

# Pink Revolution

## **New Survey Shows**

**Half of Hong Kong Women Do Not Check for Breast Cancer Regularly  
Early Detection of Breast Cancer Increases Chance of Cure**

*Hong Kong Cancer Fund and Hong Kong Sanatorium & Hospital Join Hands to Offer Mammograms at a Preferential Rate to Encourage Women to Check Their Breast Health*

**Press Conference  
24<sup>th</sup> September , 2013 (Tue)**

# Breast Cancer in Hong Kong

Speaker :

**Dr Raymond LIANG Hin-suen,**

Assistant Medical Superintendent,

The Director of the Comprehensive Oncology Centre

Hong Kong Sanatorium & Hospital

# Breast cancer is the most common cancer in women<sup>1</sup>



- More than 3,000 new cases each year
- The 1<sup>st</sup> cancer and the 3<sup>rd</sup> cancer killer in HK women
- 1 in 19 HK women

Female				
Rank	Site	New cases registered	Relative frequency	Crude incidence rate*
1	Breast	3,014	24.1%	80.8
2	Colorectum	1,877	15.0%	50.3
3	Lung	1,565	12.5%	42.0
4	Corpus uteri	713	5.7%	19.1
5	Thyroid	504	4.0%	13.5
6	Ovary etc.	468	3.7%	12.5
7	Liver	465	3.7%	12.5
8	Stomach	434	3.5%	11.6
9	Non-melanoma skin	430	3.4%	11.5
10	Cervix	400	3.2%	10.7
	<b>All sites</b>	<b>12,489</b>	<b>100.0%</b>	<b>334.8</b>

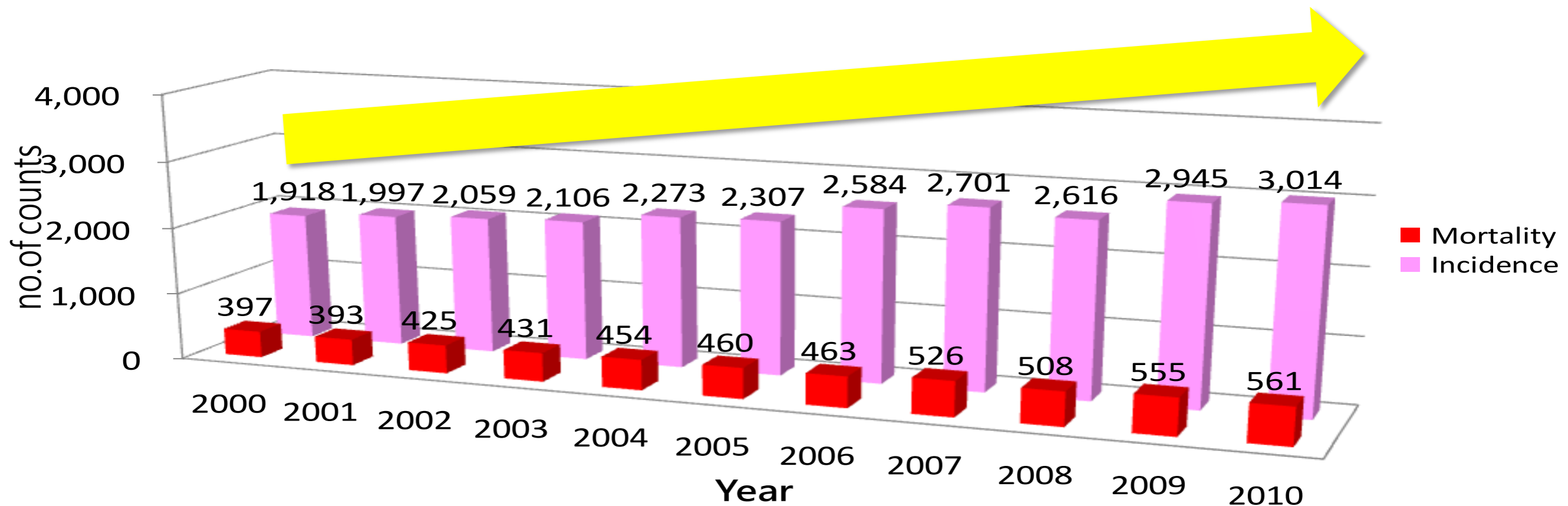
Female				
Rank	Site	Deaths registered	Relative frequency	Crude mortality rate*
1	Lung	1,220	23.3%	32.7
2	Colorectum	828	15.8%	22.2
3	Breast	561	10.7%	15.0
4	Liver	417	8.0%	11.2
5	Stomach	264	5.0%	7.1
6	Pancreas	210	4.0%	5.6
7	Ovary etc.	164	3.1%	4.4
8	Non-Hodgkin lymphoma	155	3.0%	4.2
9	Cervix	146	2.8%	3.9
10	Leukaemia	113	2.2%	3.0
	<b>All sites</b>	<b>5,245</b>	<b>100.0%</b>	<b>140.6</b>

