

Autumn | Winter 2023

INTOUCH 觸覺



Think pink.
The revolution is here again.



癌症基金會
CANCERFUND
So no one faces cancer alone

www.cancer-fund.org

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Circle of Friends: The Gift of Giving Back

Support our free cancer services to help those in need. Consider that the cost of a lunch donated each month can make a big difference in the lives of people touched by cancer. It only takes a few minutes to offer hope and practical care that will make a difference for cancer patients, their carers and loved ones.

Give a gift today by calling our Donation Hotline 3667 6332. Consider becoming a Circle of Friends monthly donor. To join, scan this QR code:



Service Helpline: 3656 0800



Dear Friends,

It's that time of year again, October is breast cancer awareness month and our Pink Revolution! This year we are thrilled to have Mrs. Gigi Ma join us as our new Pink Ambassador. I'm sure you will have seen our new education campaign around Hong Kong featuring Gigi which is on the tram, minibuses and in magazines, and to remind everyone that 'no matter what size you are, check regularly'.

Breast cancer is the most common cancer for women in Hong Kong and we know that early diagnosis is one of the greatest impacts on increasing survivorship rates, so do ensure that you check regularly.

On 21st September we are launching our Pink Revolution campaign with our kick-off event at Harbour City, Tsimshatsui. Then throughout October we have our Shop for Pink, we are giving you a great reason to go shopping! For every item you buy, a part of the proceeds will be donated to the Cancer Fund's FREE breast cancer support services, so do check out what wonderful items we have for you this year.

On Friday, 27th October we are inviting you to show your support by adding a splash of pink to your wardrobe to join our Dress Pink Day. We're encouraging everyone to have a fun Pink Party with friends at home or at the office.

All of the donations we receive from our Pink Revolution will go towards our free

professional services and our Pink Recovery Packs which are delivered to the bedsides of everyone who has undergone breast cancer surgery in Hong Kong.

We would like to extend a huge thank you to everyone who makes our work possible, from our enthusiastic DIY fundraisers, to our dedicated monthly donors and our generous corporate friends. We would not be where we are today without all of you!

With love



Sally Lo, BBS. MBE

Founder and Chief Executive



Pink Revolution 2023



Our New Pink Ambassador – Mrs. Gigi Ma

We are thrilled to have Gigi join us as our Ambassador for the Pink Revolution campaign this year. Gigi has just filmed a new TV commercial for us to spread the message of supporting women with breast cancer and to encourage regular check-ups. “As a mother, sister and entrepreneur I believe very strongly in empowering women. I am delighted to be invited to become the new Ambassador for such a meaningful event and I’m proud to be encouraging all women to do regular checkups as early detection saves lives” Gigi said.

Our new commercial features Gigi encouraging women to be breast aware. It is a commonly held myth in Hong Kong that only women who have larger breasts are more susceptible to breast cancer. However, this is not the case, regardless of the size of the breasts they all have the same risk factor.



No matter what size you are, check regularly

To learn more about how we are bringing together thousands of people for our Pink Revolution, visit: www.cancer-fund.org/pink



Our Pink Revolution

Cancer Fund's Pink Revolution is the most comprehensive breast cancer awareness campaign and it takes place every October. Breast cancer is the most common cancer for women in Hong Kong with around one in every 14 women being diagnosed*. Early detection is vital and survival rates are on the increase.

We have a range of events and promotions you can get involved with to help us raise life-saving breast cancer awareness from our launch at Harbour City on Thursday, 21st September to Dress Pink Day on Friday, 27th October to Shop for Pink which is running throughout the month.



All donations raised will go towards our FREE breast cancer recovery pack and FREE support services.

*Source: Hong Kong Cancer Registry, Hospital Authority

Dress Pink Day

On Friday, 27th October get involved in Dress Pink Day at your workplace, school or with a group of friends to raise funds for women with breast cancer. Add a splash of pink to your wardrobe and throw a pink themed party, or simply sponsor a pink recovery pack with a donation of HK\$150 or more to take part in this fun and meaningful event. The recovery packs are given to the bedsides of breast cancer clients who have just undergone surgery. The funds you raise will help our clients with breast cancer and sustain our free services.



