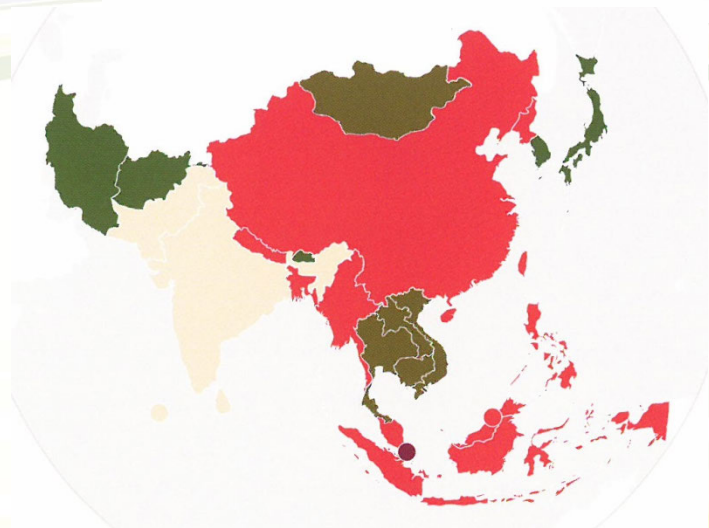


Dr Rebecca Yeung  
Hong Kong Anti-Cancer Society

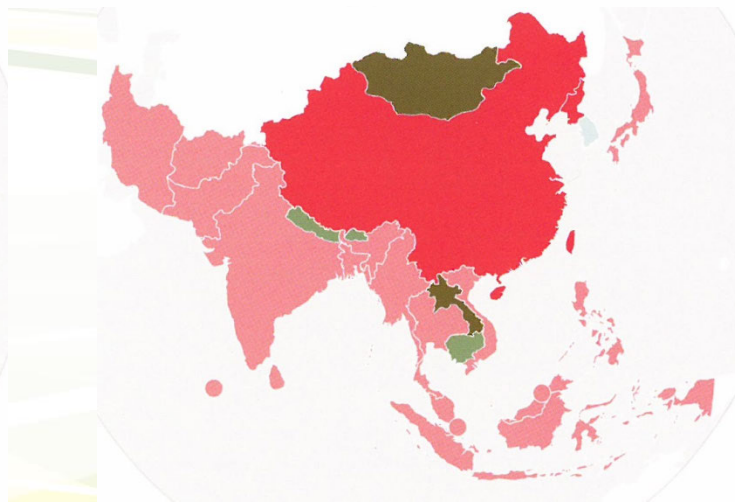
• 14 October 2019 • Singapore  
Global Wellness Summit

