

HKBCF Stars Mimi Kung and Ashley Lam in Awareness Campaign In a Bid to Promote Population-wide Breast Screening



Hong Kong Breast Cancer Foundation (HKBCF) launched an online video to promote the importance of breast awareness and advocate population-wide breast screening in Hong Kong.

The online video features a tête-à-tête between **artist Mimi Kung (龔慈恩)** and her daughter **Ashley Lam (林愷鈴)** on the topic of health, care, and love, hoping to bring to light the very message that matters to every family – ‘Your Health Means Happiness for Your Family’.

The online video is part of our Awareness Campaign that seeks to tackle the current stagnation in local breast cancer policy. Through this campaign, the HKBCF wishes: first, to **drum up support for the implementation of population-wide breast screening in Hong Kong**; secondly, to promote the importance of breast health among the public; and thirdly, to urge women over the age of 40 to undertake breast cancer screening regularly. This includes monthly self-breast examination, biannual clinical breast examination, and biennial mammography screening.

Breast cancer has become the **number one cancer** affecting women in Hong Kong since 1994, and the number of newly diagnosed cases has tripled over the past 20 years. In 2016, 4108 new

cases of female breast cancer were diagnosed and the lifetime breast cancer risk for females is **1 in every 15 women**.

While it is scientifically proven overseas that mammography can reduce breast cancer mortality by 41% and advanced cancer cases by 30%, **the government has no screening policy in place**. Studies from the HKBCF also found 80% of patients residing in certain underprivileged districts had never had screening prior their diagnosis. These districts also record higher rate of advanced stage cancers.

Up till now, the online video has taken to major social platforms in town, such as Facebook, Instagram, and YouTube. To be a part, everyone can feel free to post on Facebook and Instagram and hashtag #SUPPORT 全民乳癌篩查. You are also welcome to cover our cause in your platforms/channels.

For any enquiry, please feel free to contact our **PR and Communications Manager Gloria Luk** at 3143-3310 or via glorialuk@hkbcf.org.

Link to the video

<https://www.facebook.com/breasthealthforlife/videos/2367260576823377/>