1. Hong Kong Cancer Registry (2010)

# The Incidence and Mortality of Breast Cancer Keep Growing in these 10 years<sup>1</sup>



## The incidence and mortality of breast cancer



1. Hong Kong Cancer Registry (2010)

# The Risk Factor

- Age >50
- Family History
- Not having children
- Having the first child at old
- No breast-feeding experience
- Drink large amounts of alcohol
- Heavy Weight
- Genetic Issue



# Symptoms



- Change of breast skin texture or rashes found on or near the nipple
- Change of shape or location of breasts
- Persistent pain on or near the breast or under the arm
- Abnormal nipple discharge
- Lumpiness or dimpling found in breasts

# Most cases cannot be found at early stage

## Early diagnosed help increase the chance of cure



- Only one-third of breast cancers are diagnosed in stage 1<sup>1</sup>
- Early detection and treatment
  - reduce the level of difficulty in treatment
  - reduce of the chance of relapse
  - increase the likelihood of cure

1: Hong Kong Cancer Registry (2010)



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Public Opinion Programme  
The University of Hong Kong

# “Survey on Hong Kong Women’s Understanding of Breast Check-up and Breast Cancer”

## Result Release

Speaker :

**Ms Karie PANG Ka-lai,**

Assistant Director,

Public Opinion Programme, University of Hong Kong



# Background

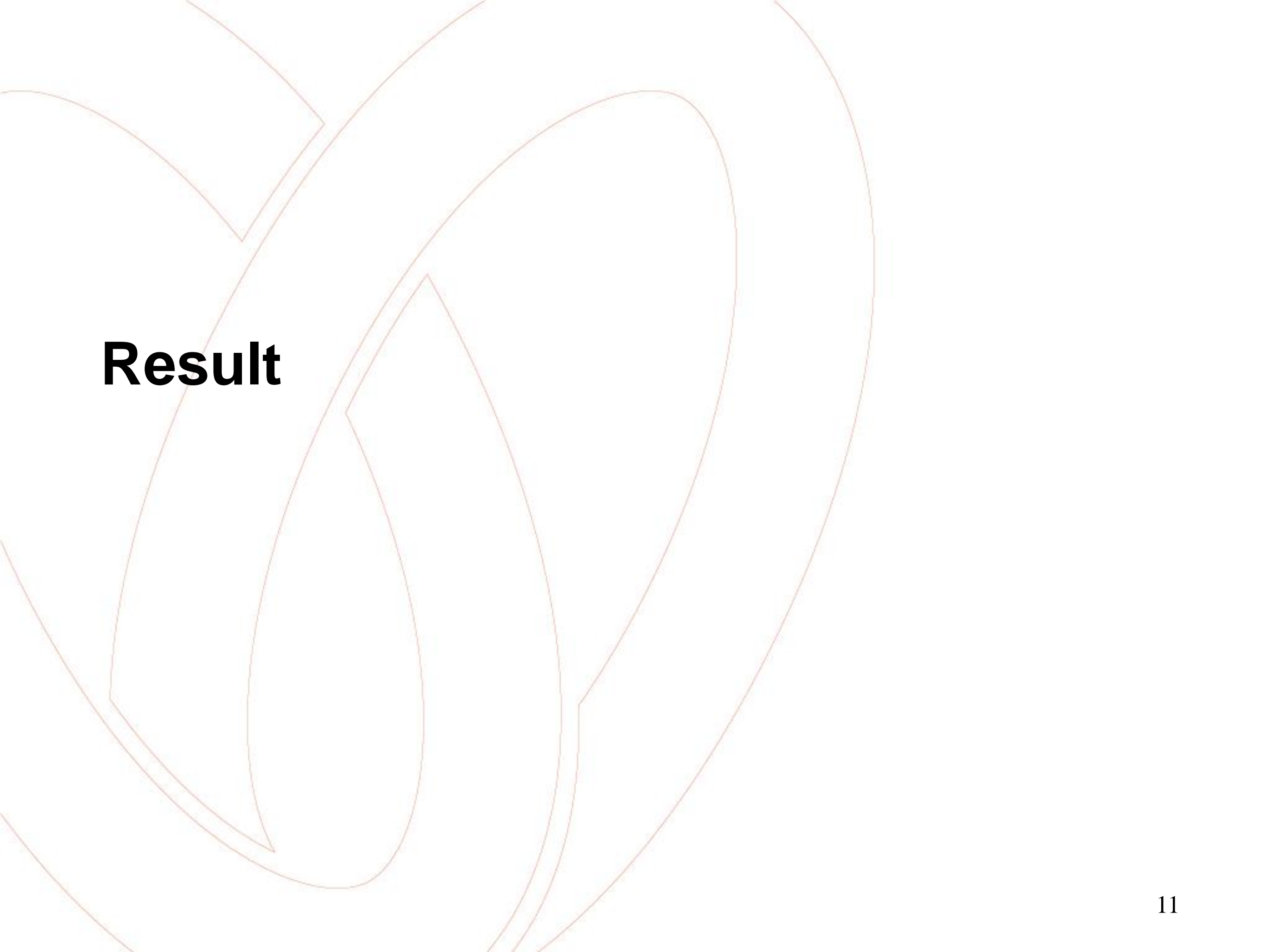


- In August 2013, Hong Kong Cancer Fund commissioned the Public Opinion Programme (POP) at the University of Hong Kong to conduct “Survey on Hong Kong Women’s Understanding of Breast Check-up and Breast Cancer”, to investigate Hong Kong women’s habit and opinions on breast check-up, as well as their understanding on breast cancer.
- The survey questionnaire was designed independently by POP after consulting Hong Kong Cancer Fund, all fieldwork operations, data collection and analysis were also carried out independently by POP, and POP would take full responsibility for all the findings reported herewith.
- The survey methodology and results are open to the public.