# Southern, Eastern & S.E. Asia

## Most Commonly Diagnosed Cancers 2012



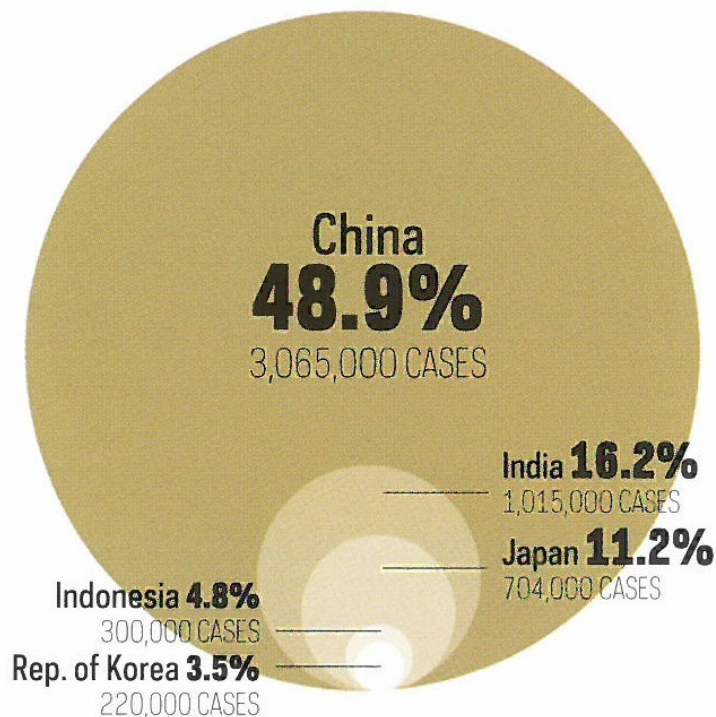
Male



Female

## China Alone Accounts For 50% of all Cancer Cases In This Region

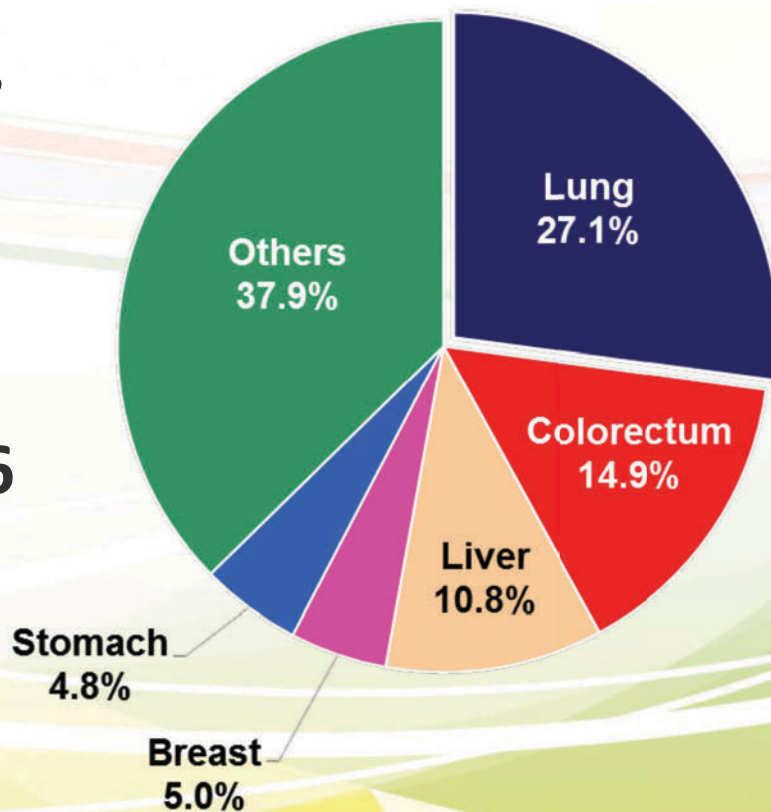
### Top 5 Countries In This Region With The Highest Estimated Number of Cancer Cases, 2012



# Cancer in Hong Kong

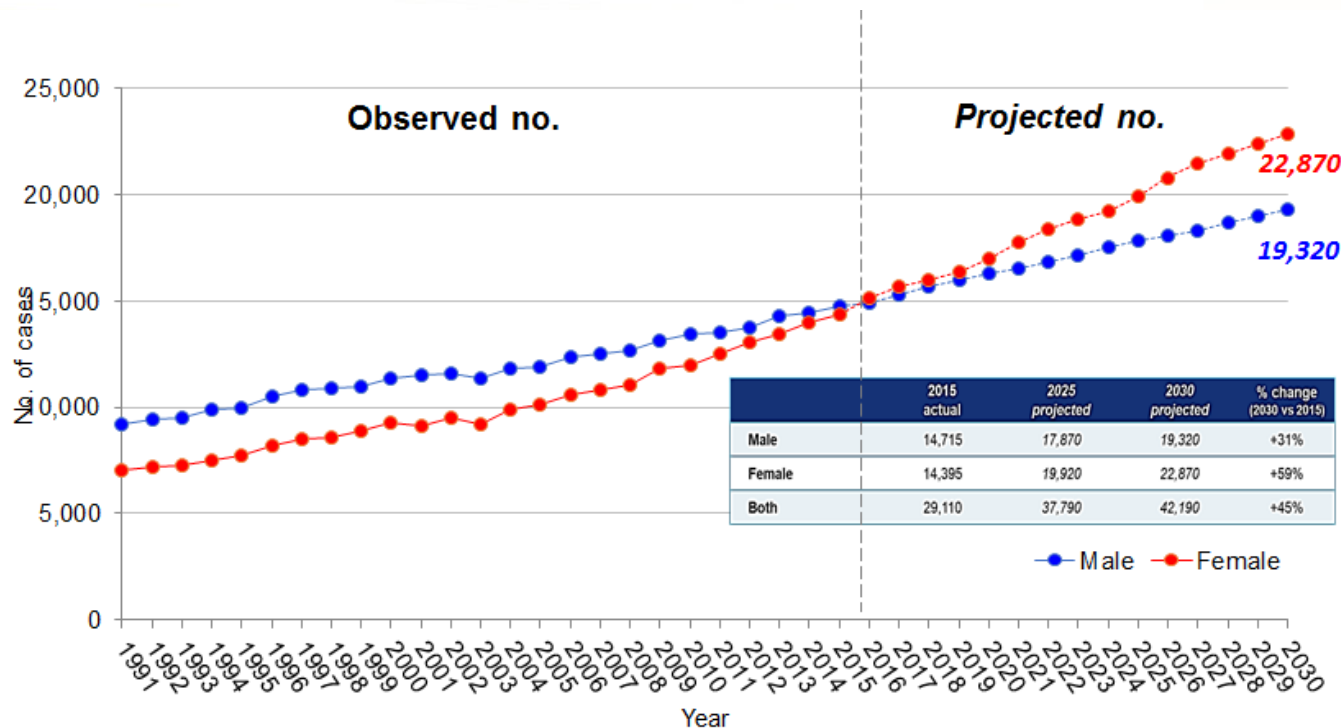
- **Top killer - 1/3 of all deaths**
- **Top 5 cancers accounted for more than 60% of all cancer deaths in Hong Kong**
- **31,468 new cases in 2016**