In Memory of Coco Lee



We were devastated to hear the news of the passing of Coco Lee. She was a huge supporter of the Cancer Fund and was our Pink Ambassador for 7 years. Coco would regularly attend our Pink Launch Party and we had such fun creating new TV commercials and Pink Campaigns with her over the years. She shined such a bright light on everyone she touched.

Coco will always be in our hearts.

We receive no money from the government of the Community Chest, your generous donation will help us to sustain our free breast cancer services. Please give a gift today!





Terence – from Cancer to Qigong

For many people that come to the Cancer Fund's Support Centres, they would often see Terence teaching Qigong, but the story behind why Terence has such commitment and passion is truly amazing.

In February 2016 when Terence was only 54 years old he made a huge career decision. For 8 years he had travelled from Hong Kong to Shenzhen every week. Leaving early on a Monday morning and not returning until late on a Friday night.

Terence was working for a financial institution and had been asked by his company to set up and develop the China market. As Department Head of Customer Relations his remit grew quickly and culminated in 100 branches in 15 cities with over 200 people reporting into him. The work pressure was huge and the hours were long.



Then in 2016 he resigned. He wanted to spend more time with his wife and take a much deserved career break for 6 months. He signed up for a hiking trip in Japan and was excited to have some valuable personal time, he was training with the group, and had attended only a couple of classes when he started to feel bloated.

Terence visited his doctor and was given some medication, but it didn't seem to be working. His doctor had known him for a long time and was concerned and started extensive tests, starting with blood and urine, then quickly moving to ultrasound and finally a CT scan. Within 2 weeks of his initial appointment and with no other symptoms, apart from the bloated feeling, Terence was diagnosed with cancer, a 3cm tumour had been found on his pancreas.

At the time Terence and his family discussed the possible outcomes with the doctor and he was told that if the surgery was successful he would then have to do 6 months of chemotherapy and his survival rate for over 5 years for his particular diagnosis was just 2%.

He managed to have an operation only 2 months later. His surgery lasted for 10 hours and they needed to remove some of the pancreas, part of his stomach, part of his intestines near the duodenum and his gall bladder. He then started his chemotherapy at home in pill format.

Whilst at the Queen Mary hospital he saw the Cancer Fund's Link magazine and joined some wellness classes that were being held by Shiao Kuang, our Head of Wellness, in Kowloon Park. This was the start of his ongoing and dedicated relationship with The Cancer Fund.



During his chemotherapy, Terence found a love of Qigong. He felt that the practice helped relieve his symptoms and side effects such as diarrhea and found himself practicing up to 5 hours a day. Then in 2019 he started going to China on retreats to learn more about this amazing practice. He attended courses in Jilin, Qingdao and Jinggangshan where he met Qigong masters and participants from all over the world.

Terence shared all of his experiences and learnings over this time with Shiao Kuang and she asked him if he would be interested in teaching cancer patients at our Support Centres. Terence was thrilled and soon joined our amazing team of facilitators in 2020.

To complete his holistic approach to healing and help serve cancer patients, Terence also went to study TCM at Hong Kong University.

Terence said "When I asked my doctor why I got cancer he said that it could have been hereditary, lifestyle, stress or diet. I have since learned that you need good emotional management, a healthy diet and exercise and to take time to look after yourself. I am so grateful for everyone who has helped me through my journey and I love teaching Qigong at the Cancer Fund".

Shop for Pink 2023

Here's a great reason to go shopping - it's time to shop for a cause!

We are thrilled to have the wonderful support of amazing brands who have kindly offered to donate a percentage of their sales to our Pink Revolution. For the foodies out there we have The LUBUDS Group, The Royal Garden and PizzaExpress, or have a staycation in the Conrad in Hong Kong or pop over to Macau, and every ladies favourite, Her Own Words. Scan our QR code to see what other offers we have for you this year.