# Research Methodology



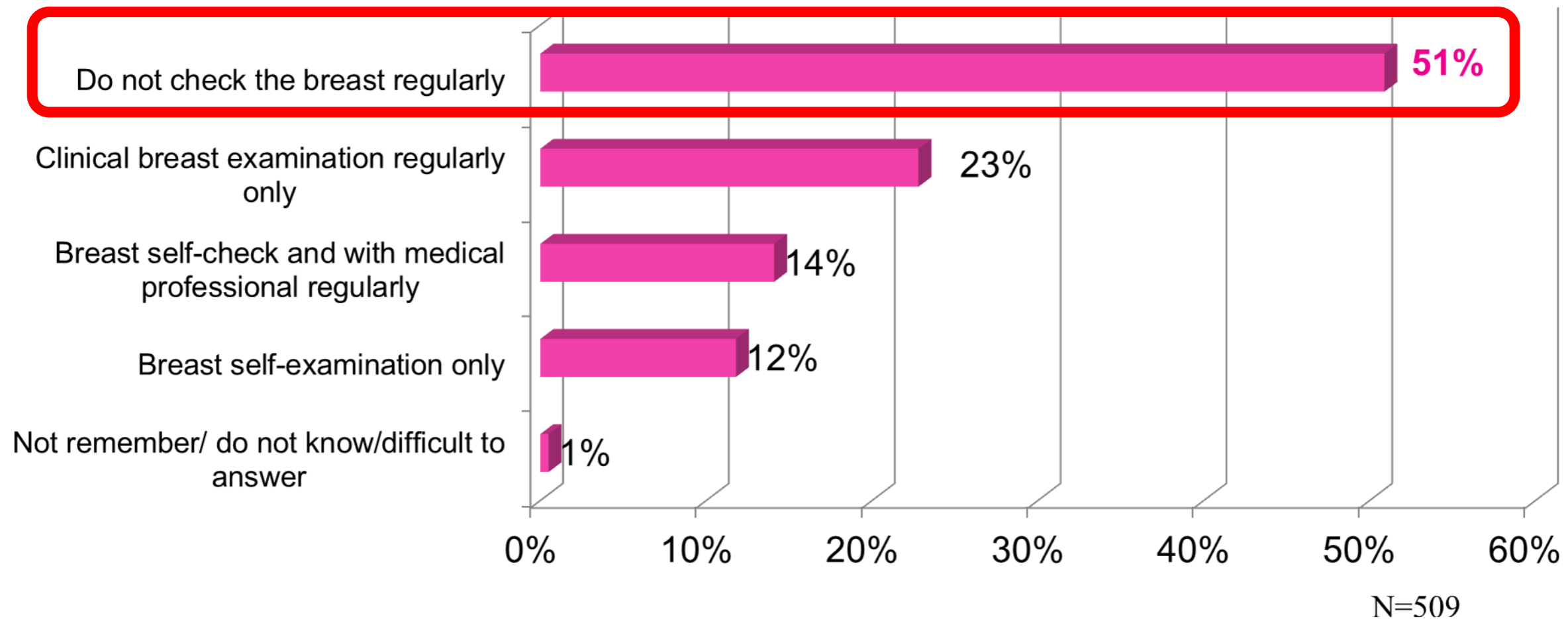
Study period :	August 27 - September 2,2013
Target interviewee :	Cantonese-speaking female citizens in Hong Kong of age 18 above
Sampling :	<u>Telephone interview Conducted by female surveyor</u> . Once the target household contacted, a subject fulfilled the criteria will be selected by for interview
No. of respondents :	<u>509</u>
Effective response rate :	71.8%
Maximum sampling error :	<u>&gt;+/- 4.4%</u> at 95% confidence level



