

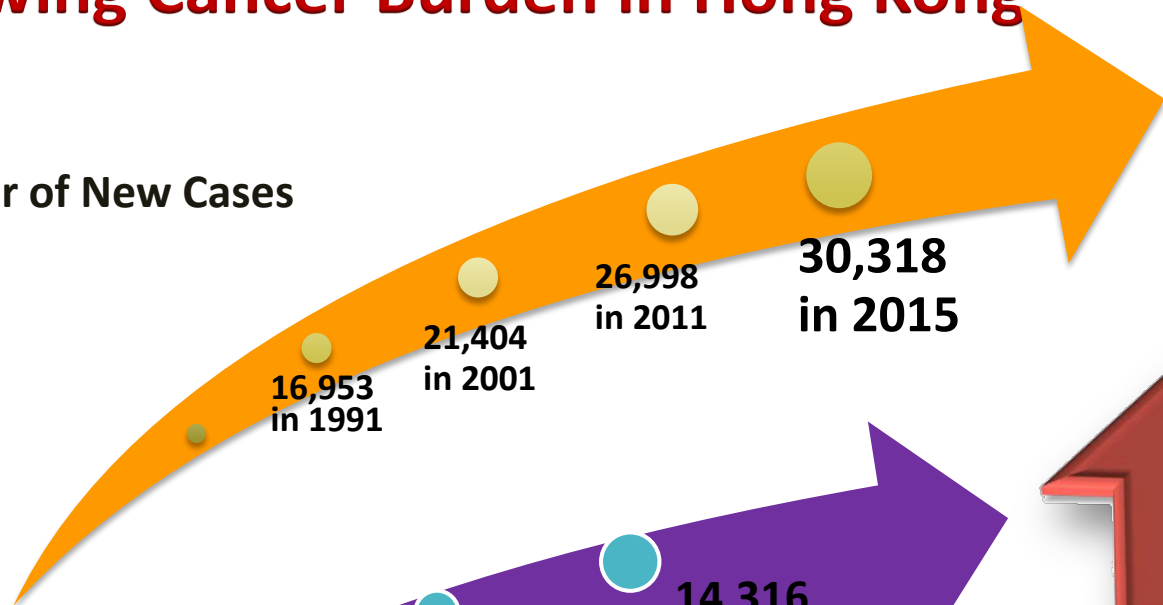
Symposium on Cancer Challenge in Hong Kong Sustainable Cancer Control in Hong Kong

Contribution to Cancer Control by Non-Government Organizations

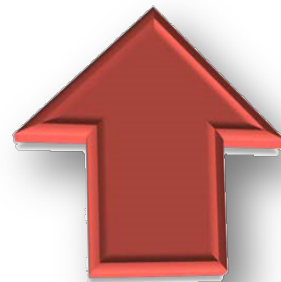
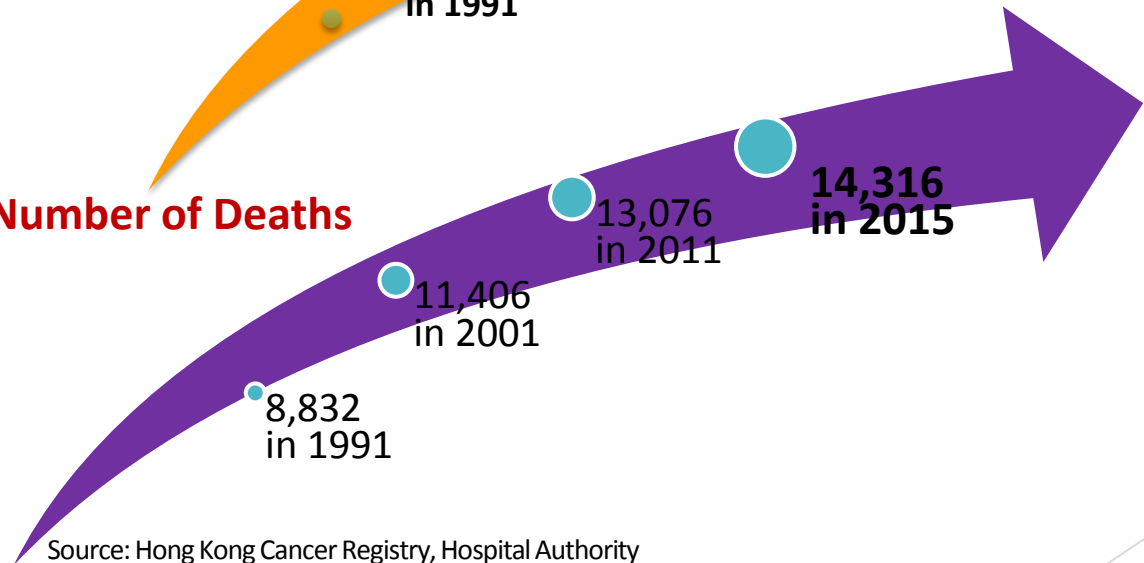
Mrs Patricia CHU YEUNG Pak-yu, BBS
Chairman, The Hong Kong Anti-Cancer Society

