



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 ~ April 17th, 2008

Chinese Hospital

Next Meeting Thursday 5/15/08 ~ Kaiser Permanent

In attendance: Helen Archer-Duste/**Kaiser**, Erin Bachus/**SFDPH**; Meredith Bergin/**ALC**; Peter Berman/**SFCCC**; Carols Bermudez/**API Wellness Center**; Rebecca Carabez/**SFSU**, Sunny Clark/**CCSF**, Barbara Conahan/**CCSF**, Ted Fang/**AWF**, John Fisher/**BMTG**; Stuart Fong/**Chinese Hospital**; Grace Gonzaga/**Quest Clinical**; Thanh Huynh/**AWF**, Denis Lam/**Team HBV**, Diana Lau/**UCSFS**; Yolanda Lee/**Chinese Hospital**; Bhavna Malik/**SoMa Health Ctr**; Courtney Newman/**Allison & Partners**; Ingrid Ochoa/**SFSU**, Kelenia Olsen/**Fiona Ma's Office**, Marion Peters/**UCSF**, Scott Plymale/**CHRC**; Martha Saly/**Ctr for Health Improvement**; Peter Swing/**AW**; Vinya Sysamouth/**API Wellness**; Lisa Tang/**Kaiser**; Richard Tang/**Kaiser**; Alex Wong/**CPMC Beyond Medicine**; Abbie Yant/**Saint Francis Memorial Hospital**; Albert Yu/**CPHC**; Janet Zola/**SFDPH**

ANNOUNCEMENTS:

- **Happy Anniversary!** SF Hep B Free (HBF) was officially launched in Chinatown in April 2007
- Draft **org chart** of HBF created (attached)
- Janet says a special **thank you to Ted** for his dedication & skill at moving the campaign forward
- **Ted** being honored by Mayor May 5th at Proclamation of May as API Heritage Month
- **May 19th** is World Hepatitis's Awareness Day ~ PR campaign planned → **Martha Saly**
- **SEND** Letter of Support for Fiona Ma's bill **AB158**: it adds hep B to MediCal eligibility → **Kalenia Olsen**

PROFESSIONAL EDUCATION:

- **Flow Chart** distribution currently ~ 975 out of 2000, plus...
 - **BTMG** provider newsletter, **UCSF** monthly provider mailing & direct to primary care sites; **Chinese Hospital** through IPA; **SFCCC** through medical directors; **Kaiser** will use with own campaign; **GSK** distributed to all west coast & New York reps
 - **SEND** names of all MD's who receive Flow Chart ~ avoids duplication, enhances follow-up → **Janet Zola**
- **Events:**
 - **Kaiser** doing 4: one internal completed; 3 more planned → open to non-Kaiser providers
 - **Asian Health Foundation:** one half day symposium 6/21, 2 evening CME's ~ WWW.HEPCME.TV
 - **May 14** dinner, "Protecting Adults Against Vaccine Preventable Hepatitis" **Eddie Cheung, MD**; 6:30 PM no CME, sponsored by **GSK**, call 800-496-3772 ext. 90942 to register
 - **SEND dates & details for all planned educational events to post on web "calendar"** → **Janet Zola**

MARKETING:

- **John Fisher** agreed to head up Marketing Group, coordinate campaign-wide efforts
- **"Be a Hero"** ~ new marketing icon ~ plays off of superman icon
 - Message is upbeat, promotes action; images of ordinary people with superman B emblazoned on chest
 - Plays on icon recognition – creates conversation point, urges people to seek more information
 - Positive response by all who have seen it; colors need to stay red & yellow for tie-in to superman
 - Current logo still main branding for campaign – new icon for marketing recognition
- **May 10 – May 17 ~ SF Hep B Free Week**
 - **Allison and Partners PR** hired to create effective publicity
 - Looking for statistics, people as resources for broadcast ops, **patients** to tell their story, other story ideas, any new research being released; going after all layers of media – local, mainstream, etc.
 - **LIVERIGHT - May 10th**, 5K run/walk, Golden Gate Park, / **ALC** → Meredith Bergin
 - Register online at Asian Liver Center website
 - **GIANTS - May 12 - May 16** Asian Heritage Week / Chinese, Japanese, Indian, Filipino,
 - **May 12th** - Hep B Free / Chinese / Health Care Workers Day → **Peter Swing, John Fisher**
 - HBF doing opening show – Fiona Ma throwing out first ball
 - **PSA** produced by Giants with player **Dave Roberts & Fiona Ma**
 - 20,000 **HBF baseball** cards being printed (art work attached)
 - HBF tabling all 5 days of week, **volunteers needed** → **contact Meredith, Erin, Stuart Fong**

