



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

Summary of Planning Group Meeting #5 ~ October 18th, 2007

Kimochi Senior Center

Next Meeting Thursday 11/15/07 ~ 5:45 pm ~ SFDPH, 101 Grove, room 220

In attendance: Peter Berman/SFCCC, Raphael Buencamino/UCSF Hep B Collaborative, Barbara Conahan/CCSF, Stewart Cooper/CPMC, Maya Dulay/VA, Ted Fang/AsianWeek Foundation, Bob Gish/CPMC, Francisco Hsieh/Fiona Ma District Office, Denis Lam/Team HBV @Cal Berkeley, Hy Lam/Vietnamese Health Promotion Project, Marion Peters/UCSF, Aarti Rao/ALC, Peter Swing/AsianWeek Foundation, Rich Tang/Kaiser, Brian Toy/UCSF Hep B Collaborative, Yiqui Wei/CPMC, Jackson Wong/CPMC, Abbie Yant/Saint Francis Memorial Hospital, Janet Zola/SFDPH

Overview of Campaign Status

- A. Actively participating partners – see attached / SFFD coming on board
- B. Expanded testing sites – see attached / South of Market, NEMS, St. Mary's, Saint Francis suggested as sites that should be included. Representatives are working out details. UCSF & Chinatown Public Health both begin in November. UCSF primary focus on employees; CPMC targeting Jan. 2008 to begin with employees.
- C. Medical Protocol
 - ♦ Flow Chart and Misconceptions ready for production – see attached
 - Production cost & dissemination to primary care clinicians needs to be addressed
 - ♦ Formalization of referral of uninsured positives into primary care needs to be addressed asap
- D. Community Education / Speakers' Bureau
 - ♦ Need patients or family members to provide testimonials, be speakers in community
 - ♦ Need experts to be available for speaking engagements ~ specialists, internists, etc.

Critical Topics

- A. Media / Public Awareness Campaign – see attached draft of plan
 - ♦ Needs include funds, contacts, celebrity spokesperson, contracts with venues and more
 - ♦ Bus posters still up, after 5 months (paid for one)
 - ♦ Looking to utilize ethnic and mainstream; get discounted rates; stagger media usage
 - ♦ Need to raise funds / **need help with grant writing** / need new ideas
 - Lam's group at UC Cal doing fundraiser for hep B free; Legacy to Giving is also
 - Gish will speak with Bronstein at the Chronicle
- B. Data Collection / Population Management –
 - ♦ Delivering full data to DPH; development of database; resources needed
 - ♦ Standardized registration forms for public HBV Free testing sites

Small Group Discussions:

- Medical Protocol** discussed referral of uninsured into primary care (notes from Marion Peters, with thanks)
- > Translate registration multiple Asian languages w/ English on one side. Some are completed.
 - > Homeless: Estimate 10,000; estimate 400 HBsAg positive: i.e. 25 HBsAg homeless/clinic/3 years issues to consider: transportation, comfort with site, more at one site than others
 - > Uninsured: 250,000 API; estimate 20% uninsured = 50,000; 10% HBsAg positive = 5,000
 - > Clinics already seeing uninsured: Consortium 14; DPH 10; Hospital 5+ = 30
 - > Care needed from Providers: Estimate 240 HBsAg uninsured/clinic over 3 years or about 80/ year or 2/week
 - > Manpower: use existing clinics, many closed to new patients: Discuss opening slots for new HBV patients
 - > Create a group of hepatologists, ID MDs, internists who will provide some regular *pro bono* work to assist such as ½ day a month (Project Homeless Connect sort of a model for this).

Data Management discussed need for database for all screened, and potentially all vaccinated clients of campaign. Need to identify common data fields, make sure everyone includes at least those on forms. Want to exchange information about databases being developed at each site and how to upload it to a central database at DPH. Excel can be utilized in meantime. Ideal to identify one computer guru to coordinate entire data aspect of project and avoid redundancy by bringing together data people from each site. UCSF students in process of developing web based database.

Community Education/Speakers' Bureau discussed finding patients through local doctors, reaching out to specialists and educators for speakers' bureau. Standardized presentation being developed, along with expectations for speakers. Funding needed.

Media Campaign discussed evaluation component to determine effect of media outreach; seeking funding for campaign (approach the Hospital Council); postpone large roll out until late January or early Feb. (before the Lunar New Year) – allowing for time to raise funds and for systems to get the kinks out; reach out to PR firms and Ad Agencies for pro bono work.

Next Meeting:

Thursday, Nov. 15th, 2007 ~ 5:45 - 8:00 PM w/dinner

SFDPH, 101 Grove Street, room 220 ⇒ **RSVP** to janet.zola@sfdph.org