



San Francisco Hep B Free

First city in the U.S. to test and vaccinate all Asian and Pacific Islanders for hepatitis B
www.sfhpbfree.org

Summary of Planning Group Meeting ~ July 17th, 2008

CPMC Pacific Campus

Next Meeting Thursday 8/21/08 ~ Kaiser Permanente

In attendance: Helen Archer-Duste/**Kaiser**, Erin Bachus/**SFDPH**, Meredith Bergin/**ALC**; Sunny Clark/**CCSF**, Barbara Conahan/**CCSF**, Stewart Cooper/**CPMC**, Ted Fang/**AWF**, David Huang/**UCSF**, Stephen Ku/**UCSFHBC**, Ellen Lee/**BTMG**, Moses Lee/**UCSFHBC**, Mitchell Luu/**UCSFHBC**, Paula Lykins/**CPMC**, Kelenia Olsen/**Fiona Ma's Office**, Marion Peters/**UCSF**, Amy Shen/**UCB**, Alistair Smith/**SFSU**, Vinya Sysamouth/**API Wellness Ctr**, Richard Tang/**Kaiser**, Erin Terica/**CHRC**, Alex Wong/**CPMC Beyond Medicine**, Abbie Yant/**Saint Francis Hospital**, Albert Yu/**CPHC**

ANNOUNCEMENTS

- **Asian Liver Center** has 300 "B a Hero" shirts. Contact Meredith if you would like them for an event/screening.
- **Grants:** Hep B Free and API Wellness both receive \$15,000 grant from Kaiser.
 - Important for everyone to be informed about grants partners are applying for to avoid duplication of efforts and to keep everyone in the loop.
- **Organization of Chinese Americans** have offered us a table at their national convention in Washington DC July 31 – August 3, 2008. If able to assist, contact Ted.
- **Fiona Ma's Hep B Tour:** Traveling around CA with a band to provide hepatitis B education. If interested, contact Tamiko Wong at AsianWeek twong@awfoundation.com.

SCREENINGS AND VACCINATIONS

- CPMC
 - 7/27: Richmond district
 - 8/12: Candidate forum
 - 8/16: West Bay Filipino Center
 - 8/28: Candidate forum
 - 9/14: Leland Avenue Street Fair
 - 10/5: Excelsior Festival
- API Wellness
 - 9/28: Folsom Street Fair
 - 10/5: Castro Street Fair
 - 8/2 – 8/3: Aloha Festival
- HepTeam (DPH project – vaccinations only)
 - 7/27: Up Your Alley Street Fair
 - 8/31: Hairrison Street Fair
 - 9/28: Folsom Street Fair
 - 10/5: Castro Street Fair
- UC Berkeley has group trained in health education and translation – may be available to assist with events; contact calsfhbc@gmail.com

PROFESSIONAL EDUCATION

- Please send additional CME events to Erin to be added to our list (passed out at the meeting)
- ALC provider survey available for use at CME events. Contact Meredith.

MARKETING

- Photo shoot has been completed. Ellen showed final selections that will be placed on Muni buses and at BART Stations – Man in city scape, woman at outdoor market, man at outdoor market
 - Concern raised that female model is too Caucasian looking and may attract people to sites who do not need to be screened
 - Brown and Toland is currently looking into any issues with the icon – one week for legal team to get back to Ellen

- If no issues, campaign will launch August 25
- PSAs will be added to the Hep B Free website – broadcast quality and cd copies were provided. For additional copies, contact Paula Lykins.
- Gavin and Fiona testing site ad will appear in 20 area newspapers through September (Japanese/Eng/Chinese)
- AASLD Annual Meeting in SF 10/31 - 11/4 at Moscone Center; 10,000 liver specialists from all over the world
 - Hep B Free will have a table 11/1 – 11/3: **we need help**. Contact Meredith.
 - Paula is looking into street post signs near the conference site.

FUNDRAISING

- September 18th – Chinese Cultural Center/Hilton
 - July 31st deadline for accepting sponsors; top sponsor level is \$50,000
 - Save the Date sent out on 7/17 via email – please forward to all your contacts or send lists to Ted for Fundraising committee to send out (email lists will only used for this purpose)
 - Soliciting donations for the silent auction – also due July 31st; please return to Mary Jung
 - Sen. Barbara Boxer is donating a personalized autograph book she has written
 - Sen. Dianne Feinstein is donating one of her paintings
 - A flag that has been flown above the Capitol building will also be donated

EVALUATION

- Shifted to a two-tiered approach
 - **Quantitative survey** – Meredith working on
 - Will be finalized by mid-August and sent out via email – please respond
 - **Qualitative interview survey** – Rebecca Carabez working on
 - People will be contacted to set up interview time

PARTNER UPDATES

- **Fiona** went to Taiwan
 - Learned they are ahead of the game
 - Stewart Cooper agreed; data used from Taiwan often as they have had a great liver cancer prevention program in place since 1984
 - Brought back materials for Janet
- **UCSF:** Albert and students are trying to organize staff trainings w/ groups involved in the API Health Parity Coalition. Group reaches 10,000+ clients in SF.
- **Hep B Free Website:** Huge spike in website traffic during month of May (~1500 unduplicated IP address hits)
- **UC Berkeley:** Cal SFHBC working to provide screenings to students, faculty, and staff.
- **ALC:**
 - Youth Leadership Conference students to work on Hep B Free ideas
 - Working on grant to bring Hep B Free to Santa Clara County
 - Jackie Spears interested in bringing Hep B Free to San Mateo

Next Meeting: Thursday, AUGUST 21ST ~ 5:45 - 8:00 PM *be sure to RSVP*
Kaiser Permanente