.

FOR ENQUIRIES PLEASE CALL 2301 2131.

ACKNOWLEDGEMENTS

We would like to acknowledge and thank the following friends, donors and volunteers. Your generosity and continued support allows our services to grow so no one faces cancer alone.

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更新個人資料 UPDATE CONTACT DETAILS

癌症基金會希望與您保持緊密聯繫，向您匯報最新的工作進展及邀請您出席活動。若您最近曾搬遷或更改聯絡資料，請填妥下列表格並傳真3667 2100或郵寄回本會。您亦可在網上更新資料，請瀏覽http://www.cancer-fund.org/tc/donate_update_cof.html。任何查詢，歡迎致電3667 6333與我們聯絡。謝謝！

Hong Kong Cancer Fund would like to keep you abreast of our updated news and invite you to our future activities. If you have moved or changed your contact details recently, please fill in your updated details below and return to us by post or fax (**3667 2100**). You may also do it online via http://www.cancer-fund.org/en/donate_update_cof.html. Any enquiries, please do not hesitate to contact us at **3667 6333**. We would like thank you once again for your past support and look forward to hearing from you soon. THANK YOU!

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