**Result**

# 1) 51% of women do not exam their breasts regularly

The percentage of women having regular breast check-up

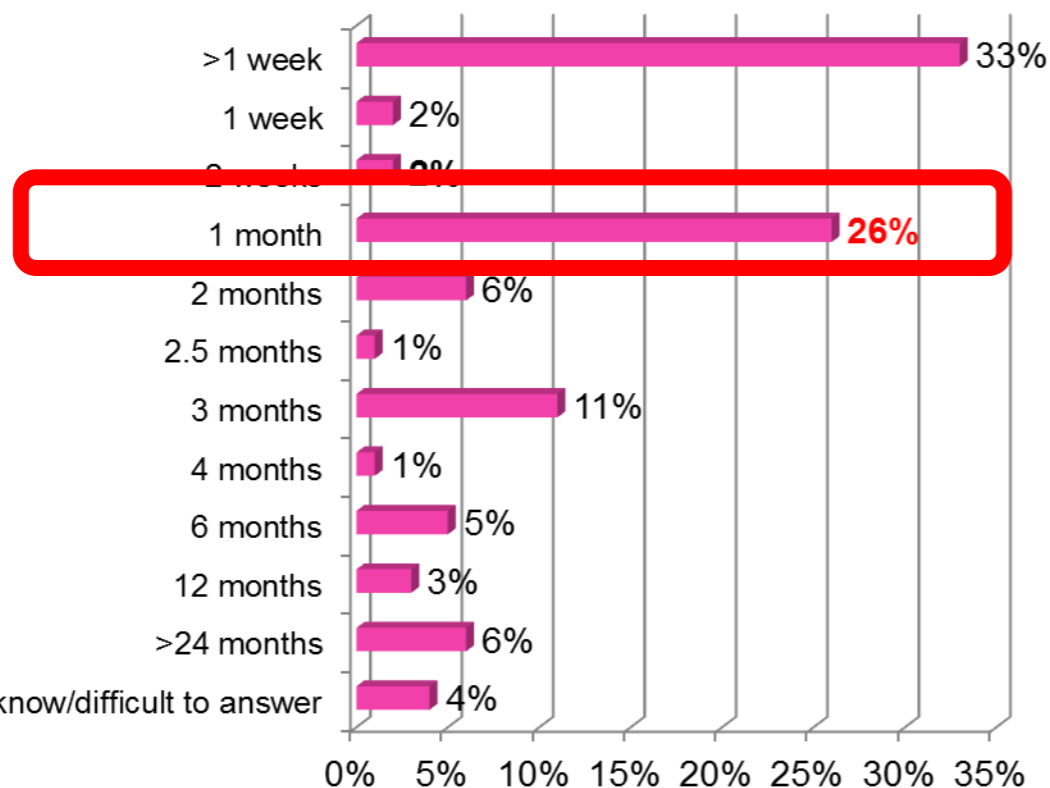


- About half of the respondents (51%) do not check their breasts regularly, either by themselves or with a doctor

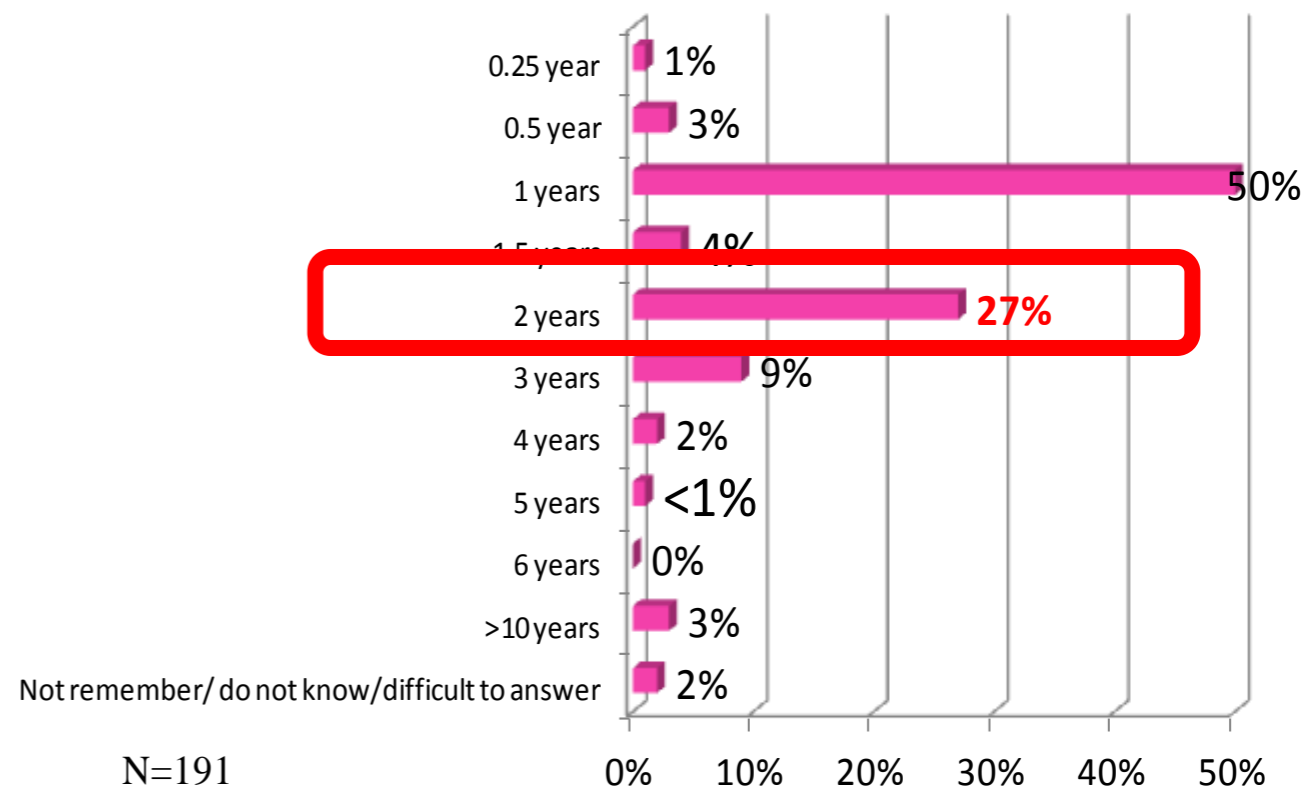
[Q1] Do you have your regular breast check-up?