Growing Cancer Burden in Hong Kong

Number of New Cases



Number of Deaths



INCREASING BURDEN
to health care system
and society on the whole

Major Cancer NGOs in HK

- ▶ The Hong Kong Anti-Cancer Society
 - ▶ Children's Cancer Foundation
 - ▶ Hong Kong Cancer Fund
 - ▶ Society for the Promotion of Hospice Care
 - ▶ Hong Kong Breast Cancer Foundation
 - ▶ CUHK Jockey Club Bowel Cancer Education Centre
 - ▶ Hong Kong Blood Cancer Foundation
 - ▶ Hong Kong Hereditary Breast Cancer Family Registry
 - ▶ Maggie's Cancer Caring Centre
 - ▶ Hong Kong Liver Cancer and Gastrointestinal Cancer Foundation
- (And many other self-help groups formed by cancer survivors)

All operating on a non-profit, self-financing basis without funding support from government

Sources of Income for NGOs:

- General donation (including legacies)
- Fundraising events
- Grants from charitable foundations
- Sponsorship from private corporations
- Fee charging services

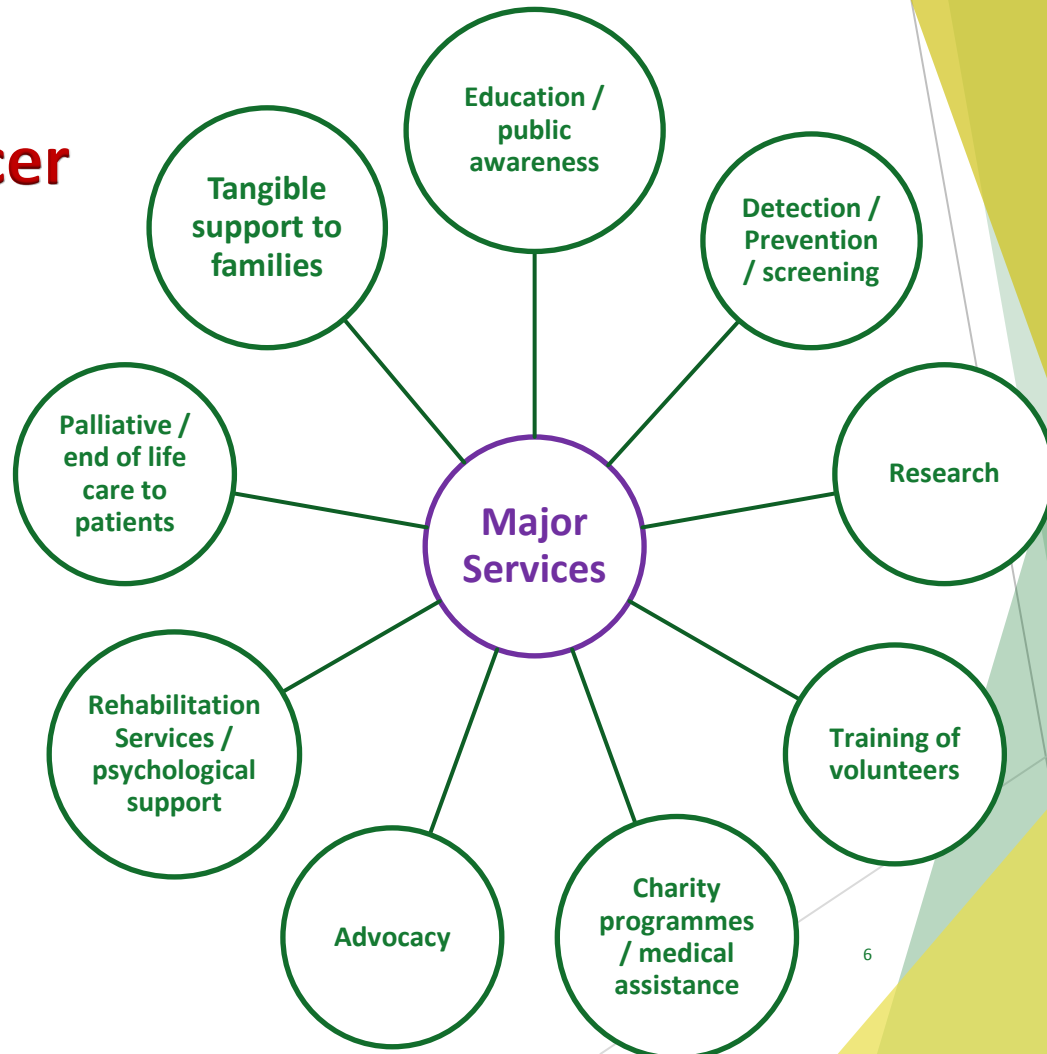


ROLE of NGOs

NGOs are playing significant roles in cancer control...

- Cater for cancer patients' comprehensive needs except medical treatment
- Walk with patients and carers in the cancer journey
