

The Hong Kong Liver Foundation

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REPORT ON THE WORK OF THE FOUNDATION FOR THE PERIOD FROM APRIL 2016 - MARCH 2017

While people were easily access to the internet to get various information, the Foundation understood that well packing of our service programs would be vital to introduce our name and image to local society. We therefore have paid much effort in different publicity plans to enhance people's awareness of the importance of liver health in 2016-2017. By offering free liver health related examination or services, we have successfully penetrated into different community sectors, including youngsters and elderly population as well.

With concerted efforts of all in the Council and Committee, we strived to overcome the challenges of rising demand for public services. Though with limited resources we have held, we treasured the opportunity to support and provide public services to those in-needs. We were gratified to work with an excel team of talented and highly dedicated members which has enable us to plan forward for the betterment of Hong Kong community.

I) PUBLIC EDUCATION ACTIVITIES & SERVICES

1. Liver Donation Campaign

Being a founding objective of the Foundation, we stand all possible chance to promote the crucial message which we hoped could provide opportunity to end-stage liver patients for survival. This year, we continued our glory mission.

Community roving promotion

A counter was set up during a roving community service project in 18 geographical districts in Hong Kong held in 2015-2016. People attending the service were encouraged to sign organ donation card and it was recorded that over 10,000 individuals were contacted.









Private clinic media promotion

A touching video shoot by our Liver Ambassadors was broadcasted in over 200+ private clinics and laboratories in Hong Kong during the period from 1 June to 30 June 2016. In the video, Liver Ambassadors have showed support to organ donation and expressed their feelings on liver transplantation which we hoped could adopt a positive attitude to public on the issue.

Mini bus seat back sticker advertisement

There were 12 franchise mini buses carried the promotional stickers in seat back from 15 May to 14 June 2016. The sticker served as propaganda to attract people's attention of liver donation. advertising was stretched out in different places in the territory.



Newspaper placement

It was a series of features on liver transplantation. Knowing that people were frightened about unknown, we choose to post an article in a free daily newspaper (AM730) educating public about the facts of transplant surgery, to erase mis-understanding on the very issue. There were 5 columns published every month from May to September 2016.



24-5-2016

26-7-2016

分享爱... 肝臟移植篇(2) 肝臟移植篇(3)

29-8-2016

Participate in the 26th International Congress of the Transplantation Society

The Foundation has participated in the 26th International Congress of the Transplantation Society from 18 to 23 August 2016 at the Hong Kong Convention and Exhibition Centre. A vivid booth size 3M x 3M was set up. We hanged up a large display pillar where information on liver transplantation and brain death were showed. Besides, a "Wish U Well" was created to draw people's attention to make a wish and at the meantime we caught the chance to encourage them to sign the organ donation card. With the generous support of Chong Lap (H. K.) Co., Ltd., the Foundation has received \$20 donation for every signed card. We thanked the company for their generosity.

The six-day program has attracted over 3,000 delegates from countries all over the world. The Foundation was delighted to participate in this large scale of international conference as we were given chances to introduce ourselves to international community as well as enabled us to meet with different people working in the same field.



謬誤..... -向不好,相信我的器官不會

26-9-2016





"Spring Sowing" Charity Walk

The project was organized by the Hong Kong Medical Association and Hong Kong Society of Transplantation, a charity walk was kick-off on Sunday, 12 March 2017 at Pak Tam Chung. The event appealed to public support of organ donation and it was noted that there were over 300 people showed up to echo this meaningful event. The Foundation has form a "supportive team" comprised of all staff members to support the function.



Z型研究 突曲注射 BATTA ZSISABAB **BASE BASE BASE BASE BASE BASE BASE BASE BASE**

2. Preventive Vaccination Program

The service became a routine program for people of Hong Kong who wanted to protect themselves against hepatitis A and B infection. With the outbreak of "Zika Virus" transmission in Africa, America and Singapore, people enrolling to these protective service programs becoming increasing.

Operating as a charitable service programs, participants were required to pay about 30% of the vaccines fees compared with the market price. There were 42 people enrolled to hepatitis A injection service while 11,500 members of the society subscribed to inject hepatitis B vaccine.

3. Newsletter

We have published two published the period:

	Publishing date	Covering feature	Printing Quantity	Editor
34 th issue	July 2016	Hepatitis B and pregnancy	15,000	Dr. Lai Sik To
35th issue	Jan 2017	Gallbladder diseases	15,000	The Foundation



4. Meeting with Liver Specialists Patient Gathering Sessions

Recorded as one of the most welcoming program for HBV+ patients and interested individuals, the program was re-run again on Saturday, 24 September 2016 at Sheraton Hong Kong Hotel with over 60 interested people attending. Participants were given chance to meet with liver specialists and people with similar health background. This welcoming program was held with the "Abbvie sponsorship obtained from Pharmaceutical Company" and we thanked the company for their care and concern of the community.







