



# --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 ~ February 21<sup>st</sup>, 2008

API Wellness Center

### Next Meeting Thursday 3/20/08 ~ Saint Francis Memorial Hospital

**In attendance:** Helen Archer-Duste/**Kaiser**, Erin Bachus/**DPH**, Meredith Bergin/**ALC**, Carlos Bermudez/**API Wellness**, Raphael Buencamino/**UCSF**, Sunny Clark/**CCSF**, Barbara Conahan/**CCSF**, Ted Fang/**AWF**, John Fisher/**BTMG**, Thanh Huynh/**AWF**, Ming Ming Kwan/**API Wellness**, Jason Kwong/**API Wellness**, Lisa Luna Smith/**Saint Francis Memorial**, Ingrid Ochoa/**SFSU**, Kelenia Olsen/**Fiona Ma's Office**, Scott Plymale/**CPMC**, Alastair Smith/**SFSU**, Ron Smith/**SF Hospital Council**, Peter Swing/**AWF**, Ching Wong/**Vietnamese Health Promotion**, Janet Zola/**DPH**

### Announcements:

- Forming a **vaccine-purchasing group** not a viable option - this is strictly controlled. **Kelenia** will see if there is something that can be done through **Fiona Ma's** office.
- **Consultant** has been hired to revamp and improve sfhepbfree **website**; cost covered by **ALC**.
- A **“speaker's bank”** is being created for community workshops. First speaker training 3/13. Send interested individuals to [thuynh@awfoundation.com](mailto:thuynh@awfoundation.com)
- **Fiona Ma's** bill passed the Assembly floor; now in Senate. Bill will extend MediCal coverage; presented as “cost neutral.” **Kelenia** will circulate sample letter of support. For more information [Kelenia.Olsen@asm.ca.gov](mailto:Kelenia.Olsen@asm.ca.gov).
- **Santa Clara County Hep B Free** campaign launched Feb. 22<sup>nd</sup> in San Jose. First replication of SF project!
- **API Wellness Center** planning a “Love Your Liver Day” for mid April with screenings & vaccination; need patient educators, multiple language capacity, volunteer phlebotomists. Contact [mingming@apiwellness.org](mailto:mingming@apiwellness.org).
- **Fiona Ma** is available to attend events if given enough advance notice.
- **Raphael** looking to create a media event with Fiona at one of the UCSF Sat. screening clinics.
- **St. Francis Memorial** is conducting employee health screening & vaccination.
- **UCSF** sent KTSF a PSA in English, Korean, Chinese, & Vietnamese.
- **Vietnamese Health Project** has completed its survey & will share data in a couple months; has started intervention with regular articles in 10 Bay Area Vietnamese newspapers.

### Evaluation:

- Two draft templates circulated for comment – one to track resources being generated and spent; one to facilitate quarterly reporting of #s screened and vaccinated.
- **Helen** suggests creating excel spreadsheet that can be shared across organizations so info can be pulled out and sent to DPH.
- **Ron** suggested hospitals might be able to use this as part of their charity Care obligation, ensuring buy-in from them. **Janet** will check with **Alicia Nuemann** on that.
- Some fields to capture: ethnicity, how referred, which dose, etc.
- **Ted** has spoken with accounting firm of Moss Adams about managing collection of information. Maybe.
- **Helen, Janet** and a UCSF student will work on this – others welcome
- ➔ Still need to compile goals of each organization for **overall goal of campaign**; to be used for evaluation, fundraising, identifying gaps. **Ching** will work with original estimates & identify a number; each agency must articulate their goal in terms of their own capacity.

### Provider Education:

- **Kaiser** planning on 4 CMEs, one to be internal by Michele Manos on how Kaiser is doing.
- **CPMC** planning on 4 CMEs, dates unknown.
- **AHF** tentative dates for 2 CMEs (4/8 & 8/12) & one half day Symposium (6/21)
- **St. Francis Memorial** looking into doing one internally in May.
- Distribution of Flow Chart to include “dear colleague” letter, feedback form, list of testing sites, list of active partners. Send suggestions for letter to [janet.zola@sfdph.org](mailto:janet.zola@sfdph.org).
- **Kaiser** prefers to distribute them internally; multiple avenues of distribution appropriate. **2000** laminated copies arriving week of 2/25.

## Media / Public Awareness:

- **interTrend Communications** had full day meeting with Media Group 2/11: **Fong, Y. Lee, Fisher, C. Wong, Lykins, Zola, Bachus, Fang, Huynh, So, Bergin**
- Anticipated major funding from Bristol Myers Squibb does not appear to be forthcoming.
- **Brown & Toland** committed **\$10,000** toward public awareness / advertising.
- **CPMC** can produce a PSA – needs script and 8-12 weeks lead-time.
- ➔ Raising funds for public awareness media campaign now critical – estimated need \$1,000,000.

## Resources / Publicity:

- **SF Giants** joined campaign with their Asian Heritage Week 5/12-16 – want to reach out to Asian community; each night a different ethnicity focus; we can sell tickets for Sat. 5/17 & receive \$8/ticket sold; CHW has a clinic at ballpark; **Lisa** checking into screening during an away game; other activities being planned with hepbfree.
- **ALC LIVERight Run/Walk** is 5/10 (let's organize an sfhepbfree team) & **AW Asian Heritage Street Celebration** 5/17 – “bookends” for week - get **Mayor** to declare it **Hep B Free Week**
- **Grants**: DPH has hired consultant to write grants to 2 large foundations, create a concept paper, & identify list of appropriate foundations (large & small) for campaign partners to approach
- **AWF** fundraising plans: Large Pan Asian reception in May, co-chairs on board; Chinatown event in June

## City College SF:

- **Official kick-off** Monday 2/25; Dr. So speaking from 11-12:30 followed by testing for first 200 students (provided by **Saint Francis Memorial Hospital**)
- Materials in 4 languages; multiple volunteer student groups actively involved
- **KCBS** doing PSA for event
- Send press release to **Ted** and **Kelenia** for broad distribution
- Hoping to do pilot at Chinatown North Beach campus (students almost all foreign born, older)
- Send positives to **Chinese Hospital**
- Looking at one year project; no funds found yet

## SF State University:

- **Pre-kick off 2/25**, to compliment CCSF, in plaza with band & information tables from 12-3
- Utilizing 40 volunteers – peer educators, nursing students for tabling from 11-3, doing education
- **Testing week of 3/3**, done by **CPMC** at two campus locations
- Information distributed throughout campus & on face book; will also go out with faculty pay checks
- Testing info will be shared: CPMC will use a nurse to contact positives; SFSU will contact negatives
- **CPMC** will come back to do vaccinations

**Next Meeting: Thursday, March 20<sup>th</sup>, 2008 ~ 5:45 - 8:00 PM Saint Francis Memorial Hospital**  
Weyerhauser Room (2nd Floor) *mark your calendar!*