‘Beautiful, Vibrant, Active’
25 Years of Akebono-kai Activities

Takako Watt
AKEBONO-KAI

History of Akebonokai

1978
• Akebonokai (Dawn Association) started in Tokyo with 17 members

2004
• 4000 members all over Japan, and 6 abroad
• 70 Supporting doctors and nurses
• 33 Branches in each Prefecture

Status of Breast Cancer in Japan

• 30,000 new patients diagnosed with Breast Cancer each year
• 10,000 deaths from Breast Cancer each year
• Need for More Efforts in Breast Cancer Awareness and Addressing Patients’ Needs

What we do

1. To help and support each other after Breast Cancer operation

2. To promote the Public Awareness Campaign on the importance of early detection of Breast Cancer

3. ABCSS – Akebono Breast Cancer Support Service (Japanese Version of Reach to Recovery )

• Annual Conference in October every year, held in central Tokyo
  – Attended by Akebonokai members from all over Japan, and general public (800 audience)
  – Lectures by doctors and medical staff, round-table discussions
• Mother’s Day Campaign
  – Started 20 years ago
  – At Noon of Mother’s Day, volunteers from all 33 Branches meet on busy shopping streets to hand out tissues with BSE message
  – This year 600 volunteers participated
  – 50,000 tissues distributed
• Worldwide Breast Cancer Month (October):
  – Light-up campaign of Tokyo Tower
  – Sponsored by Estee Lauder
  – Covered by national media and TV news

Tokyo Tower
lit up in pink

Tokyo Tower Light Up Party.
Looking up the moment!

Dancing Queen

• ABCSS (Akebono Breast Cancer Support Service)
  – Started in 1994
  – Active in only 7 prefectures
  – Need to raise awareness of value of ABCSS amongst doctors and hospitals

ABCSS (Akebono Breast Cancer Support Service)

<The Number of the Patients visited in the year of 2003>
Visiting patient in hospital

Volunteer training – role-play

• Akebono-kai received Teresa Lasser Award in 2000 for ABCSS

Teresa Lasser Award 2000

• Making Friends from Countries of ASIA
  Singapore
  Malaysia
  Korea
  Taiwan
  Thailand

In Singapore with Mrs. Lee in 1996
Singapore: With Sara and her volunteers in 2000

Japan meets Malaysia 1999

With Mrs. PAK of Venus-Korean Breast Cancer Support Group in 2002

Seoul Tower Light Up

With Chrystal of Bangkok Breast Cancer Support Group in Thailand in 2004

With Taiwan Delegates in Milan 2004
Special Announcement: Takako is coming to Taiwan in September 2004

• Future work: Need to work together to fight Breast Cancer
  – Japan considered ‘behind’ in Breast Cancer awareness and support services
  – But we have 25 years of experience to share
  – All Asian and Pacific countries should help each other, particularly those countries with less resources and experience
  – Let’s UNITE to FIGHT Breast Cancer!

Come and visit our office in Tokyo

Akebonokai office in Tokyo

View of Cherry Blossoms from Akebono-kai Office

Thank you for your attention!

For more information, go to our website:
http://www.akebono-net.org/