5. Health Talks

It was believed that people could understand more about liver health through attending health assembly. The Foundation has organized two health talks during the period. On 16 June 2016, Dr. Francis Li gave a lecture on "hepatitis B and cirrhosis" and has attracted over 60 participants listened to the talk.

Another session was conducted by Dr. Kwan Wai Keung on 8 August 2016 on various hepatitis and its complications. There were about 56 people coming for the health seminar on that day. To save resources, both sessions were held at the Foundation's office for its easy accessibility.



6. World Hepatitis Day

On 28 July World Hepatitis Day brought the world together to raise awareness of the global burden of viral hepatitis. It was the 6th year that the event has taken place in the world which was a huge success, with over 1,000 events organized in 174 countries across the globe. To create noise for discussion and advocated people to adopt a positive attitude toward hepatitis infection, we have provided some free examination services this year.

a) Fibroscan Screening Program

A two-day service programs were held in the Foundation's office on 28 July and 29 July 2016 respectively. With the assistance of Chong Lap H.K. Co., Ltd., who lend us the machine for free and also offered technical support, we were able to provide the screening service to the needy free of charge. According to the record, there were 183 people undergone the examination. However, much to our surprise, 17 participants needed referral letters.



We were pleased to report that this medical service program has attained tremendous success with spending kept up at minimal.



b) <u>Ultrasound Scanning Service</u>

This service was tailor made for hepatitis B patients, with an aim to remind them the importance of regular monitoring of liver health. This year, the scanning service was conducted by member doctors of the Health and Education Committee for better organizing of the service. As a charitable program, member doctors only charged us \$500 per examination which believed was a service-minded offer. A total of 100 quotas were served. However, it was a pity to read that one male adult aged 63 has diagnosed with end-stage liver cancer during the scanning program. In additions, 8 abnormalities were detected and referral letters were issued.



7. Information Update and Publicity

With the assistance of the professional member doctors, we were able to release and produce some up-to-date educational materials and brochures on liver health related matters. Besides, our web-site also provided readers a convenience way to obtain related information.

8. Liver Health Awareness Campaign

Co-organized with 國際獅子總會中國港澳三0三 區預防肝炎教育委員會, we have organized a health seminar at their Club on Saturday, 25 March 2017. The informative lecture was hosted by Dr. Tina Fan of Tseung Kwan O Hospital, who gave participants a brief introduction of the background of various hepatitis and its consequences. There were 64 members of public attended the function.



II) PATIENT SUPPORT GROUPS ACTIVITIES

The idea of setting up "Patient Support Group" was to allow patients and their family members to support each other by participating in various kinds of activities, helping each other to rebuild self-confidence and inter-personal relationships. There were two patient support groups formed by the Foundation and both were founded in 1999.

1. Liver Buddies Patient Support Group

Bound by the privacy ordinance, responsible nurse informed the Foundation that we could not contact patients direct to inviting them to join the group. As a result, the membership grow of the group was static and remained the numbers at 70.

a) Simon K Y Lee Memorial Scholarship

With a view to attracting outstanding member students to advance their studies, we have established a scholarship to show our concern to group members who may affect by their unstable health conditions. Each academic year, the Foundation would distribute a grant to successful candidates, funded by the "Simon K Y Lee Foundation". In 2016, there were 10 eligible candidates received the cash award of \$2,000.

The scholarship was presented to members on 17 December 2016 at a Christmas party held at Queen Mary Hospital. We were delighted to have Dr. Wong Cho Lam, Clinical Assistant Professor of the Department of Surgery of the University of Hong Kong gracing us at the function and present the scholarship to candidates. Besides, we also thanked TV artist Mr Oscar Leung to attend the event and delivered an encouraging talk to attendees.



b) Christmas party 2016

The party was held annually with an aim to gather all paediatric transplant recipients in a party to celebrate the gift of life. Apart from expressing seasonal greetings, we wanted to bring out the story of loving liver donation. By promoting the function through media reporting, it was hoped that people could be reminded again of this life-saving issue. There were over 100 liver transplant recipients and their family attended the party.

With thanked enthusiastic sponsors/donors for their kind support which made the

2. Liver Care Patient Support Group

We considered chronic patients needed more attention on life matters especially on health issues. The Foundation has organized a health check program in June every year to members of the group to provide them a channel to receive proper health check. The health check service was carried out from June to December 2016. The group now consisted of 282 members.