Zojirushi



The amazing people at Zojirushi are once again our Major Sponsor. This is their 16th year in offering a 'Pink Series' specifically for our Pink Revolution and every year the items fly off the shelves. We are inundated with calls from people who collect these pink items every year, so shop early to avoid any disappointments!

Miricor Group

We are excited to have the Miricor Group for the first time as our Principal Sponsor. Through their beauty brand or treatments, services and products they would like to help women to regain their confidence and to encourage and support women who have been touched by cancer.



Pink Revolution Launch 21st September – Come and Join Us!



Join us as we kick-off this year's Pink Revolution with a Press Conference at Harbour City on Thursday, 21st September. Support us as we mark the start of this month-long celebration and campaign with special guests, giveaways, information and inspiring cancer survivor's stories.

Check your breast in 3 easy steps



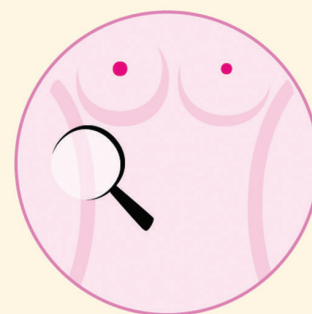
1

LOOK for changes in your breast or changes/discharge from the nipple



2

FEEL for lumps, thickening, puckering, dimpling of the skin, unusual redness, colour change or pain



3

COMPARE the shape and size of your breast, and both nipples for unusual changes

For more information about breast self-examination, please visit
www.cancer-fund.org/pink/en/look-feel-compare

Are you Breast Aware?

If you know 14 women in Hong Kong, the chances are that one of them will have breast cancer at some stage in their life. We are asking you to become breast aware by learning about the early signs of breast cancer and share our message with as many friends and family as possible because every woman you share this message with, could be a life saved.

Breast cancer is currently the most common cancer type for women in Hong Kong. Early detection means less physical and emotional trauma, and most importantly drastically increases the chances for survival.

Here's what to look for when you check:

- A lump, lumpiness or thickening.
- Changes in the skin, such as puckering, dimpling or a rash.
- Persistent or unusual pain.
- A change in the shape or size of the breast.
- Discharge from a nipple, a nipple rash or a change in its shape.

If you notice any of these changes, please see your doctor immediately. Early detection can save lives.



Understanding Lymphoedema

Before we talk about lymphoedema and how you might be able to minimize its impact, let's delve into a few facts first and share some basic information.

What Is your Lymphatic System and Lymphoedema?

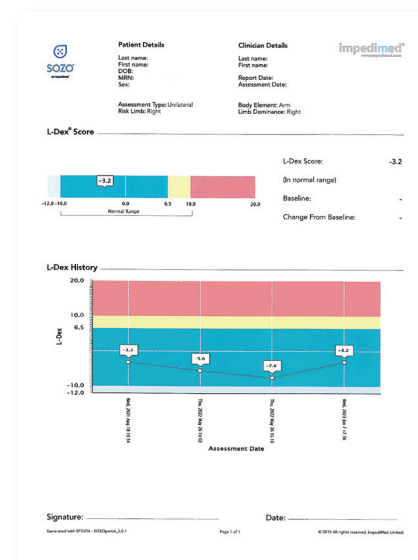
The lymphatic system is a network of delicate tubes throughout the body. It drains fluid (called lymph) that has leaked from the blood vessels into the tissues and empties it back into the bloodstream via the lymph nodes. Lymph fluid also carries the cells that help fight infections throughout the body.

Lymph nodes act like a drain in your sink. If the drain is clogged, the fluid cannot drain. When your lymphatic system doesn't work well, your body accumulates fluid and may begin to swell. Lymphoedema is the name for this type of swelling.