## 2) Women do not follow the recommended breast checks schedule

The frequency of respondents who self-check the breast regularly



The frequency of respondents who have clinical breast examination regularly



- Of those who check their breasts regularly, about one-third(33%) self-check their breasts once in several days , while a quarter of them(26%) have it once a month .
- Among those who have a clinical breast examination, about half (50%)check once a year while one-quarter(27%) check twice a year.

[Q3] [Only ask those chose" breast self-examination only" or "both" respondents in Q2, N=138] How often do you have your regular breast self-check ?

[Q4] [Only ask those chose" clinical breast examination regularly only" or "both" in Q2 respondents, N=191] How often do you have your regular clinical breast examination?



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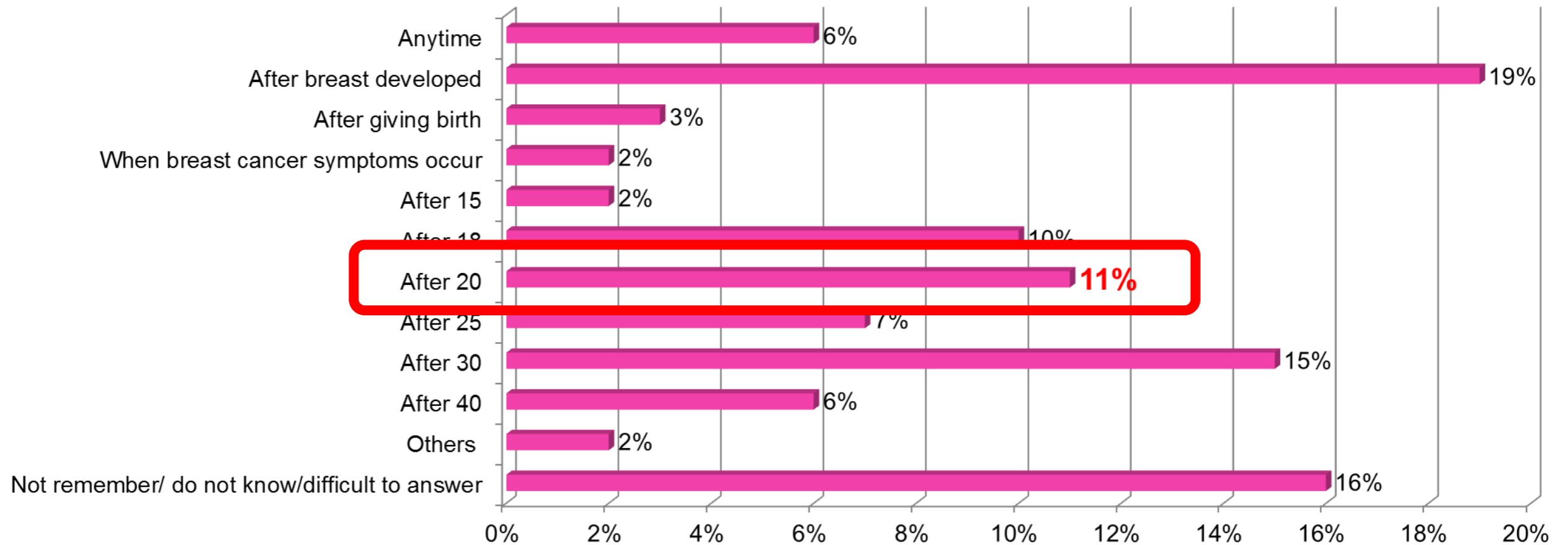
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# 3i) The majority of women are unaware of when they should start to check their breasts

## Breast Self-Examination



The time that women should start **breast self-examination**



(Only shown the ten most chosen options)