- Enhance community partnership to raise awareness of cancer
- Appeal for community support for the fight against cancer
- Coordinate with cancer related organisations for public education and service provision for patients and families
- Advocate for systematic cancer control action

Major Services provided by Cancer NGOs in HK

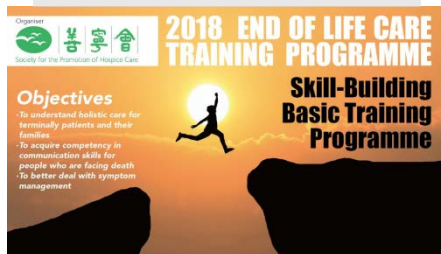


Examples of services by Cancer NGOs in HK

Public
Education
Programmes

- Carnivals
- Workshops
- Roadshow
- Bus tour

End of Life Care Training Programme (Society for the Promotion of Hospice Care)



Health Exhibition (CUHK Jockey Club Bowel Cancer Education Centre)



Breast Health Centre
(Hong Kong Breast Cancer Foundation)

Detection
and
Prevention

Examples of services by Cancer NGOs in HK

Support
to
patients



Beauty Workshop (Maggie's Cancer Caring Centre)



HK Cancer Fund

Using HKACS as an Example: The Oldest Cancer NGO in Hong Kong

A Whole Spectrum of Services

**From Prevention to Cancer Journey
to Survivorship/End of Life Care**

1st NGO Fighting Against Cancer



Our Vision:

To fight against cancer by advocating, engaging, empowering and supporting all.