Cancer deaths in Hong Kong in 2017



## Growing Cancer Burden in Hong Kong

### Projection of New Cancer Cases to 2030 (aged 20 or above, except Non-Melanoma Skin Cancer)

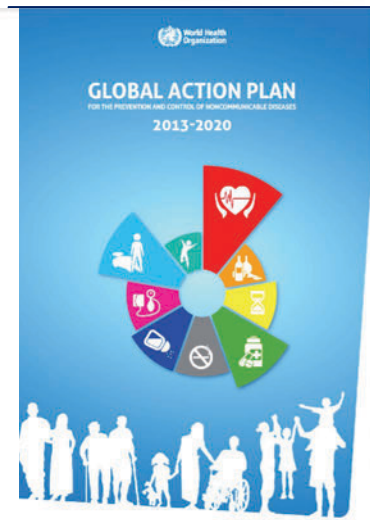


# Directives by United Nation & World Health Organization

## Non-Communicable Diseases

### Cancer, Diabetes, Cardiovascular & Chronic Lung Diseases

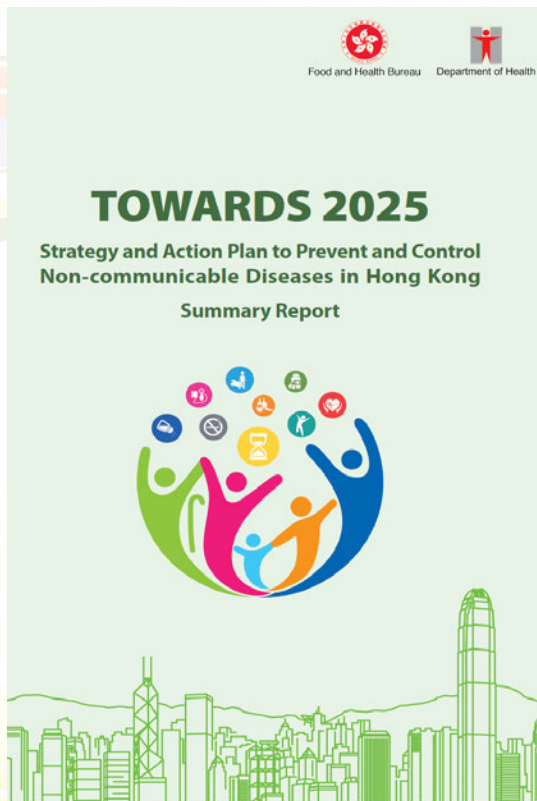
UN High-level Meeting on NCD prevention and control - 19-20 September 2011



