



# --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 ~ January 17<sup>th</sup>, 2008

Kaiser Permanente

**Next Meeting Thursday 02/21/08 ~ API Wellness Center**

**In attendance:** Helen Archer-Duste/**Kaiser**, Erin Bachus/**DPH**, Meredith Bergin/**ALC**, Peter Berman/**SFCCC**, Raphael Buencamino/**UCSF**, Michael Chan/**MM Foundation**, Hong Chang/**Office of the Governor**, Eddie Cheung/**ALF**, Rose Chung/**Aaron Peskin's Office**, Sunny Clark/**CCSF**, Barbara Conahan/**CCSF**, Stewart Cooper/**CPMC**, Ted Fang/**AWF**, John Fisher/**BTMG**, Stuart Fong/**Chinese Hospital**, Bob Gish/**CPMC**, Thanh Huynh/**AWF**, Mandana Khalili/**SFGH**, Ming Ming Kwan/**API Wellness**, Patrick Lam/**Team HBV**, Moses Lee/**UCSF**, Wylie Liu/**CPMC**, Mitchell Luu/**UCSF**, Gary Ma/**Team HBV**, Ingrid Ochoa/**SFSU**, Kelenia Olsen/**Fiona Ma's Office**, Amy Pine/**DPH**, Patricia Shiono/**DPH**, Alastair Smith/**SFSU**, Ron Smith/**SF Hospital Council**, Peter Swing/**AWF**, Richard Tang/**Kaiser**, Jackson Wong/**CPMC**, Abbie Yant/**Saint Francis Memorial Hospital**, Linden Young/**ALF**, Albert Yu/**CPHC**, James Zheng/**Team HBV**, Janet Zola/**DPH**

### **ACTION ITEMS: please complete by Feb. 14<sup>th</sup>**

- ⌘ **All** ~ send JZ your organization's specific goals for participation in campaign - timelines, numbers - document in-kind contributions to the best of your ability
- ⌘ **Helen** ~ will explore with school district direct access to parents through "back pack" mail
- ⌘ **Amy & Erin** ~ with Stewart & Eddie, looking into feasibility of a purchasing group for vaccine
- ⌘ **Stewart & Alastair** ~ examining issues of privacy, discrimination, insurance access
- ⌘ **Peter B & Mandana** ~ looking into getting NEMS actively involved & "at the table"
- ⌘ **Meredith** ~ hiring "webmaster" to update and maintain website, send suggestions [alcberein@gmail.com](mailto:alcberein@gmail.com)
- ⌘ **Ron** ~ will send names of Asian physicians associated with various hospitals to JZ
- ⌘ **Thanh** ~ is coordinating community workshops; send names of possible speaker [thuynh@awfoundation.com](mailto:thuynh@awfoundation.com)
- ⌘ **All** ~ send contact names at large (& small) foundations to JZ

### **Announcements:**

- KCBS HealthEtc Health Fair, Civic Auditorium ~ 2/2
- Hep B Liver Symposium, American Liver Foundation, SF ~ 3/15
- Nat'l Immunization Conference (NIC), HepBFree abstract accepted, Atlanta ~ 3/17-20
- Legacy Through Giving Gala Fundraiser, names HepBFree main beneficiary ~ 3/22
- 5K LiveRight Run, Asian Liver Center, Golden Gate Park ~ 5/11
- 8<sup>th</sup> Nat'l. Immunization & Health Coalition Conference hosted by SF Immunization Coalition ~ 5/21-23
- Thanh Huynh replaces Peter Swing as coordinator of Community Education activities; Wylie's group helping
- Rock the Jade fundraiser by Team HBV gives campaign **\$2500**
- Michael & Macy Chan Foundation pledges **\$15,000**
- AB 158 passed the Health Committee

### **Website:** *Meredith Bergin/ Janet Zola*

- Meredith & Erin will interview candidates for website revamping and management
- Payment will come from ALC funds
- [www.hepbfree.org](http://www.hepbfree.org)
- Web posting guidelines – no industry postings, only items about campaign, generated by campaign, directly relevant to focus of campaign
- All active partners will have links to their own website

### **Provider Education:** *Janet Zola*

- Asian Health Foundation (AHF) committed to 2 CME events & one half-day symposium
- Kaiser & CPMC have plans for CME events
- "HBV Flow Chart with Common Misconceptions" at printers, to be distributed through multiple venues

**Resources / Fundraising:** *Ted Fang*

- Nearly 1 million dollars total raised by campaign partners for their own organizations
- Fiscal sponsors being interviewed to receive & manage funds targeted for overall campaign
- Individual partners each partner should continue to raise own funds
- Grants from foundations being generated
- Three additional approaches to fundraising being explored:
  - traditional Chinatown events
  - large PanAsian events
  - involving Asian MDs

**Evaluation:** *Pat Shiono*

- DPH to act as lead with Dr. Susan Fernyak as P.I.
- Data collected can serve to drive program planning, legislative work, identify barriers to screening & to care
- Important to identify specific goals of each partner for integration into overall evaluation plan
- Would like registration and lab results (+ & -) sent to central repository (DPH)
- Suggestion for a case manager who would track whether or not positives managed to get into care
- CPMC/Stewart is evaluating employee barriers to screening
- SFGH/Mandana is looking at barriers to screening HBV positives patients for HCC

**Community Education:** *Thanh Huynh*

- API Health Parity Planning Group hiring a staff person for Hep B effort, funding from DPH Community Services
- Dec. workshop at CCSF well received (students & faculty)
- Looking for speakers – patients/family members; others

**Media / Public Awareness** *Ted Fang*

- Major media campaign launch targeted for March with interTrend communications
- Campaign will do both general and Asian targeted activities, including “new media” technologies
- A working media review group for creative aspects, planning, and assistance has been formed (DPH, ALC, AW, Chinese Hospital, CPMC, Brown & Toland Medical Group, Kaiser later)

**Partner Updates:**

- **SFSU** – goal is to test 1000 students/faculty beginning with 5 day health fair early March; CPMC to help/partner with blood draws; 80% of students uninsured; working with student groups (*Alastair Smith, Ingrid Ochoa*)
- **CCSF** – official kick-off date 2/25 - lecture by Dr. So, 200 to be tested; goal is to test 3000 students in one year; Saint Francis Memorial Hospital to help/partner with blood draws: all Asian student clubs enrolled in effort; full support of faculty (*Sunny Clark, Barbara Conahan*)
- **CPMC** – outreach & testing of employees begins 1/24 through end of March; April begins public access testing at St. Luke’s; goal is to test 10,000 over 2 years with vaccination & follow-up; doing screening at KCBS HealthFair (*Jackson Wong*)
- **UCSF** – doing internal outreach at present; beginning vaccination & follow-up phase (*Raphael Buenocamino*)
- **ALC** – Jan. last month for testing at YMCA; available for special screening events, consultation, support, etc; those utilizing pre-post provider survey can send to ALC for analysis-results sent back to originator (*Meredith Bergin*)
- **SFDPH** – ongoing screening etc at Chinatown center; one PSA on Ch. 26 & Sing Tao radio brought in over 70 clients in Jan; working hep B group formed to address integrated management of positives within safety network healthcare clinics (led by Mandana); DPH Community Services providing grant writer (*Albert Yu, Janet Zola*)

**Next Meeting:** Thursday, February 21<sup>st</sup>, 2008 ~ 5:45 - 8:00 PM **API Wellness Center 730 Polk Street**