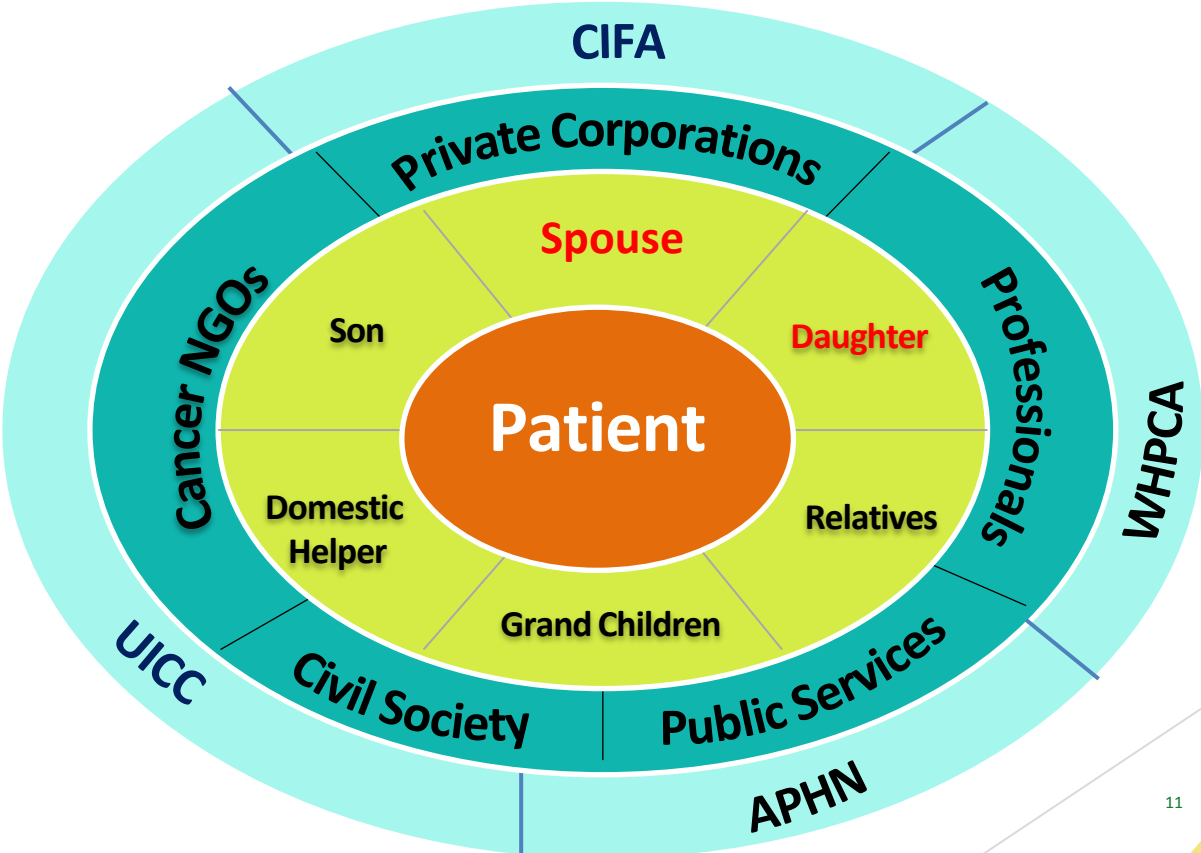
► Activities in early days:

- Public education
- Funding local cancer research projects
- Setting up Cancer Registry
- Nam Long Hospital for terminal cancer patients



Founded in 1963 by Prof. John H C Ho

Systemic Approach

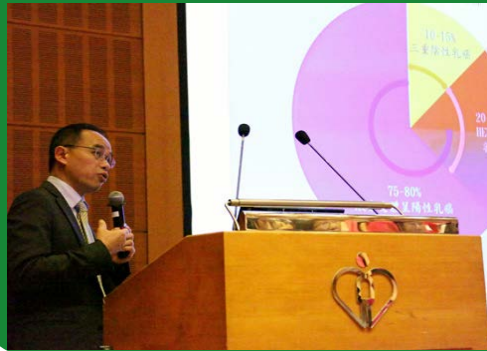


Our Works As a Single Non-Government Organisation

3 Major areas:

PREVENTION / ADVOCACY

- (1) Cancer Education
- (2) Cancer Detection & Prevention
- (3) Cancer Research
- (4) Cancer Awareness