Noncommunicable diseases and mental health

United Nations High-level Meeting on noncommunicable disease prevention and control

Goal set in the year 2011  
↓ premature death 25%  
by the year 2025



## TARGETS BY 2025

Together, we will work to achieve the following 9 targets by 2025<sup>1,2</sup>:



### Target 1

A 25% relative reduction in risk of premature mortality from cardiovascular diseases, cancers, diabetes, or chronic respiratory diseases



### Target 2

At least 10% relative reduction in the prevalence of binge drinking and harmful use of alcohol (harmful drinking/ alcohol dependence) among adults and in the prevalence of drinking among youth



### Target 3

A 10% relative reduction in the prevalence of insufficient physical activity among adolescents and adults



### Target 4

A 30% relative reduction in mean population daily intake of salt/sodium



### Target 5

A 30% relative reduction in the prevalence of current tobacco use in persons aged 15+ years



### Target 6

Contain the prevalence of raised blood pressure



### Target 7

Halt the rise in diabetes and obesity



### Target 8

Prevent heart attacks and strokes through drug therapy and counselling



### Target 9

Improve availability of affordable basic technologies and essential medicines to treat major NCD



# Challenges in Cancer Works in Hong Kong

## Medical/ Cancer Treatment Advance But

- **Long Waiting time from diagnosis to first treatment**
  - colorectal cancer 80 days
  - breast cancer 66 days
- **Insufficient support to cancer patients & their care-givers**
  - diagnosis/ relapse / survivorship
- **In need of Cancer Control Action Plan**





## About Us

Hong Kong Anti-Cancer Society is a non-profit making cancer organisation with the longest history in Hong Kong since 1963.

A member of Union International for Cancer Control (UICC) since 1964

## Our Mission

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

## A Truly One-Stop Comprehensive Cancer Organisation

### Cancer Education & Awareness

- Via publications, talks, exhibitions, health carnivals, social media, etc.



- Hong Kong Cancer Day - annual signature event



### Prevention / Early Detection

- Published cancer screening, early detection & preventive guidelines for health professionals & general public
- Direct face-to-face counseling to high risk group
- Vaccination service (HPV, HepB, etc.)



### Our Vision

To fight against cancer by advocacy, engaging, empowering and supporting all

### Our Mission

To reduce cancer burden in Hong Kong through:

- Advocating prevention and early detection of cancer;
- Providing treatment, rehabilitation, palliative care and holistic support to cancer sufferers and their families;
- Increasing awareness and knowledge about all aspects of cancer through education, research and advocacy.

### Services

- The HKACS Jockey Club Cancer Rehabilitation Centre (JCCRC) provides residential care to cancer patients for rehabilitation, respite & palliative care



- "Walking Hand-In-Hand" Cancer Family Support Project patient/carer-centred "hand-holding" psychosocial support to patients & carers by multidisciplinary team

- HKACS-HKBU Chinese Medicine Centre Chinese Medicine consultation & treatment



- Integrated Chemotherapy Centre joint consultation conducted by oncologist and Chinese Medicine Practitioner

### Charity Programmes

#### For underprivileged cancer patients

- Medical Assistance Programme** provides financial assistance &/ or sponsored/ free drugs

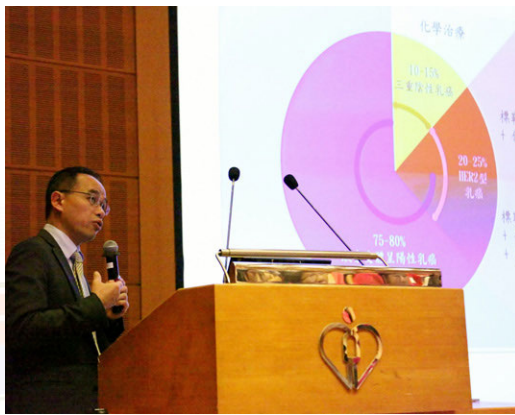
- Charity Bed** provides subsidised/ free 24 hours residential care by multidisciplinary medical team at JCCRC

