



# --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 ~ March 20<sup>th</sup>, 2008

Saint Francis Memorial Hospital

### Next Meeting Thursday 4/17/08 ~ Chinese Hospital

**In attendance:** Helen Archer-Duste/**Kaiser**, Rebecca Carabez/**SFSU**, Arthur Chen/**CA Endowment**, Chrissy Cheung/**ALC**, Sunny Clark/**CCSF**, Barbara Conahan/**CCSF**, Stewart Cooper/**CPMC**, Ted Fang/**AWF**, Tom Hennessey/**SFMH**, Thanh Huynh/**AWF**, Denis Lam/**Team HBV**, Wayne Leung/**World Journal**, Lisa Luna-Smith/**Saint Francis Memorial**, Ingrid Ochoa/**SFSU**, Kelenia Olsen/**Fiona Ma's Office**, Marion Peters/**UCSF**, Alastair Smith/**SFSU**, Ron Smith/**SF Hospital Council**, Peter Swing/**AWF**, Ching Wong/**Vietnamese Health Promotion Project**, Jackson Wong/**CPMC**

**Welcome** from Tom Hennessey, CEO of SFMH; **special guests:** Dr. Arthur Chen, Chairman of Board at CA Endowment Fund, Medical Director of Alameda Alliance; Wayne Leung, Business Editor, World Journal

### Announcements:

- Supervisor Aliot-Pier has convened a meeting with reps from Hep B Free (HBF), City College & DPH to look at funding for screening at Chinese Campus
- Supervisor Chu looking into making May 10<sup>th</sup> HBF week
- Legacy Through Giving Gala may have some funds for HBF; unclear at moment
- World Journal hosting a street fair on 4/5 for families of Saturday Chinese School on Sacramento St., looking for HBV information (Jackson will be there with materials)
- ➔ AB158 in Senate Health Committee; support letters needed

### Resources:

- Community Initiate Fund (CIF) now official Fiscal Sponsor for HBF. Funds raised for centralized use (primarily public awareness & overall evaluation) will sit there; donations can be made directly to project via their website
- \$10,000 received from Brown & Toland Medical Group
- Grant writer from DPH working on foundations and relevant pharmaceuticals
- Grants to go to multiple pharmaceutical companies, Wellness Foundation, Endowment Foundation, Kaiser
- Dr. So updated HSS & OMH on status of HBF; urging them to direct additional funding to project

### Provider Education:

- ALF full day Liver Symposium (3/15) well received; over 200 providers attended; Drs. Gish, Cheung, & Peters were among presenters; JZ received a "Way To Go" award
- Distribution of Flow Chart underway. Each hospital is distributing it in house for better acceptance.
- ➔ Numbers and names are to be sent to **JZ** for tracking; DPH will send out directly to any providers not captured by the hospitals
- Asian Health Foundation sponsoring half day symposium in June, and 2 additional evening events
- CPMC is scheduling 6 events over next 12 months at family based restaurants
- ➔ Dates for any CME events related to chronic hep B should be sent to **JZ** for tracking & added publicity

### Evaluation:

- Over all goals needed some reduction at certain sites
- Close to 3000 screenings have been done by HBF sites from May 07 - March 08
- Evaluation group to convene 1<sup>st</sup> meeting under direction of Pat Shiono 4/3 - Peters, Cooper, Yu, Fong, Toy, Carabez, Archer-Duste, Zola,
- Two tiers for overall evaluation: process/development of campaign & analysis of impact, data collection
- DPH having positive results with follow-up calls to positives in Registry

## Community Education:

- First speakers training accomplished; 10 people on list
- Looking for organizations to begin speaking with their staff; suggestions to [thuynh@awfoundation.com](mailto:thuynh@awfoundation.com)
- Appropriate educational venues should be forwarded to Thanh

## Media / Public Awareness:

- PSAs being created by CPMC & Giants
- SF Health Plan posting half page ads in 3 Chinese language newspapers for next quarter; lists testing sites
- ➔ Need to track **ALL** ads, PSAs, news stories, etc.- whenever you post or even see a related item; send copy to **JZ**
- Brown and Toland published HBF article in spring issue of *HealthLink*; also on their website

## Partner Updates:

- **SFSU** ~ highly successful HBF screening week - 791 students; CPMC handled medical side – 5-10 phlebotomists daily; lots of peer educators; outreach through Facebook, MySpace, housing, international dept., flyers, posters, email; one fraternity, balloons, handouts to students on way to classes; lots of Caucasian students took advantage, data has not yet been tabulated; Ingrid will issue a report about what worked, what did not work, particularly around outreach, and analysis of data collected.
- **CCSF** ~ screened 68 students, disappointed with turnout, next screening 4/10, working with Ingrid to learn from SFSU success; looking to continue screening process
- **Asian Heritage Street Fair** ~ May 17<sup>th</sup> in Japantown; looking for help coordinating logistics day of: volunteers, balloons, etc. Brown & Toland doing education, CPMC doing screening.
- ➔ **SF Giants** ~ hosting their own Asian Heritage week 5/12-5/16; HBF focus of 5/12 game; creating a PSA; Dave Roberts to be team rep (half Japanese); need HBF volunteers for 5/12- contact **Thanh**
- **Team HBV @ Cal** ~ looking to replicate HBF on Cal campus; planning to begin in April; want to create PSA targeted to young people; looking for support from SF HBF
- **CPMC** ~ looking to improve cost of vaccine through group purchasing arrangement; Ron & Tom H. will bring issue to Hospital Council 4/29 meeting
- **Chinese Hospital** ~ doing 5-6 drop-in screenings a week

**Next Meeting: Thursday, April 17<sup>th</sup>, 2008 ~ 5:45 - 8:00 PM Chinese Hospital**

865 Jackson Street, parking at Portsmouth Square ~ will be validated. RSVPs will be requested