N=509

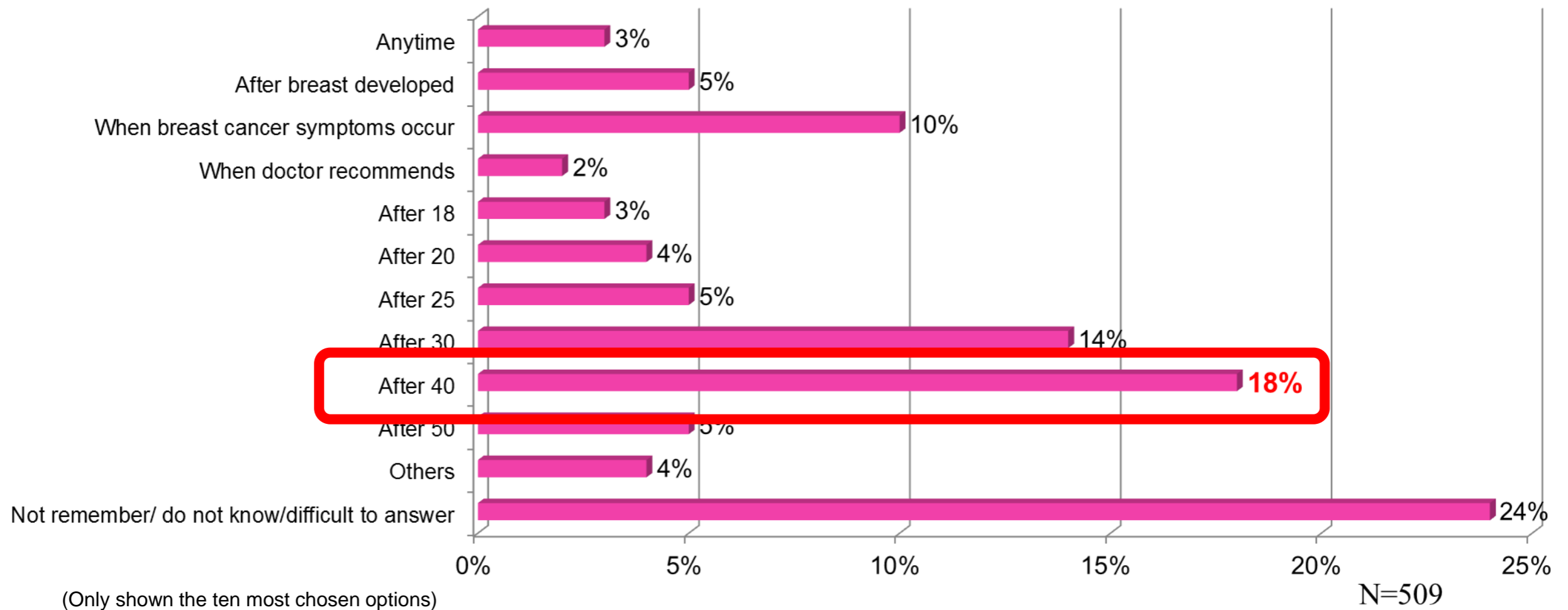
- Only 11% of respondents know that women should start self-examinations at the age of 20.

[Q9] What time do you think women should start breast self-examination? [option not provided, can answer more than one]

# 3ii) The majority of women are unaware of when they should start to check their breasts

## Mammogram

The time that women should start having regular mammogram

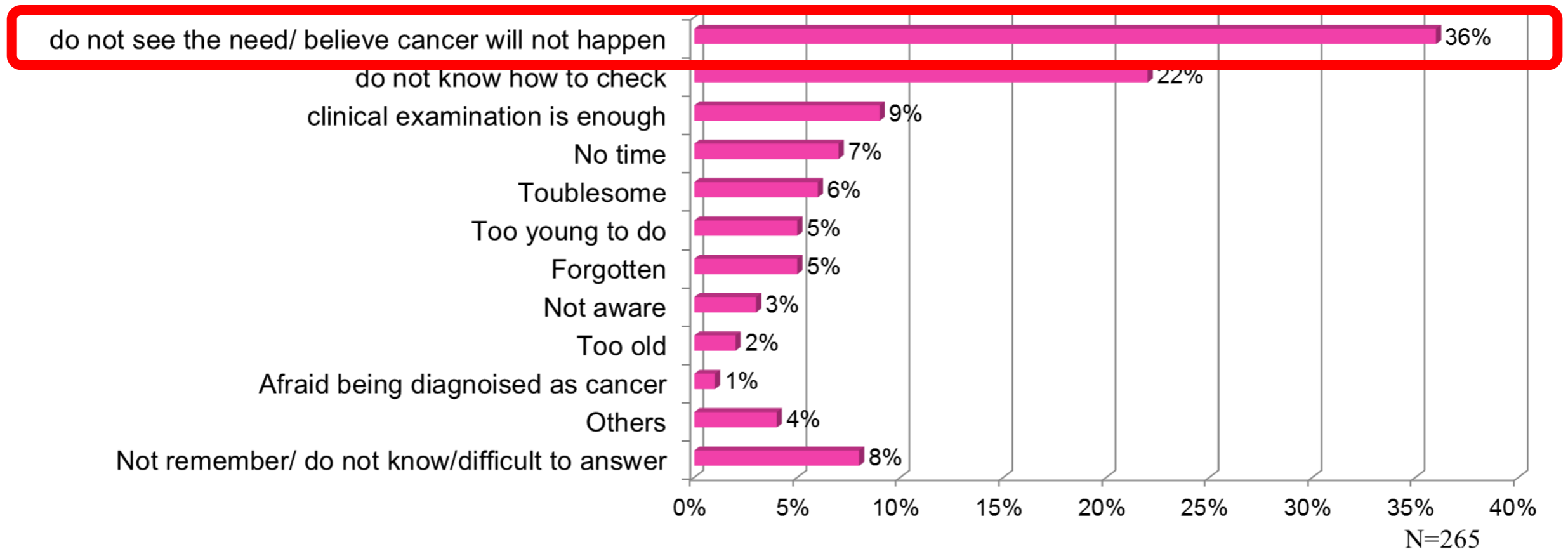


- Less than one-fifth (18%) of respondents know that women should start mammogram screening from the age of 40.