- TCM Charity Programme** free Chinese Medicine consultation & treatment

- Project Wish** helps fulfill last wishes of terminally ill cancer patients



# PREVENTION



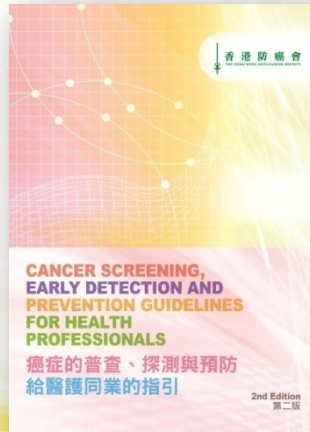
## Cancer Education

(health talk, roving exhibition, publication)



## Cancer Research

(sponsor cancer research)



## Cancer Detection & Prevention

(cancer screening, early detection & prevention guidelines for health professionals)



## Cancer Awareness

(media interview, awareness campaign)

# Women's Cancer Awareness Campaign & Community Engagement

## Women's Cancer Awareness Campaign · Since 2013



The Department of Obstetrics and Gynecology, LKS Faculty of Medicine, The University of Hong Kong and The Hong Kong Anti-Cancer Society jointly organise the “Care You Deserve” Women’s Cancers Campaign with the aim to raise awareness on women’s cancers.

# Cancer Awareness & Community Engagement

Hong Kong Cancer Day · Since 2013



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”
- 2019 “Anti-Cancer, Say No to Alcohol”

The Hong Kong Cancer Day (2nd Sunday of every December) has been organised by HKACS in collaboration with over 60 government departments, academic institutions, NGOs and corporations to raise public awareness on the importance of cancer prevention as well as services available to cancer patients & families in the community in Hong Kong

## INTEGRATED SERVICES FOR CANCER PATIENTS & THEIR FAMILIES



### 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)

HKACS Charity Chinese Medicine Programme benefits  
under-privileged cancer patients.

# INTEGRATED SERVICES FOR CANCER PATIENTS & THEIR FAMILIES



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

## HKACS Jockey Club Cancer Rehabilitation Centre

- Operated by the HK Anti-Cancer Society
- provides residential care by multidisciplinary medical/nursing care team
- Emphasizes holistic care services to cancer patients going through various stages of the illness, including post-op, during chemotherapy, palliative/EOL care.



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



香港防癌會  
HONG KONG ANTI-CANCER SOCIETY  
Since 1963

## Holistic Rehabilitation Programme





# Cancer is Family in Crisis

HKACS “Walking Hand-in-Hand” Family Support Project  
provides professional physio-psycho-social & tangible support in community



Home visit to patients



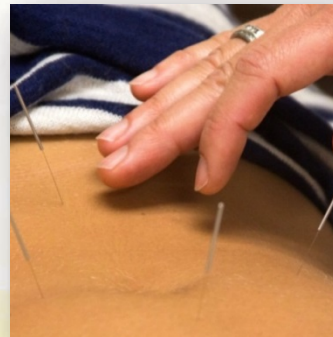
Support family & caregiver



Local support meetings



Emotional support



Consultation for rehab



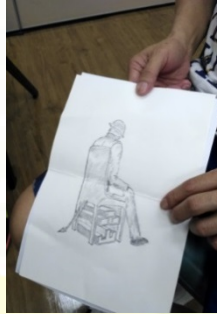
Home help & escort service

# Capacity Building Programme for Cancer Patients & Caregivers

Integrative Body, Mind & Spirit intervention is based on traditional Chinese principle on holistic health, knit together therapeutic Chinese medicine components (e.g. qigong, acupuncture) to enhance the patients' quality of life and facilitate them to express inner feelings.



Patients practising Ba Duan Jin (a well-known Chinese QiGong) & acupuncture led by caseworker facilitators



Patients are encouraged to "Appreciate Yourself" (on the left) and to illustrate "My Cancer" from their own perspectives to express inner feelings about the disease (centre & right)

# Advocate for Cancer Control → Expanding Collaboration in Asia-Pacific Region 2013: “Cancer Control: Challenges & Opportunities”



