



PRESS RELEASE For Immediate Release

8th February - International Epilepsy Day “We’ re All One out of 20”

Public Education Campaign Calls on People to
Understand Epilepsy Be Aware and Be Around

(Hong Kong – 4 February, 2021) 8th February marks International Epilepsy Day of the year! Local epilepsy concern groups are launching a public education campaign [“We’ re All 1/20: Understand Epilepsy, Be Aware N Be Around”](#) , calling on people to learn more about epilepsy, one of the most common brain diseases in Hong Kong and take on tips for handling epileptic seizure.

Campaign Champions Tells Their Stories to Bust Myths Around Epilepsy

“International Epilepsy Day – Hong Kong 2021” Organising Committee Convener Dr. Chan Lok-yiu explains that the theme “We’ re All 1/20” is designed to build relevance of epilepsy to members of the public - epilepsy is the 4th most common brain disease in Hong Kong. One in every 20 persons has a seizure during his/her lifetime. Generally speaking, in order to diagnose epilepsy, the doctor will need to verify that someone has had two or more unprovoked seizures. In absence of official statistics on local epilepsy cases, the medical profession has projected, based on the incidence rate, that there are approximately 70,000 people with epilepsy in Hong Kong.

“Care and understanding is the best way to support people affected by epilepsy. Our goal is to promote epilepsy awareness and dismiss misconception about epilepsy. We also want to motivate those who are afraid of or feel detached to epilepsy to change their attitude towards the illness. We shouldn’ t keep ourselves in the background; not only persons diagnosed with epilepsy are susceptible to seizure. On the other hand, we are paying much effort in the promotion of the first aid tips on seizure, hoping to equip people with the knowledge to offer assistance, instead of being panic when they encounter someone in seizure.”

“International Epilepsy Day – Hong Kong 2021” has invited [four Campaign Champions](#), including Margaret Chung, a celebrity whose daughter has had seizures, as well as three others who have been living with epilepsy. By sharing their real-life experience in coping with epilepsy, they convey the message that persons with epilepsy can unleash their potential and live their lives to the fullest just like anyone else.

Take Action: Celebrate Epilepsy Day & Show Support

Starting from 29 January, awareness-creating poster advertisement featuring the four champions rolled out along MTR railways. Members of the public are invited to visit the [“International Epilepsy Day – Hong Kong” fan page](#) for more information, and act to show support. Let’ s talk about epilepsy and get across positive messages about epilepsy.



1. Like and follow **the fan page of** “International Epilepsy Day – Hong Kong” : [facebook.com/HKEpilepsyDay](https://www.facebook.com/HKEpilepsyDay)
2. Apply **“We’ re All 1/20” profile photo frame on Facebook** to help us spread the words. https://www.facebook.com/profilepicframes/?selected_overlay_id=2825265574379630
3. **Sharing the stories of Campaign Champions:** Web users are encouraged to “Like” and “Share” the [personal stories \(in Chinese only\)](#) of the four Campaign Champions and get to know more about epilepsy
4. **Be Aware and Be Around:** Margaret shares with us the [tips on helping someone who has a seizure \(in Chinese only\)](#).
5. **Join the Live Chat “Things you must know about Epilepsy”** : On 6th February, there will be an online session where three doctors will talk about epilepsy and take real-time questions from the audience. Topics will cover factors of epileptic seizure, the impact of epilepsy on children’ s physical, mental and social development and surgery for epilepsy.
Register for Virtual Event: <https://fb.me/e/5ukz9ANW6>
6. **Use the audible pictorial book** [“Service Dog – Dor Dor”](#) (in Chinese only): Parents and primary school teachers can tell the story of Dor Dor and its owner Hin to teach children about epilepsy. Schools and organisations are welcome to request printed copy of the book.

###

International Epilepsy Day

International Epilepsy Day, which falls on the second Monday of February, was initiated by International Bureau for Epilepsy (IBE) and International League Against Epilepsy (ILAE). Its objective is to raise awareness and understanding of epilepsy around the world. So far more than 130 countries/regions have taken part in the event. In Hong Kong local groups working on epilepsy joined hands in 2018 to organise the first International Epilepsy Day-Hong Kong (IED- Hong Kong) . The event has become an annual event.

The fourth IED-Hong Kong is co-organised by Hong Kong Epilepsy Society, Hong Kong Epilepsy Association, Hong Kong Brain Foundation and Epilepsy Foundation of Hong Kong. The Hong Kong Society for Rehabilitation and the Hong Kong Neurological Society joined in as supporting organisation.

International Epilepsy Day-Hong Kong

Facebook Page: www.facebook.com/HkEpilepsyDay

Official Website: <https://internationalepilepsyday.org.hk/>

Media enquiries:

Carol Fung

Tel: 6184 6708

Email: carol.fung@pr4good.com

Fiona Shek

Tel: 9103 7177

Email: fiona.shek@pr4good.com

Appendix 1: The four campaign champions:

- **Margaret Chung:** Margaret's daughter has a rare disease which causes occasional seizures. She shared her experience in caretaking of her daughter and how she learned from her mistakes in handling seizure. She calls on people to learn about epilepsy and give support to people with epilepsy.
- **Chow Yat-ming:** Chow was diagnosed with epilepsy more than 10 years ago. Because of an infection on his leg, he underwent seven surgeries. Yet, this doesn't stop him from biking and challenging himself in cross-country cycling.
- **Mabel Li:** Mabel has been living with epilepsy for more than 30 years. From a diffident to a chairperson of patient self-support group, she tells her story of empowerment that has led her to stand up for the rights and welfare of peers.
- **Wilson Yung:** Learning had been difficult for Wilson in his early ages when he was affected by epilepsy. However, his musical talent doesn't cease to thrive in making him an awarded singer-songwriter. He is a vocal of a band and is passionate about charitable deeds. He is a music teacher of a group of SEN children.

Appendix 2: IED-Hong Kong 2021 Poster ad



Appendix 3: E-flyer of tips on handling epileptic seizure



守·望·相·助

- **守護患者**……保持冷靜。發作者可能失去意識，所以為他記錄發作時間和情況，有助他和醫護人員跟進。
- **望望四周**……確保發作者所處的環境安全，移走危險物件，保持空氣流通，請途人不要圍觀。
- **出手相助**……用衣物墊高他的頭頸，解鬆衣領或除下眼鏡，幫他側臥待以保持呼吸暢通
- **尋求協助**……如發作者三至五分鐘還未醒來或呼吸困難，立刻召喚救護車送院