[Q9] What time do you think women should having regular mammogram? [option not provided, can answer more than one]

## 4i) Many women think they will never develop breast cancer and therefore do not check their breasts( Breast Self-Examination)

The reason of not having regular **breast self-examination**



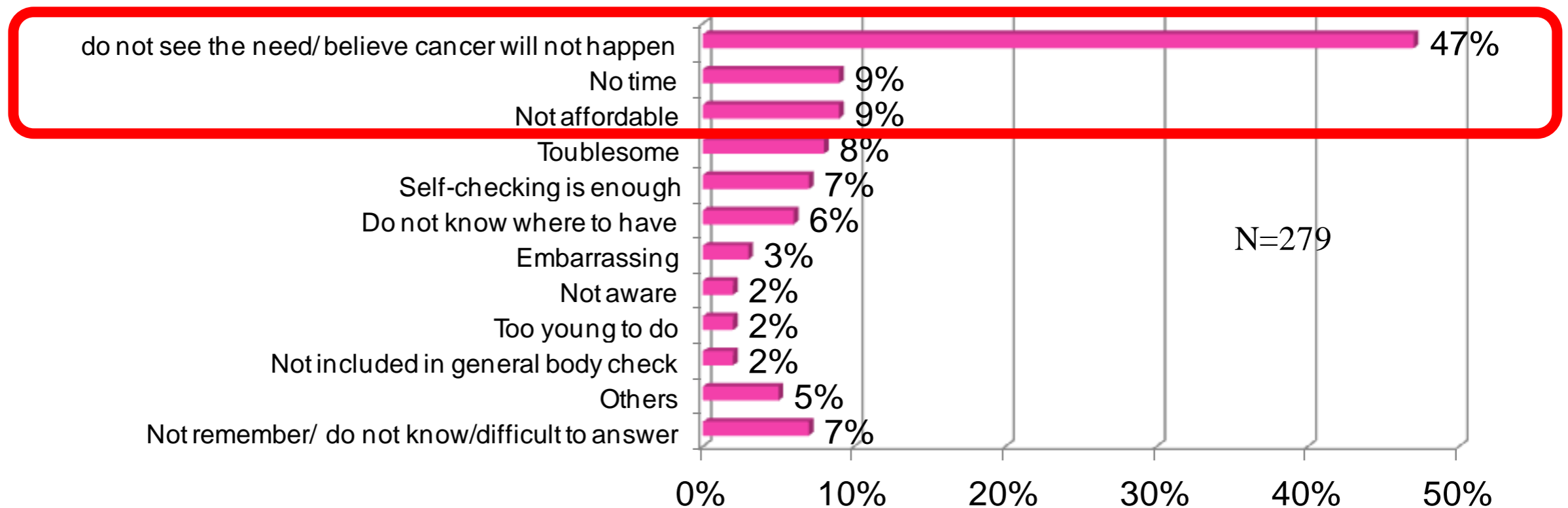
- 36% of those do not check their breasts regularly, do not see the need of doing it or believe “breast cancer will never happen to me”.
- 22% stated not knowing how to self-check as the reason for not checking

[Q6][Apart from those answered “Yes “ in Q1 or those answer “breast self-examination only” or “both” respondents in Q2, N=267] Why do you not check your breast regularly? [option not provided, can answer more than one]



# 4ii) Many women think they will never develop breast cancer and therefore do not check their breasts(Clinical Breast Examination)

