



San Francisco Hep B Free

First city in the U.S. to test and vaccinate all Asian and Pacific Islanders for hepatitis B

10% of Asian/Pacific Islanders carry the virus that causes most liver cancers.

Asians have the highest rate of liver cancer in the world.

San Francisco has highest rate of liver cancer in America.

Hepatitis B disease can be treated.

Liver cancer caused by the Hep B virus can be prevented.

**Be Tested
Be Vaccinated
Be a Hep B Hero!**

San Francisco Hep B Free

Hep B disease and its liver cancer are vaccine preventable. Over the last year, the SF Hep B Free campaign has coordinated development of a citywide network to deal with the prevention and treatment of hepatitis B disease. Over thirty active participants include the SF Hospital Council, Community Clinic Consortium, SF Department of Public Health, physicians groups and non-profit healthcare organizations. More than 150 community and healthcare groups are partners and supporters of SF Hep B Free.

SF Hep B Free's two main areas of focus now are: (1) Aggressive outreach and media campaign to create public awareness of Hep B disease prevention and treatment; and (2) Documenting and evaluating the success of the SF Hep B Free program as a national model that can be replicated across the country.

Save the Date!

Assemblywoman Fiona Ma and hosts:

Health Commissioner Dr. Edward Chow, Alexis Wong, Dr. John Umekubo, Dale Minami, Greg Macabenta, Ron Smith, Julie Soo, Sabina Chen, Dr. Robert Gish, Yolanda Lee, Scott Plymale, Vinya Sysamouth, Ph.D., Dr. Stewart Cooper, Dr. Samuel So, Francisco Hsieh, Ted Fang

INVITE YOU TO AN EVENING TO SUPPORT



Thursday, September 18, 2008
6:00PM Cocktail Reception, 7:00PM Dinner

Chinese Culture Center
Hilton Hotel Financial District
750 Kearny Street, San Francisco

Presenting Super Hero: \$50,000
Super Hero: \$25,000
Hero: \$10,000
Team Member: \$5,000

Dinner Committee Host: \$2,500
Dinner Committee Patron: \$1,250
Individual Ticket: \$250
Info: Stacy Norman 415.775.7005 ext 17

Some Hep B facts:

- Liver cancer is the greatest health disparity between Asian Pacific Islander and Caucasians.
- 34% of San Francisco's population is of Asian descent.
- API men are 4 times more likely to die from liver cancer than Caucasian men.
- San Francisco has the highest rate of liver cancer in the nation.
- CDC recommends that anyone who wishes to be protected from Hep B be vaccinated.

“BE A HEP B HERO” Dinner Sponsorship Levels

Hep B Free Presenting Super Hero: \$50,000

- Name featured as exclusive “Presenting Super Hero” of SF: Hep B Free Be Hero Gala Dinner:
 - (1) on official invitation
 - (2) on front cover of printed program
 - (3) on press releases
 - (4) on all printed, electronic and promotional materials
- Name and logo displayed as exclusive “Presenting Super Hero” at event
- Speaking opportunity at Annual Dinner and press conference(s)
- Three seats at head table
- Invitation to Company/CEO to serve as Honorary Dinner Co-Chair
- Table of 10 in presenting sponsor location
- 10 tickets to VIP reception
- Full Page full color advertisement on back cover of program book
 - Name and logo displayed on facing page of front inside cover of program
- Logo as “Presenting Super Hero” on advertisement in print media(s)
- Included as exclusive “Hep B Free Presenting Super Hero” on AsianWeek feature story

Hep B Free Super Hero: \$25,000

- Name in priority location on invitation, program, all promotional materials and press releases
- Name and logo displayed as “Hep B Free Super Hero” at event
- Special recognition as lead sponsor at event and press conference(s)
- Two seats at the head table
- Invitation to Company/CEO to serve as Honorary Dinner Co-Host
- Table of 10 in lead sponsor location
- 7 tickets to VIP reception
- Full page full color advertisement on front or back inside cover of program book
- Name and logo displayed within printed program as “Hep B Free Super Hero”
- Logo featured on advertisement in print media(s)
- Included as “Hep B Free Super Hero” on AsianWeek feature story