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



# Advocacy for Comprehensive Cancer Control Plan

2018: Symposium on Cancer Challenge - Sustainable Cancer Control in Hong Kong -



**Mr Matthew Cheung , Chief Secretary for Administration & Princess Dina Mired, President of UICC as Guests of Honour**

**Many local and overseas experts as speakers**



# HKACS as a leading cancer advocate in Hong Kong

- Charity cancer treatment drug programmes since 2007  
(collaboration with pharmaceutical companies)
- “Project Wish Programme” for terminal patients  
(a terminal patient’s helicopter ride with fiancée in his last month...)
- Support Cancer seminars and conferences
- Support fundraising events
- Volunteering
- Legacy

# HKACS as a leading cancer advocate in Hong Kong

- Advocate the government to:
  1. Develop a comprehensive cancer control plan for equitable implementation of evidence based strategies covering whole patient journey
  2. Allocate funding to support cancer NGOs in Hong Kong

# Hong Kong Cancer Strategy

- **Hong Kong Cancer Strategy 2019** - Released in July



## Content

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| <b>Chapter 2</b> | Cancer in Hong Kong               |
| <b>Chapter 3</b> | Surveillance System               |
| <b>Chapter 4</b> | Prevention and Screening          |
| <b>Chapter 5</b> | Early Detection and Diagnosis     |
| <b>Chapter 6</b> | Timely and Effective Treatment    |
| <b>Chapter 7</b> | Holistic Patient Care and Support |
| <b>Chapter 8</b> | Survivorship and Palliative Care  |
| <b>Chapter 9</b> | Research                          |

# Summary of Proposed to HK Government

## Proposal by HK Anti-Cancer Society

- **Comprehensive Cancer Control Action Plan**

### Primary Prevention

- **population-wide HPV vaccination**
- **tobacco taxation to 75%, alcohol & restrict alcohol advertisement**

### Early detection

- **To expedite colorectal screening, improve compliance to cervical screening**
- **To subsidize screening ( liver, nasopharyngeal & breast cancers)**

### Accessibility to Diagnosis & Treatment

- **To reduce waiting time to  $\leq 30$  days**
- **Increase services by Hospital Authority**
- **Expand public-private partnership**



# Summary of Proposed to HK Government

## Proposal by HK Anti-Cancer Society

### Access to Expensive Cancer Treatment

- To **increase scope of coverage** by Hospital Authority & charity funds
- To enforce **health insurance coverage** for cancer treatment
- To consider **tax deductions** for cancer treatment

### Palliative Care / Holistic Care for Cancer Survivors & Carers

- To analyze **unmet needs of cancer patients/survivors & carers**
- To set up “**Beat Cancer Fund**” to support NGOs to supplement public services

# Fight to Reduce Cancer Mortality

## BASIC PRINCIPLES OF CANCER CONTROL

- Leadership to create clarity and unity of purpose, and to encourage team building, broad participation, ownership of the process, continuous learning and mutual recognition of efforts made.
- Involvement of stakeholders of all related sectors, and at all levels of the decision-making process, to enable active participation and commitment of key players for the benefit of the programme.
- Creation of partnerships to enhance effectiveness through mutually beneficial relationships, and build upon trust and complementary capacities of partners from different disciplines and sectors.
- Responding to the needs of people at risk of developing cancer or already presenting with the disease, in order to meet their physical, psychosocial and spiritual needs across the full continuum of care.
- Decision-making based on evidence, social values and efficient and cost-effective use of resources that benefit the target population in a sustainable and equitable way.
- Application of a systemic approach by implementing a comprehensive programme with interrelated key components sharing the same goals and integrated with other related programmes and to the health system.
- Seeking continuous improvement, innovation and creativity to maximize performance and to address social and cultural diversity, as well as the needs and challenges presented by a changing environment.
- Adoption of a stepwise approach to planning and implementing interventions, based on local considerations and needs (see next page for WHO stepwise framework for chronic diseases prevention and control, as applied to cancer control).

## Cancer touches almost every family

Enormous economic burden & loss of productive life

### Leader: Chief Executive / Home Secretary, Hong Kong SAR

- Bureau for Food & Health

- Department of Health
- Hospital Authority (manages all public healthcares)

- Other Government Bureau/Departments

- Finance
- Social Welfare
- Education

- Cancer-related NGOs

- Private Partners

**Concerted efforts by all stakeholders**





香港防癌會

HONG KONG ANTI-CANCER SOCIETY

Since 1963

# Thank You

Anti-Cancer, We Care