



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 ~ August 21st, 2008

Kaiser Permanente

Next Meeting ~ Thursday October 16th, 2008 ~

In attendance: Helen Archer-Duste/Kaiser, Meredith Bergin/ALC, Peter Berman/SFCCC, Rebecca Carabez/SFSU, Natasha Desai/San Mateo DPH, Ted Fang/AWF, John Fisher/ BMTG, Bob Gish/CPMC, Ming Ming Kwan/APIWC, Denis Lam/Team HBV, Yolanda Lee/Chinese Hospital, Martina Li/SFDPH, Scott Moon/Gilead, Ingrid Ochoa/SFSU, Rita Shiao/SFDPH, Alistair Smith/SFSU, Peter Swing/AW, Lisa Tang/Kaiser, Richard Tang/Kaiser, Alex Wong/ CPMC Beyond Medicine, Tamiko Wong/AWF, Alex Wong/ CPMC Beyond Medicine, Janet Zola/SFDPH

ANNOUNCEMENTS

- ⇒ **No meeting in September – attend the B a Hero gala on 9/18** – October & November last meetings for '08
- CIF is officially changing its name to CI – Community Initiatives
- Mr. Hyphen contest – Denis Lam considering representing HBF (go Denis!) – winner gets \$1000 for charity
- SFHBF promotional activities being planned for AASLD conference – 10/31-11/2
- SFHBF paper being presented at APHA, San Diego 10/25-10/29
- Cal Hep B Free launching in Sept. – www.calhepbfree.org (go Denis!)
- Statewide Hepatitis Strategic Planning Mtg in Sacramento 9/22-23 – Ted & Janet invited to participate
- City Health Services Health Fair 10/21-22 – working to do hep screening, info in ALL employee paystubs
- Citywide Flu Forum 9/4 ~ erin.bachus@sfdph.org
- Free flu shots at Cameron House 10/22 ~ DPH

CAPACITY BUILDING

- Looking to hire consultant, temporary (part-time) as Exec. Dir. - handle project management, oversight, grant & report writing, marketing coordination, etc.
- ⇒ **Send resumes, names of appropriate candidates to janet.zola@sfdph.org**

B A HERO GALA DINNER– Thursday, September 18th Bill Picture primary contact picturesf@yahoo.com

- Invitations are available – **SEND TO YOUR PERSONAL CONTACTS** – get from AW 321-5880
- Evening will be exciting, fun, and memorable – **SEE YOU ALL THERE!!!!**
- Jan Yanehiro confirmed MC, David Louie possible 2nd MC
- ⇒ **WANT** volunteers for crowd control, guest check-in, etc. – contact Bill
- ⇒ **WANT** speakers – send suggestions, contacts
- ⇒ **WANT** entertainers – have 4 slots – send suggestions, contacts
- ⇒ **WANT** images for slide show – send to Bill, include any that relate to your Hep B Free work, show logos
- ⇒ **WANT** Silent Auction items –
- ⇒ **WANT** to acknowledge everyone's contribution to SFHBF – send names of folks in your organization who have worked on aspects of this campaign internally – send to
 - Allows us to express appreciation and recognition
 - Displays the breadth of support being provided to this campaign

MARKETING

- Brown & Toland featured SFHBF article in member newsletter – 90,000 households
- Ads promoting testing sites placed in 15 Asian publications July & August - all gave excellent rates
 - Ads paid for by HBF 2007 Kaiser grant & by ALC
- B a Hero launches Aug. 25th – bus outsides & insides, billboards, bus shelters, 2 wall scapes
 - Worked with Clear Channel and Outdoor
- ⇒ **Excellent proposal offered by Energy 92.7 FM radio**

- \$15,000 to get massive coverage & generate “water cooler talk”; audience known to energize others about topics of interest; good grassroots station; timing perfect for outdoor public awareness campaign; John has experience with them & says they are excellent; considers price a bargain
- **ALC** will match up to \$5,000; **National Team HBV** will contribute \$1,000; **Kaiser** may contribute– **Gilead** can be approached via a grant – other **contributions welcome** – jfisher@btmg.com

FUND RAISING

- CA Endowment has expressed interest in our LOI – conference call set up early Sept. (Ted & Susan Fernyak)
 - They see this as possible model for community based health care reform, their key interest
- Very important to **coordinate grant application** process: avoid competing with one another, demonstrate cohesiveness among partners
- Grants submitted this month:
 - CEED ~ a training design & manual for a Hep B Speakers Bureau, collaborating with APIWC
 - ★ Thank you to **Bryan Pangolina** at APIWC for his assistance
 - San Francisco Foundation – Leadership Level Initiative ~ a convening of top CEO’s in Bay Area
 - ★ Thank you to **Ani Rivera** at CIF for her assistance

PROFESSIONAL EDUCATION

- **Flow Chart** distributed to private practice pcp’s – need clarification of distribution to UCSF, CPMC,
- **Asian Health Foundation** sponsoring CME on our behalf 9/10 at Omni Hotel, **Dr. Eddie Cheung** speaker

EVALUATION

- Total screened 2007-2008 = 3626. Positives = 158. Are we getting the right message to the right people?
- ⇒ **WANT people for data entry at DPH ~ volunteers, students, interns, other**
- De-identified registration data being entered into database; mid-term survey near ready, quantitative & qualitative
- NEED to capture the “propagation” of the campaign:
 - Surveillance flow chart in development by Safety Network docs, follow-up to diagnostic flow chart
 - Replication of campaign by UC Cal, San Mateo County, Santa Clara County
 - Kaiser’s internal examination and development of solutions for primary care knowledge & practices

COMMUNITY EDUCATION

- AsianWeek doing education & lunch Sat. 9/20, co-sponsored with World Journal & Chinese Hospital
- CPMC has two events scheduled – education and screening
- API Health Parities doing education of staff for 30 member organizations

Next Meeting: Thursday, October 16th ~ 5:45 - 8:00 PM

Hopefully at St. Mary’s Medical Center, 750 Stanyan, parking validated – please RSVP

Location confirmation will come with reminder in October

November 20th meeting to be hosted by San Francisco State University