TREATMENT / SUPPORT SERVICE

- (1) Integrated Chemotherapy Centre
- (2) HKACS - HK Baptist University Chinese Medicine Centre
- (3) Betterment Fund for Cancer Patients
- (4) HKACS-Jockey Club "Walking Hand-in-Hand" Cancer Family Support Project

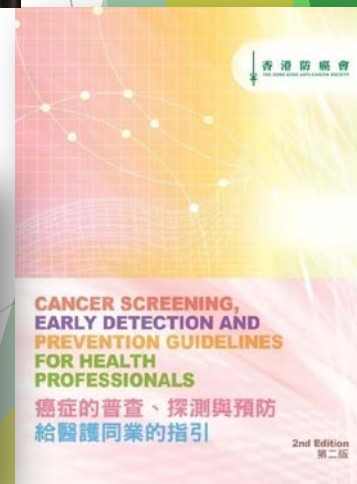
REHABILITATION / PALLIATIVE CARE

- (1) HKACS Jockey Club Cancer Rehabilitation Centre



PREVENTION, EDUCATION & ADVOCACY

Education Programmes for Public & Professionals



Cancer Awareness & Community Engagement

Hong Kong Cancer Day · Since 2013 on Second Sunday of December



Themes:

- 2013 “Celebration of Life”
- 2014 “Stay Healthy, Stay Cancer Free”
- 2015 “Together, We Prevent Cancer”
- 2016 “Healthy Diet, Healthy Life”
- 2017 “Be Active, Stay Healthy”
- 2018 “Say No to Alcohol”

Collaborate with over 60 government departments, academic institutions, NGOs and corporations to raise public awareness on the importance of cancer prevention as well as assistance available to cancer patients & families.

“Care You Deserve” Women’s Cancers Awareness Campaign & Community Engagement

Women’s Cancers Awareness Campaign · Since 2013

- Started as Globeathon: an international movement focusing on prevention and early detection of all gynecological cancers.
- Engagement of more than 70 countries and 130 cities worldwide in same event; to transcend barriers through educational outreach and global community engagement.
- Campaign known as “Care You Deserve” since 2017 to include all female cancers



Advocate for Cancer Control/ Participating in Global Collaboration

→ Expanding Collaboration Beyond HK

2013: “Cancer Control: Challenges & Opportunities”



2015: Symposium on “Cancer Control in the Western Pacific cum Launching of the Cancer Atlas 2nd Edition (Chinese Version)”



2015 Symposium
With key-note speakers from
WHO, UICC, IARC, Health Ministers of
Western Pacific countries

Advocate for Cancer Control/ Participating in Global Collaboration

→ Expanding Collaboration Beyond HK



WHIH Project entering final round of Wofoo 3A Project 2016 in Seoul, Korea



Presentation of WHIH Project at Asian Family Summit 2018 in HK

TREATMENT / SUPPORT SERVICES

Betterment Fund for Cancer Patients

A number of charity programmes to assist under-privileged cancer patients.

- Prof. H. C. Ho Memorial Medical Assistance Programme
- The Portia Cheung Breast Cancer Support Programme
- HKACS Cares for Cancer Patients Programme

Patients
Benefitted:
>5,800

Donation:
>HK\$350M
(in cash / in-kind)

**Prof. H. C. Ho Memorial
Medical Assistance
Programme**

(since 2006)

Patients
Benefitted:
>350

**The Portia Cheung
Breast Cancer Support
Programme**

(since 2007)



Integrated Chemotherapy Centre & HKACS-HK Baptist University Chinese Medicine Centre



- 1st Integrated Chemotherapy Day Centre in Hong Kong.
- With choice of having independent or joint consultations by Oncologist and / or Chinese Medicine Practitioner
- Providing consultation, acupuncture and preparation of Chinese medicine

HKACS-Jockey Club “Walking Hand-in-Hand” Cancer Family Support Project (since 2015 with funding support from HKJC Charities Foundation)