It usually happens in the arms or legs, but can occur in other parts of the body. Sometimes this swelling develops quickly, or it may develop slowly over several months.

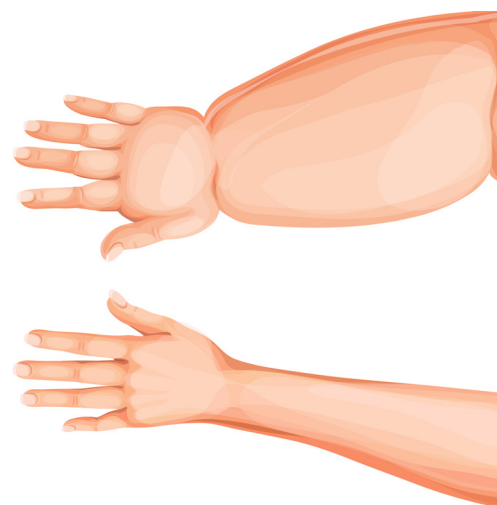
When related to cancer, lymphoedema is most commonly caused by lymph nodes being removed during surgery, radiation treatment to the lymph node area, and/or by the tumor itself, both of which might block part of the lymph node.

However, not everyone who has gone through cancer treatment will experience lymphoedema.



What Are the Symptoms of Lymphoedema?

- Your arm, leg, or other parts of your body has a little swelling at first, but gets bigger over time.
- You can't see or feel the veins or tendons in your hands and feet.
- The skin in that area feels tight, and sometimes has a tingling sensation.
- The arm or leg with lymphoedema feels uncomfortably heavy and will have difficulty in moving around.
- Clothing and jewellery fit more tightly on the affected area.
- The skin looks thicker or leathery.
- You have a feeling of itching.
- Repeated skin infection.



How Can the Cancer Fund Help? How Is Lymphoedema Treated?

Our objective is to raise awareness of lymphoedema and enhance self-care management. You can't reduce all lymphoedema risks, but there are things you can do to decrease and possibly prevent swelling. In each of our 4 Cancer Support Centres we have a lymphoedema machine called L-Dex. If you have been diagnosed with cancer, our oncology nurse will arrange for an assessment with you before and after you have undergone surgery or treatment. Through a detailed analysis our nurse will be able to ascertain what risk level you are at and help guide you on some tips to relieve symptoms and to keep it from getting worse. For further in-depth knowledge, you may need to discuss this with your oncology doctor.



At this time, there is no cure for lymphoedema. However, the below may be recommended to you by our oncology nurse or your doctor:



Exercise. Moving your swollen arm or leg may help the lymph fluid to drain, thus reducing the swelling.

A compression sleeve or stocking. This special garment fits tightly on your swollen arm or leg, helping the lymph fluid flow out.

Manual lymph drainage. Manual lymph drainage can help push the lymph fluid out of the swollen part of your body.

Weight loss. In patients who are overweight, lymphoedema related to breast cancer may improve with weight loss.

Skin care. Skin care helps to keep your skin intact and maintain its protective layer to protect from infections.

If you would like to know more about lymphoedema or join one of our many programmes and classes that include Lymphoedema Assessment Service, Lymphoedema Care Talk, Lymphoedema Prevention Dance and Exercise Class please contact your nearest Support Centre or call our hotline on **3656 0800**.



Living with Cancer – A Series of Video Guides to Help You

For anyone who has been recently diagnosed with cancer the impact on the family, and the questions that arise, can be very daunting. The internet provides such a tremendous amount of data and statistics that it can sometimes overwhelm us, creating more questions than answers.