- **Saint Francis Memorial** considering testing at stadium clinic; **Abbie** looking into getting donations at certain ticket windows

- HBF can sell tickets to **May 17th** evening game & receive \$8 of each ticket we sell (via Giants web link) ~ **tell people to indicate donation to HBF**
- **ASIAN HERITAGE STREET CELEBRATION** (AHSC) May 17th, Japan town
 - **CPMC** testing; **BTMG** educating & directing to testing
 - Tickets for evening game to be sold
- **PSA** for campaign in production by **CPMC** ~ radio or TV; English, Mandarin & Cantonese
- **WEBSITE**: revamping going on now; need volunteers to look at what is being done, particularly Asians
 - Site to be translated into Chinese and other languages once content completed: **Translation resources** → ALC, Chinese Hosp, APIWC
 - Look at **www.ahii.org** (Diana Lau) ~ new bilingual health site with side by side languages, plus voice

EVALUATION:

- First meeting of **Evaluation Group** 4/4 → **Rebecca Carabez, SFSU**
- Developing **Logic Model** – need to address multiple levels of information:
 - Who has been doing what ~ long term & short term goals ~ standardize language on all consent forms (will develop and provide) ~ determine data sharing ability
 - Survey being developed to capture information from partners: levels of involvement, history,
 - **Plan to complete survey** ~ will send to partners; follow-up by phone if necessary
 - Quantifying & qualifying process for replication, publication, improved activities, increased funding

FUND RAISING:

- Grants submitted: Kaiser SF, Bristol Meyers Squibb
- Grants in process: Gilead, Novartis, GSK, CA Wellness, CA Endowment, CPMC Community
- Grants received 2008: **Brown and Toland** \$10,000
- Automatic HBF **donation button** on CIF website ~ link to be distributed as soon as ready
- **Gala** planned for **June 11** at Chinese Cultural Center in Hilton, will keep open Chinese Exhibit Center
- Working group meeting **Mon. 4.28**, 5:30-6:30, AGI Capitol, 100 Bush, 22nd floor → **Ted Fang**

PARTNER UPDATES:

- **Kaiser**: began interdependent grand rounds in March; **Michelle Manos**, (Dir. Kaiser Viral Registry) did elaborate presentation of HBF along with internal data on screening; **internal HBF** beginning, plans for four **CMEs** open to non-Kaiser clinicians; Drs. **Gene Lau & Robert Mithun** excited about HBF; **intend to hire** dedicated staff; outreach to membership through health education dept.; Kaiser SF **“pilot”** for org.
- **CCSF**: April 10th screening at Filbert Campus (entire campus population target pop); 100 educated, **45 screened** (by Quest Clinical), 29 immune, 10 to vaccinate, **6 positive (Chinese Hospital** accepting into care); **Quest** offering free in-depth screening; **Sunny** doing counseling; this campus, & **Visitacion Valley** prime for more screenings; no funding available, instead will do educational outreach & send students to **Chinese**; **Sup. Alioto-Pier** interested in CCSF
- **CPMC**: May 4th, “One in Ten” ~ Community Symposium at Imperial Palace, 12-2 → **Alex Wong** Speakers (Dr. Yu, Dr. Gish) with translators; expecting 300 attendees; free lunch & **screening**; flyer attached-English & Chinese. **Please distribute.**
- **SFSU**: March screening results ~ **791 tested**, 70% API, 288 to vaccinate, 467 immune, **19 positive**; notified by confidential email; all positives are API; **Dr. Cooper** speaking with each one to evaluate health status. 93 showed up to begin vaccination series.
- **API WELLNESS**: doing outreach to Lao, Thai, Cambodians, Annual **Love Your Liver Day** 4/26.
- **Chinese Hospital Day**: May 19th, running contest as incentive to get staff to refer people for testing

- **Team HBV Berkely:** working to establish HBF on campus, main focus Vietnamese; need any assistance that can be provided → [Denis Lam](#)

Next Meeting: Thursday, **May 15th**, 2008 ~ 5:45 - 8:00 PM **Kaiser Permanente**