III) RESEARCH PROJECTS

1. A Population-based study on seroprevalence of viral hepatitis in Hong Kong

The service program was started in February 2015 and ended in July 2016. During the 18 months service period, we have been working closely with the Gastroenterology & Hepatology Department of Faculty of Medicine of the University of Hong Kong to strive hard working for the community. We went to 18 districts in Hong Kong to provide related health education and free hepatitis blood test services on A to E to the local Chinese. We were delighted to note that more and more people in Hong Kong recognized our work and words of encouragement was received. With limit resources and manpower we got, we found that handling this large scale of community service was a challenge to our ability, particularly when dealing with some unpredictable matters, however we managed to go through all difficulties with the guidance of an Ad Hoc Committee chaired by Prof Yuen Man Fung and the trust of the Council.



A press conference would be held in late 2017 dominated by the Gastroenterology and Hepatology Department of Faculty of Medicine of the University of Hong Kong. We believed that the findings would provide an impact to the public on liver health. The Foundation was pleased to foster public interest in the prevention of liver disease and to reduce the risk of hepatitis infection in the territory in a long run.

The following preliminary findings were revealed:

No. of people attending the blood test	:	10,256
No. of referral issued	:	794
No. of people infected with Hepatitis B	:	801
No. of people infected with Hepatitis C	:	46
No. of cases for co-infection of Hepatitis B & C		2



2. Sleep duration and quality in relation to non-alcoholic fatty liver disease

This research project was jointly organized by the Liver Foundation and the Division of Respiratory & Critical Care Medicine of the University of Hong Kong, was finished in July 2016. In the project, the Foundation was responsible for arranging participants for a home oximetry

test before admitted to hospital for a thorough examination. There were total 146 participants (out of 460 invitation) enrolled to the service which indicated that more and more people in Hong Kong have sleeping disorder.

It was estimated that a research paper would be released sooner or later when all participants have finished PSG tests in Queen Mary Hospital.



IV) FUND RAISING ACTIVITIES

1. Flag Day 2016-17

A flag day was held by the Foundation on Hong Kong region on 5 March 2016. Nevertheless, we have allotted another flag day by the Social Welfare Department on 10 September 2016. It was a tough decision for the Foundation as we were unable to solicit volunteers' help again in such a short period of time at the same year. After much deliberation, the Foundation has decided to surrender the application.

2. Charity Sales 2016-17

It was always in our mind the generosity of enthusiastic donors who has given us not only monetary support but also some useful materials and items. These included stuff toys, watches, carrying bags, decorative painting and accessories. Years after years, it has accumulated a number of left-over items. To make the items became valuable, we have launched two charity sales in the office from 17 November to 31 December 2016 and from 7 March to 31 March 2017 and an amount of \$5,100 was obtained.



3. 25th Anniversary Celebration and Charity Walkathon cum Carnival 2017 (香港肝壽基金25週年誌慶暨慈善步行嘉年華)

Established in 1992, the Foundation would go into her 25 anniversary in 2017. We brought together practical experience, knowledge and credibility, having been served the community for 25 years. It would be a remarkable moment for us to review our work and move forward to meet with the rising social needs and challenges.

It has been the Foundation's long standing tradition to provide free medical services for the needy. To uphold the core value of "helping people to help themselves", the Foundation would organize the "25th Anniversary Celebration and Charity Walkathon cum Carnival" for appealing of "liver donation" on 26 November 2017 at Urban Council Centenary Garden at East Tsim Sha Tsui. This was to raise fund to expand our services programs for the general public and to support liver patients for the need of regular monitoring of their liver health.

It was the second time for us to attempt this kind of fund raising project, the Council, members and supporters vowed to be part of this challenging mission and we sincerely hoped that the function could succeed in raising a sizable amount of funds to sponsor various community-originated projects.



Draft

V) OTHERS

1. "From the community to the community Recycling Programme"

The Foundation has joined "The Salvation Army Recycling Programme" in January 2017 by donating some un-used items and goods to their stores. According to their principal, all donated goods were sorted and sold in Family Stores in Hong Kong and Macau. The net proceeds would go to The Salvation Army for use across its invaluable community programmes. Some of the donated goods would directly help those people in need, such as home alone elderly, street sleepers and ex-prisoners. It was believed that their theory to serve the community were the same as ours, though targeted different public sectors.

2. Warehouse removal

To store the display materials and publications, we have rented a store room in Chai Wan for about 100sq feet for many years. The rental charge was \$1,980 per month. It was however, we were told that the rent would increase for about 10% with the expiration of contract in May 2016. We therefore decided to move to a smaller unit to save cost with effect in June 2016. The new place size about 65sq feet and the rent was \$1,370 per month.

Despite the growing pressure on the resources, we continued to take initiatives to effectively and efficiently deliver high quality patient-centred care. With all uncertainty in both political and economic affairs, we understand that the coming year would be a big challenge to charity business. It was hoped that we could have the support of our donors / supporters / doctors continuously to light up our works. May we conclude our sincerest gratitude wholeheartedly to all of our supporters and volunteers for their selfless devotion.







Report on the work of The Hong Kong Liver Foundation 2016-2017 Prepared by Karen Lam





