



# 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 ~ May 15<sup>th</sup>, 2008

Kaiser Permanente

### Next Meeting Thursday 6/19/08 ~ Brown and Toland

**In attendance:** Helen Archer-Duste/**Kaiser**, Meredith Bergin/**ALC**; Rebecca Carabez/**SFSU**, Barbara Conahan/**CCSF**, Stewart Cooper/**CPMC**, Ted Fang/**AWF**, John Fisher/**BMTG**, Stuart Fong/**Chinese Hospital**; David Huang/**UCSF**, Mandana Khalili/**SFGH**, Stephen Ku/**UCSFHBC**, Denis Lam/**Team HBV**, Moses Lee/**UCSFHBC**, Mitchell Luu/**UCSFHBC**, Courtney Newman/**Allison & Partners**, Kelenia Olsen/**Fiona Ma's Office**, Justin Roja/**CPMC Beyond Medicine**, Lisa Luna Smith/**Saint Francis Memorial Hospital**, Peter Swing/**AW**, Vinya Sysamouth/**API Wellness Ctr**, Erin Terica/**CHRC**, Brian Toy/**UCSFHBC**, Alex Wong/**CPMC Beyond Medicine**, Albert Yu/**CPHC**; Janet Zola/**SFDPH**

## ANNOUNCEMENTS

- **AB 158** moving forward, support letters always needed, new ones follow bill (Kelenia Olsen 557-2312)
- **SF HEP TEAM** will again be vaccinating at summer gay street fairs– clinical volunteers needed (jz)
- **BE A HERO** tee shirts now available for all partner volunteers (jz)
- **Saint Francis Memorial Hospital** did screening at Giants day game 5/15 (*but no one got tested*)

## PRESENTATION BY ALLISON & PARTNERS (Courtney Newman 277-4903, [courtney@allisonpr.com](mailto:courtney@allisonpr.com))

- Multiple media coverage going on during May, Hepatitis Awareness Month
- Chronicle Editorial Board meeting with Ted, Janet, Sam, & Bok Pon – 5/5
- Op-Ed piece by Fiona Ma published in Chronicle 5/10
- Broadcast coverage on ABC7~5/4, 5/12; KTVU2~5/14; CBS5; World Channel
- Beyond the Headlines, ABC7~5/11
- Broad coverage expected of screening at AHSC 5/17 (*this indeed happened*)

## MARKETING (John Fisher 972-4182, [jfisher@btmg.com](mailto:jfisher@btmg.com))

- Photo presentation of LIVERight run 5/10; Giants activities
- **3 PSA's** shown ~ Giants, Brown & Toland, CPMC (all available to partners for own use-contact)
- June or July will see launch of outdoor advertising using the super B icon / Be a Hero
- **Need** donated space for **Be a Hero photo shoot**; need models for same (first week of June)
- Recurring phrases in PSA's - "*the first step is knowing*", "*don't let what you don't know kill you*"
- **Revised [sfhepbfree.org](http://sfhepbfree.org)** up and running –still needs fine tuning (Erin Bachus 554-2798, [erin.bachus@sfdph.org](mailto:erin.bachus@sfdph.org))

## FUND RAISING (Ted Fang 321-5887, [tfang@asianweek.com](mailto:tfang@asianweek.com))

- Seeing some positive responses to grant requests, continuing to submit grants
- Need an ongoing fundraising group to take advantage of opportunities such as Giants' activities
- Could sell Be a Hero tee shirts – people love them, want to purchase them
- **Gala dinner** event date moved from June 11<sup>th</sup> to Thursday **Sept. 18<sup>th</sup>**
  - Next planning meeting 5/27- contact Ted
  - Goal is 300-350 people at \$250 a head
  - Goal is to raise **\$200,000** including sponsorships – **deadline for sponsorship July31st**
  - Secured **Honorary Hosts**: House Speaker Nancy **Pelosi**, Senator Diane **Feinstein**, Assemblywoman Fiona **Ma**, Mayor Gavin **Newsom** (so far)

## PROFESSIONAL EDUCATION (contact Janet Zola 554-2790, [janet.zola@sfdph.org](mailto:janet.zola@sfdph.org))

- **Flow Chart** continues to be distributed
- **B&T** included article and Flow Chart in latest professional mailing – 800 physicians
- **AHF Symposium** June 21<sup>st</sup>, 8am-noon – CME (contact Janet)
- **Kaiser** noon hour presentations June 4, July 11, 12:45-1:45 – CME (contact Helen, [helen.archer-duste@kp.org](mailto:helen.archer-duste@kp.org))
- **ALC** eager to have their evaluation survey utilized at CME events-contact Meredith Bergin [alobergin@gmail.com](mailto:alobergin@gmail.com))

## EVALUATION (Rebecca Carabez 338-3886, rcarabez@sfsu.edu)

- Intend to count everything, will need cooperation with all partners for all contributions
- Evaluation group is compiling a “mid-term” survey to capture activities, numbers, in-kind, etc.
- Until survey is sent out, remember to send all testing information to jz asap

## PARTNER UPDATES

- **CPMC: May 4<sup>th</sup>** “One in Ten” presented by Beyond Medicine ~ Community Symposium drew over 300 people for lecture and lunch, 166 screened, overwhelmed & surprised by turnout, only 10 days to get the word out, Dr. Gish & Dr. Yu spoke with translators, now want to partner with others and repeat program in multiple areas of city (Alex Wong 408-515-8248, wong.alex@att.net)
- **UCSF & Chinatown Public Health Center:** screened 350 in past 6 mos., vaccinated 162; ready for larger numbers of clients; both sites under capacity; able to educate in multiple languages; charging \$10 per shot; screening free at both sites; CPHC does continuing care for CHB positives (Moses Lee (630) 532-4805, amoseslee@gmail.com)
- **SFSU:** done second vaccination series
- **API WELLNESS:** putting on Annual Benefit dinner Sat. 5/17; will be testing for HIV & HBV at Richmond District Health Fair 5/31

**Next Meeting: Thursday, June 19<sup>th</sup> ~ 5:45 - 8:00 PM [RSVP]**

**Brown and Toland - “Home plate” conference room, 7<sup>th</sup> floor**

**153 Townsend Street, Suite 700 (Townsend street between 2<sup>nd</sup> & 3<sup>rd</sup>)**

**Parking is available in the building, located 1 block from the MUNI stop at AT&T Park (2<sup>nd</sup> & King)**