- C** • **Collaboration** in raising
- A** • **Awareness** and
- N** • building **Networks**,
- C** • adopting a **Community-based** approach
- E** • in **Empowering** patients and families for their
- R** • long term physical & psychological **Rehabilitation**

Providing Community-based, patient & family-centred services for Cancer Patients and Families

Evaluation by independent TI on effectiveness of project

EXPANSION AND EXTENTION OF WHIH Cancer Family Support Project 2018-2021

Patients & Families Benefitted:
>2,880

Community Outreach Support

Home/hospital/
community visits

Onsite support at
Oncology OPDs

Local support
meetings & Family
outings

Community
resources
mobilisation

Refer to charity
programmes

Personalised Holistic Support

Telephone
counselling

information/advice
on cancer

Cancer Survivor
volunteer Support

Survivorship items/
Comfort Bags

Purchase of
Professional services

Purchase of tangible
services

Capacity Building

Therapeutic sessions
and wellness
enhancement

Health talks on
cancer and related
topics

Educational booklets
and materials

Screening on
prevention/early
detection

Internet/social media
to wide access of info

REHABILITATION/ PALLIATIVE CARE

HKACS Jockey Club Cancer Rehabilitation Centre



香港防癌會賽馬會癌症康復中心
The Hong Kong Anti-Cancer Society
Jockey Club Cancer Rehabilitation Centre



香港賽馬會慈善信託基金
The Hong Kong Jockey Club Charities Trust
同心 同步 同進 RIDING HIGH TOGETHER

The JCCRC is a caring “Home Away From Home” which provides one-stop, holistic rehabilitation services to meet the needs of cancer patients going through various stages of the illness





香港防癌會賽馬會癌症康復中心
The Hong Kong Anti-Cancer Society
Jockey Club Cancer Rehabilitation Centre



Holistic Rehabilitation Programme



Recreational Activities for Patients and Carers



Cancer patients and carers enjoying outing activities



Cancer patients joining festival parties



香港防癌會賽馬會癌症康復中心
The Hong Kong Anti-Cancer Society
Jockey Club Cancer Rehabilitation Centre



Bed-bound cancer patient receiving a hair cut by volunteer



Charity Bed Programme



- To enable cancer patients in need but with limited financial means to enjoy our residential care services at low or waived fee
- A referral network has been set up involving oncologists, MSWs and HKACS panel to do vetting
- We are currently providing 20 charity beds

Patients
Benefitted:
> 900

(since March 2011)

Palliative Care & Project Wish

- ▶ Provide quality facilities for patients to die with dignity, with optimal comfort care and minimal pain
- ▶ **Practical support for fulfilling non-monetary & spiritual wishes**
including:-

- “Project Wish” (HKACS)
 - Let cancer patients feel the joy and hope when their wishes come true
- “Heart of Gold” National Hospice Service Programme (Li Ka Shing Foundation)



Palliative/ EOL care in JCCRC:

- Palliative Care Manager
- Doctor's round: Resident Doctor & Visiting Oncologist from QMH
- Home visit by Palliative nurse of referring hospitals
- Physiotherapy
- Dietitian assessment
- Pharmacy service
- Quiet room for dying patient and family
- Mortuary service
- Viewing room for bidding farewell
- Spiritual center for funeral service



香港防癌會賽馬會癌症康復中心
The Hong Kong Anti-Cancer Society
Jockey Club Cancer Rehabilitation Centre



The spiritual centre

The Way Forward

- ▶ Improve services quality & expand **accessibility**
- ▶ Collaboration with other sectors to **mobilise resources** and provide **services**
- ▶ Advocate at local, regional and international levels to achieve the **continuity and sustainability** of cancer control

*No one can
work alone*



The background features abstract geometric shapes in various shades of green and yellow, creating a modern and vibrant aesthetic. The shapes are layered and semi-transparent, with some appearing as thin lines or larger, overlapping polygons.

Thank You

Anti-Cancer, We Care