



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 ~ June 19th, 2008

Brown and Toland Medical Group

Next Meeting Thursday 7/17/08 ~ CPMC Pacific Campus

In attendance: Erin Bachus/SFDPH, Meredith Bergin/ALC; Peter Berman/So. Of Market HC, Rebecca Carabez/SFSU, Sunny Clark/CCSF, Barbara Conahan/CCSF, Ted Fang/AWF, John Fisher/ BMTG, Stuart Fong/Chinese Hospital, Denis Lam/Team HBV, Ellen Lee/BTMG, Rachel McLean/CADHS, Scott Moon/Gilead, Kelenia Olsen/Fiona Ma's Office, Adrien Salazar/AWF, Ron Smith/Hospital Council, Peter Swing/AWF, Lisa Tang/Kaiser, Erin Tarica/CHRC, Ching Wong/Vietnamese Health Promotion, Jackson Wong/CPMC, Janet Zola/SFDPH *Finding a better solution, together*

ANNOUNCEMENTS

- Volunteers are signing up on hepbfree website – tell jz what sort of volunteer assistance you can use so people can be directed to partners who can use them
- AASLD Annual Meeting in SF 10/31 – 11/2; 10,000 liver specialists from around the world – think about hepbfree marketing opportunities during this time
- www.wearehepatitis.com – shopping website set up to support SF HBF; no purchase necessary, just clicking around, especially on pop up ads – tell everyone. (1.5 million people go to shopping.com daily; Denis points out that that is a very small number in the internet world)
- Allison PR created substantial media coverage for May Hepatitis Awareness activities;
 - Their cost = \$33,000; our bill = \$15,000 ~ they covered the difference
 - Cost is being split among 5 partners: Brown & Toland, AsianWeek, Asian Liver Center, SFDPH, and Hep B Free

EVALUATION

- Midterm evaluation survey in development – looking at structure and process of involvement
- Expect to be contacted over summer for interview – discuss what has been successful, challenges, how funded
- Looking for hard numbers: tested, vaccinated, referred into care, variables on registration form, media efforts, CME's offered, public outreach efforts, internal support mechanisms, in-kind contributions, cash expenditures, goals of organization for campaign, etc.

PROFESSIONAL EDUCATION

- Safety Network clinics meeting under guidance of Mandana Khalili to create treatment flow chart as next step after diagnostic flow chart; Dr. Daniel Chan (NEMS) very involved
- So far 7 clinical educational events schedule March 08 – Sept. 08. (see attached) AHF will sponsor 3 more; who else is doing professional education / grand rounds / etc.?

MARKETING

- Photo shoot for Be a Hero campaign scheduled for July 2nd, Wed. all day – jfisher@btmg.com
- Photographer doing work pro-bono; budget for hard costs being finalized
- Call for models going out; Asian man and woman in 30's, non-descript Asian male in 40's or 50's
 - “Ordinary people doing extraordinary things” – such as getting tested for HBV
- Guidelines being developed for use of logo (the campaign “seal”) & the icon (superman B)
- Quick advertising to be placed in language specific newspapers July and August – campaign funds will cover cost; intent is to assist in getting people to existing screening sites (which are currently underutilized)
- Outdoor Ad Campaign expected to launch late August, early Sept. – Clear Channel very helpful, good rates
- PSA developed by CPMC available in English, Cantonese and Mandarin to all partners – contact Paula Lykins
 - These are unbranded, only brand is the HBF campaign - lykinsp@sutterhealth.org

FUND RAISING

- **BMS** has approved a large grant; **Novartis** has approved a grant much smaller than requested; **CPMC** Community Grants Program denied grant request; waiting to hear from **Gilead, Kaiser, Wellness Foundation, CA Endowment** and **SF Foundation**
- **September 18th** new date for **Gala** fund raising event at Chinese Cultural Center/Hilton (black tie optional)
 - July 31st deadline for accepting sponsors; top sponsor level is \$50,000
 - Goal is 300 people; individual tickets are \$250, tables available for purchase (\$2500)
 - Will be soliciting items for a Silent Auction
 - Working group compiling lists now of people to send invitations to in early August

PARTNER UPDATES

- **CPMC:** 20% of tested able to be reached by phone; difficulty getting people back for vaccination; not dates or sites identified for future screenings
- **City College:** Chinatown Campus screening → letters sent to negatives, met with all positives (they had a huge number of questions, many brought their family members to the May 4th CPMC screening); struggling for sponsors to pay for tests so more screening can be done (Saint Francis Memorial & Quest Diagnostic helped with previous screenings, Ron says Saint Francis will do it again); also need resources for structure and outreach; have a lot of community support; Supervisor Alioto-Pier is particularly interested; a special concern is getting people into treatment.
- **Team HBV Berkeley:** Cal Hep B Free is trying to establish a mini version of SFSU's success; target is week of October 6th; using social network sites to help with outreach, traffic is already there
- **CA Dept. of Public Health:** guest Rachel McLean, the State's new Adult Viral Hepatitis Prevention Coordinator, says State is planning Sept. meeting to develop strategic plans around addressing viral hepatitis; looking for ways to assist in replication of HBF in other communities. rachel.mclean@cdph.ca.gov (510) 625-6022
- **Gilead:** guest Scott Moon, Senior Medical Scientist, says Gilead is eager to help organizations involved in HBF and can assist staff in accessing available grant funds. scott.moon@gilead.com (650) 522-2943

Next Meeting: Thursday, July 17th ~ 5:45 - 8:00 PM *be sure to RSVP*

CPMC ~ Pacific campus

2333 Buchanan Street → Enright Room, Lobby Level

Parking garage at Clay & Webster ~ card will be **validated** at meeting