Hep B Free Hero: \$10,000

- Name listed on invitation, all promotional materials and press releases
- Name and logo displayed as “Hep B Free Hero” at event
- One seat at the head table
- Table of 10 at dinner in priority location
- 5 tickets to VIP reception
- Full Page black and white Advertisement in program book
- Name and logo displayed within printed program as “Hep B Free Hero”
- Logo included on advertisement in print media(s)

Hep B Free Team: \$5,000

- Name included on invitation and some promotional materials
- Table of 10 in choice location
- 2 tickets to VIP reception
- Name and logo displayed as “Hep B Free Team” at event
- Half Page black and white Advertisement in program book
- Name displayed within printed program as “Hep B Free Team”
- Name included on advertisement in print media(s)

Dinner Committee Host: \$2,500

- Name included on invitation and in program
- Table of 10
- 1 ticket to VIP reception
- Name displayed as “Host Committee” at event
- Name listed within printed program

Dinner Committee Patron: \$1,250

Individual Ticket: \$250

Notes:

- Sponsor names and logos information must be received by printing deadline dates
- For all tables of ten, the table buyer has option of SF Hep B Free assigning two SF Hep B Free guests to table
- Seating arrangements made according to the level of sponsorship, with priority given to highest-level sponsors



B SURE, B TESTED, B FREE: FACT SHEET

ABOUT SAN FRANCISCO HEP B FREE

The San Francisco Hep B Free program was established in 2007 to educate the public about the health risks of the hepatitis B virus (HBV) and promote HBV screenings and vaccinations within the city's Asian and Pacific Islander (API) population.

THE PROBLEM: HBV – A SAN FRANCISCO EPIDEMIC

Hepatitis B is a serious disease of the liver caused by the hepatitis B virus (HBV) that can lead to acute illness and chronic infection including cirrhosis, liver failure or liver cancer. It is a silent killer affecting approximately 1.4 million Americans, of which more than half are of Asian/Pacific Island descent.

HBV is an epidemic within San Francisco's API community. It is estimated that **one in 10 APIs have an undiagnosed infection**. APIs are up to 100 times more likely to suffer from chronic HBV infection and four times more likely to die from liver cancer compared with the general population. Hepatitis B is responsible for 80% of all liver cancers among APIs, who have the highest rates of liver cancer for any racial or ethnic group. **San Francisco has the highest liver cancer rate in the nation.**

Hepatitis B is 100 times more infectious than HIV and is easily transmitted – from an infected mother to her child at birth, through unprotected sex or by contaminated blood on shared toothbrushes, razors or needles. There are often no symptoms and as many as two out of three of the chronically infected are not aware they have the virus.

THE SOLUTION: EDUCATION, SCREENING AND VACCINATION

Hepatitis B is a vaccine-preventable disease. The San Francisco Hep B Free program educates the public and healthcare providers about the health risks of the HPV virus, and provides free screenings and low-cost vaccinations at sites throughout the city and through special events such as the Asian Heritage Street Celebration. See www.sfhepbfree.org/testsite.htm for a list of screening and vaccination sites.

PROGRAM GOAL

The goal of the San Francisco Hep B Free program is to make San Francisco a hepatitis B-free city by providing universal HBV screenings and vaccinations for all API residents.

PARTICIPANTS

The San Francisco Hep B Free program is driven by a steering committee comprised of the San Francisco Department of Public Health, Asian Liver Center at Stanford University and AsianWeek Foundation with Assemblywoman Fiona Ma, a hepatitis B carrier, serving as Honorary Chairperson. More than 150 community and healthcare groups support the program, including the San Francisco Mayor's Office, California Pacific Medical Group and Brown & Toland.

PROGRAM MILESTONES

- The San Francisco Hep B Free campaign officially launched April 25, 2007
- Since its inception, the program has secured seven low cost public access HBV screening & vaccination sites, which have screened over 2300 people and educated more than 450 clinicians
- Significant partnerships have been developed with over 30 public and private health care organizations, businesses, and educational institutions as well as the San Francisco Giants

MEDIA CONTACT

Name: Robin Savinar	Email Address: robin@allisonpr.com	Phone: (415) 277-4927	Web: www.sfhepbfree.org
-------------------------------	---	---------------------------------	---