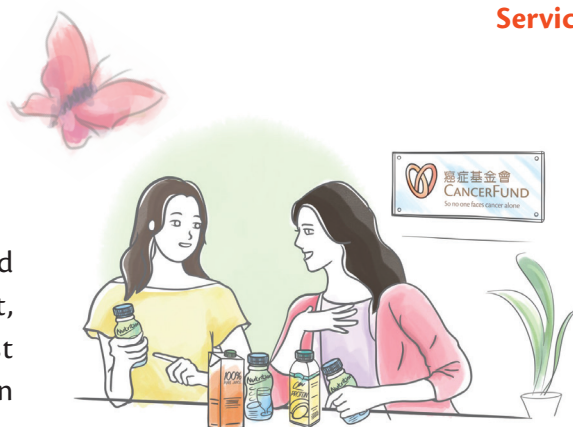
To address this, we have produced a set of short videos that help cancer patients and their families navigate a cancer diagnosis. Our first series “Living with Cancer” features 5 videos that debuted at the end of 2022. This series covers the time from being newly diagnosed to the beginning of treatment.

Preparing for the Journey Ahead

Our first video is for anyone who has been recently diagnosed. We know that the road ahead will be challenging. But if you prepare carefully, you can face the challenges with strength and confidence. Here we provide some tips and guidance to help you plan your cancer journey.

Nutritional Needs for Before and During Ongoing Cancer Treatment

We are all very aware of the benefits of a healthy diet and lifestyle. However, if you're a newly diagnosed cancer patient, or have just started treatment, nutrition is of the upmost importance. In this video we share some guidelines on preparing healthy nutritional foods that will help maintain your body weight and appetite.



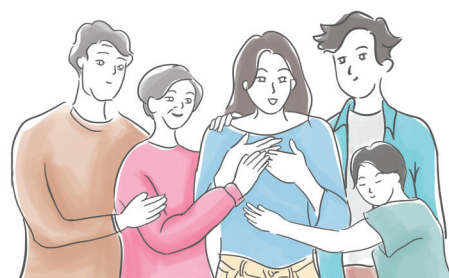
Physical Preparation for Treatment

When preparing to undergo cancer treatment, you can get yourself ready for what lies ahead, and even taking small steps can improve your sense of well-being and control. Here are some simple tips to ensure that you are physically prepared for any side effects that treatment may cause.



Cultivating Gratitude and Self Love

At the Cancer Fund we encourage anyone touched by cancer to nurture and promote gratitude and self-love within themselves. A positive attitude makes a big difference, congratulate yourself on every step you take to your recovery.



Cancer Came to My Family

Cancer affects the entire family and is not an easy subject to talk about, especially to children. Many parents avoid the topic in fear that they will scare them but they are actually making the situation worse. Children are very aware and sensitive to emotional changes. We advise that you seek professional help on how to talk to your children and how to let them share their own inner fears and emotions.



We Are Here to Help

Overcoming cancer takes more than medicine. To view these and all of our cancer educational videos please scan the QR code or go to <https://www.cancer-fund.org/en/cancer-videos/>



For more information about our **FREE** professional programmes, advice and support please contact our helpline on **3656 0800**.



Thank you to all our supporters

We would like to acknowledge and thank the following friends, volunteers, individual donors and Circle of Friends members. Your generosity and continued support allows us to offer our FREE services, so no one faces cancer alone. (In arbitrary order)

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Tai Tam Country Park
大潭郊野公園

3/12/2023
(Sunday 星期日)

**Challenge Against Cancer.
Join Us Now!**

行善抗癌，請即報名！

Join our 28th Stride for a Cure walkathon to celebrate the Christmas spirit, every steps counts.

聖誕傳愛心，齊來參與第28屆「抗癌大步走」，
一同邁向癌症受控的未來。



HongKongCancerFund

3667 6333
www.cancer-fund.org/sfc



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請即報名參加！**

Help to save the environment

Sign up for the e-version of our newsletter to save paper and the environment

To receive the e-version of our newsletter, please email public@hkcf.org with your name, mailing address and telephone number, so we can add you to our digital mailing list.

Are you moving? Please keep us in the loop!

If you are moving and would like to be informed of our latest news and activities, please email your name, donor number and new contact details to hkcf@hkcf.org so we can update our records. Your personal information will be kept strictly confidential.