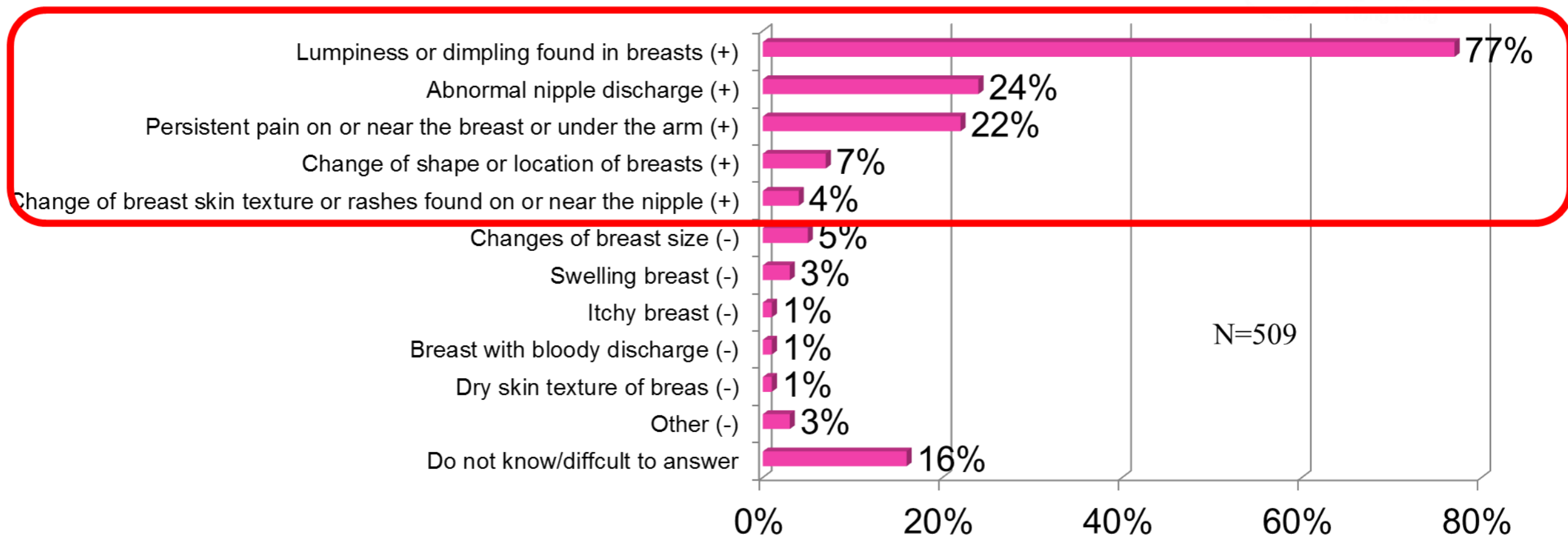
The reason of not having regular **clinical breast examination**



- Nearly half (47%) of those do not do it with a medical professional, do not see the need of doing it or believe “breast cancer will never happen to me”.
- 9% claim they have no time and another 9% say the examination is unaffordable..

[Q7][Apart from those answer “Yes “ in Q1 or those answer ” Clinical breast examination only” or “both” respondents in Q2, N=286] Why do you not have your clinical breast examination? [option not provided, can answer more than one]

## 5) The majority of respondents have poor understanding of breast cancer symptoms



- The majority of women (77%) know that lumpiness or dimpling is a symptom of breast cancer
- Yet, very few know abnormal nipple discharge (24%), persistent pain on or near the breast or under the arm (22%), change of shape or location (7%), change of breast skin texture or rashes found on or near the nipple (4%), are breast cancer symptoms

[Q11] What are the common symptoms of breast cancer as you know? [option not provided, can answer more than one]



**For detailed report , please visit**

**<http://hkupop.hku.hk>**

# Details of Mammogram Offer Scheme

Speaker :

**Dr Raymond LIANG Hin-suen,**

Assistant Medical Superintendent,

the Director of the Comprehensive Oncology Centre of the

Hong Kong Sanatorium & Hospital

# Conclusions



- 1. 51% of women do not exam their breasts regularly**
- 2. Women do not follow the recommended breast checks schedule**
- 3. The majority of women are unaware of when they should start to check their breasts**
- 4. Many women think they will never develop breast cancer and therefore do not check their breasts**
- 5. The majority of respondents have poor understanding of breast cancer symptoms**

# Women could start mammogram screening from the age of 40 & self-checks at 20



- The current recommendations regarding breast examination are:
  - A woman could start regular mammogram screening at the age of 40, while women at high risk should discuss the best screening schedule with their doctor.
  - A woman should consider monthly breast self-examination after her menstrual period from the age of 20.

# Brest Self-Examination - Look, Feel, Compare



## Look For

- Abnormal changes in breasts
- Changes to the nipple
- Discharge from the nipple



## Feel For

- A lump, lumpiness or thickening
- Persistent, unusual pain



## Compare

- The shape or size of breast with before
- Left to your right breast/nipple



# Mammogram



- An x-ray of the breast
- Gives more information about any lump or other changes



# Details of Mammogram Offer Scheme

- To encourage women to take more concern about the breast health and build a habit of breast examination
- Starting from 25 September to 31 October 2013, during “Pink Revolution “campaign
- Hong Kong Cancer Fund partner the Hong Kong Sanatorium & Hospital
- 500 discounted mammograms
- Aged 40 or above
- Do not received any clinical breast cancer screening within 2 years

**Cancer Fund hotline : 3656-0800**  
**Limited quota on a first-come-first-served basis**



# Case Sharing

# Case Sharing



- Ms. Yeung, 40s, single , breast cancer survivor
- In November 2003 (when she was 30s), she found a distinct lump on a specific area on her right breast and therefore sought a medical examination
- Subsequent to palpation, the doctor recommended that she have both a needle and surgical biopsy. The results confirmed that she had stage 1 in-situ breast cancer with a small tumour (1.4 cm).
- She underwent minimally invasive surgery to remove the tumour. As she was diagnosed at a relatively young age, her doctor recommended she receive chemotherapy and radiotherapy to prevent a relapse
- She has been following up with her doctor faithfully for the past ten years. The breast cancer has not returned.
- Prior to diagnosis, she was aware of breast cancer promotions and the need for regular breast examination. Yet, she did not follow the advocated schedule as she never thought breast cancer would happen to her



# **Q&A Session**