



# San Francisco Hep B Free

*First city in the U.S. to test and vaccinate all Asian and Pacific Islanders for hepatitis B*  
[www.sfhepbfree.org](http://www.sfhepbfree.org)

## Summary of Planning Group Meeting #4 ~ September 20<sup>th</sup>, 2007

Chinese Hospital

### Next Meeting 10/18/07 ~ 5:45 pm at AsianWeek Foundation

***In attendance:*** Josh Adler/UCSF, Helen Archer-Duste/Kaiser, Erin Bachus/SFDPH, Peter Berman/SFCCC, Raphael Buencamino/UCSF Hep B Collaborative, Daniel Chan/NEMS, Eddie Cheung/ALF/CPA, John Fisher/Brown and Toland, Stuart Fong/Chinese Hospital, Mandana Khalili/SFGH, Ming Ming Kwan/API Wellness Ctr., Khoa Lam/UCSF Hep B Collaborative, Wylie Liu/CPMC, Baotram Nguyen/UCSF Hep B Collaborative, Ron Smith/Hospital Council, Peter Swing/AsianWeek Foundation, Rich Tang/Kaiser, Abbie Yant/Saint Francis Memorial Hospital, Albert Yu/SFDPH, Janet Zola/SFDPH

### ANNOUNCEMENTS:

- ⌘ **Status report document** introduced by J. Zola. This document will serve as monthly update prior to each meeting - **send updates to jz by 10/12 to be included with agenda email.**
- ⌘ **Free Testing** is happening at **health fairs**. Helpful to have **map of health fairs** for future effectiveness.
  - 9/29 ~ Sunset Festival ~ API Wellness Center
  - 9/29 ~ Tenderloin Community Health Fair ~ St. Anthony's Free Medical Center
  - 9/30 ~ Folsom Street ~ API Wellness Center
  - 10/6 ~ Chinatown Community ~ Saint Francis Memorial
  - 10/7 ~ Castro Street ~ API Wellness Center
- ⌘ **Kaiser** discussing # of tests it can be run for outside community groups, specifically City College.
- ⌘ **Peter Swing** new contact at AsianWeek for **Community Education Workshops**.  
[pswing@awfoundation.com](mailto:pswing@awfoundation.com), 321-5865.

### OLD BUSINESS

#### STATUS REPORT with UPDATES:

- **City College** holding **kickoff** day in **February 2008** for on-campus campaign. They **need help** with testing costs, speakers for educational forums, recruiting and training of volunteers & staff for kickoff. **SFSU** is also looking at spring semester for their on-campus campaign.
- **Community Education Workshops** expected to begin 2<sup>nd</sup> or 3<sup>rd</sup> week of October. Email blast going out to community soon. **Help is needed** to compile standardized curriculum and to develop a functioning **Speaker's Bureau** with competency guidelines. **Ted** has tentative list of speakers identified. **Contact Peter Swing or jz.**
- The **Medical Protocol** group drafted a **hep B flow chart**. Will go out for "beta" testing next week. A final date for consensus will be decided upon. Comparison to slide rule for usefulness. Get clinicians used to receiving resources from Hep B Free.
- **Provider Education:** One more **CME** scheduled – 10/25. (CPMC put on a well-attended CME on 9/25 at St. Luke's.) "**Projects in Knowledge**" site recommended reported as being useful and easy to follow. **Clinical Care Options** as another online CME option.
- **Clinics Update:** UCSF has access to funds from the Mt. Zion Health Fund to start up public testing. Site to be Asian Heart and Vascular Center at 1600 Divisadero. **CPMC** has funding in place from Sutter Health. First clinics will be held at St. Luke's. Second site is pending. **SFDPH, ALC, API Wellness Center and Chinese Hospital** have established their protocols, locations, and dates.

- **Funding:** No new funds have been identified as of this writing. Money is needed to support cost of testing for several sites; for **media advertising** and outreach; for provider education. **Brown & Toland** have expressed interest in supporting the project. Peter S. is applying for a grant from **CCHRC**. Other potential sources of funds include Kaiser, Catholic Healthcare West, and private foundations yet to be identified.
- **Data / Population Management:** Meeting to discuss options and avenues occurred on 9/19 (see below).

## NEW & CONTINUING BUSINESS

**DATA COLLECTION / POPULATION MANAGEMENT:** Determined the **Immunization Registry** would not be adequately useful. We need to determine a set of **standardized data elements**, have everyone involved in project agree to **collect** these elements and **send to SFDPH** (data of both + and – patients). **Registration template** can serve as data entry tool, be customized for each site. Data will be handled as **confidential**, entered into a database (probably ACCESS), and used for population description and evaluation. HIPPA & IRB issues will need to be addressed institution by institution for negative data. A simple **HIPPA release** to send data to DPH is adequate – no PHI data is necessary. **Michele Manos at Kaiser** has offered to do pro-bono work on the data gathering.

**PROJECT PLAN OVERVIEW:** Helen and Ted put together the **first draft of the plan**. The group agreed to use it as an organization tool keeping everything/everyone up to speed. Send all **feedback and additions** to Helen by **Thursday, 10/11** for distribution. A **NEED** column will be added.

**PROVIDER EDUCATION:** Posting **AASLD** guidelines on the SF Hep B Free website an easy provider reference. **Additional outreach** - hospitals/medical groups, **combining presentations** to include MDs and mid-level providers (as well as front desk people) through **health plans** as a **quality assurance/improvement indicator**. Ask all hospitals to be responsible for educating employees / staff clinicians – follow HIV model. Plan a hep B free day; outreach with information to staff, clients – very basic message.

**MEDIA / PUBLIC AWARENESS CAMPAIGN:** Need for extensive **advertising/marketing** of all **testing sites** critical. Existing sites **under-utilized** now. **Suggestions** for low-cost or free media included contacting the **SF Chronicle** for an interview and find an **entrepreneur** to pay for advertising. **CPMC** is working on advertising for their sites. In an effort to make **messages unified**, CPMC will bring **drafts** of these messages to a subsequent meeting **for approval**. Abbie & Peter S. will do some work on social marketing elements.

## HOMEWORK ASSIGNMENTS:

- ↪ If you receive the hep B flow chart, please give it to at least 5 primary care clinicians, along with the mini-survey that will be provided.
- ↪ Share your finalized registration form and consent forms with all – send to jz.
- ↪ Know any rich, philanthropic folks? Approach them for a contribution to this campaign.
- ↪ Know any celebrities that can attract media for our cause? Give them a call.
- ↪ Know anyone with a PR firm? Ask for pro-bono work.
- ↪ Speak with your internal marketing/public outreach people to determine any help available from them.

## Next Meeting:

Thursday, Oct. 18th, 2007 ~ 5:45 - 8:00 PM w/dinner

{AsianWeek Foundation was offered as site for next meeting, but conference room now deemed too small. We need another site; any volunteers?}