



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 ~ October 16th, 2008

Brown & Toland Medical Group

Next Meeting ~ Thursday November 20th, 2008 at API Wellness Center

Last meeting of 2008

In attendance: Helen Archer-Duste/**Kaiser**, Meredith Bergin/**ALC**, Peter Berman/**SFCCC**, Rebecca Carabez/**SFSU**, Stephanie Chiao/**UCSF SFHBC**, Sunny Clark/**CCSF**, Barbara Conahan/**CCSF**, Ted Fang/**AWF**, John Fisher/**BMTG**, David Huang/**APIHPG**, Denis Lam/**Team HBV**, Moses Lee/**UCSF SFHBC**, Wayne Leung/**World Journal**, Sue Malone/**San Mateo Medical Association**, Ingrid Ochoa/**SFSU**, Kalenia Olsen/**Office of Fiona Ma**, Jackson Wong/**CPMC**, Tamiko Wong/**AWF**, Annie Yang/**UCSF SFHBC**, Abbie Yant/**SF MH**, Patricia Zheng/**UCSF SFHBC**, Janet Zola/**SFDPH**

ANNOUNCEMENTS

- AsianWeek publishing “Special Edition” on hepatitis B ~ comprehensive, 16-20 pages , good for a year or more
- CA 5 year viral hepatitis strategic planning –
 - hep B advocates needed to avoid domination by hep C advocates who are more established, but need help understanding Hep B and the different cultural approaches needed
- Twice as much 317 hepatitis vaccine available next year
- Chinese Hospital screening 10/18 at Chinatown Fair (screened 100 people)
- DPH/CDPU doing mass vaccination drill at Cameron House 10/22 (261 people given flu shots)

B A HERO Public Awareness Campaign

- Ordinary people doing extraordinary things
- Completely saturating market, will last at least 8 weeks
- Received discounted rates for all postings
- 97.3 Energy radio promoting message; effective at mobilizing people; donating funds from sale of CDs
- NEW PSA’S recorded by Fiona Ma & Mayor Newsom ~ AVAILABLE TO ALL, as are previous PSA’s
 - Contact John Fisher for new one, others are on website / jfisher@btmg.com

B A HERO Gala fundraising dinner 9/18/08

- First one on West Coast, ever ~ energized people, recognized partners & special “heroes”, very successful
- Mayor Newsom, Supervisors President Peskin, Supervisor Mirkarimi and Sup Alioto-Pier came by and spoke words of encouragement
 - Assemblywoman Fiona Ma and Assessor Phil Ting spent the full evening with us
 - Newsom pointed out how there were many “competitors” in the room, all on the same page
- Program:
 - showcases partners, what is going on, overview of campaign & issue
 - AVAILABLE TO SHARE WITH YOUR OWN STAFF & PARTNERS
 - Contact Tamiko Wong, twong@awfoundation.com
- Special thanks to **Bill Picture** for his exceptional leadership in pulling it all together
- SEE PHOTOS: <http://www.asianweek.com/b-a-hero-gala>

PRESS CONFERENCE: New CDC Recommendations published 09.19.08

- Release of MMWR delayed to coincide with Gala event
- **John Ward**, Director of Viral Hepatitis at CDC led press conference; calls SFHBF “national model”
- Covered by all Asian & most main stream media outlets
 - SEE ABC CH. 7 PIECE: <http://abclocal.go.com/kgo/video?id=6400517>
- → Time to **revise** Diagnostic Flow Chart to reflect new recommendations – Pete Berman will initiate revision

REPLICATION

- San Mateo County following SF lead; **Helen** will bring Kaiser in, **Jackie Speier** can get hospitals involved, **Fiona Ma** can reach out to CEO’s
- Cal Berkeley moving forward: tee shirt slogan – “smart, tested, free”, doing joint outreach with bone marrow folks

FUNDING

- **Funding sources request that we communicate with each other when applying for funds; want to know it is coordinated so they are not duplicating giving** – contact Janet Zola
 - Grant dollars have begun to arrive, \$415,000 committed to overall campaign (for public awareness & evaluation)
 - Partners have raised much more for their own participation – need to capture these numbers for:
 - Purpose of evaluation
 - To demonstrate level of involvement for future funding outreach
 - To document real costs of campaign
 - To capture in-kind contributions
- Contact Meredith Bergin alcbengin@gmail.com

EVALUATION: quantitative & qualitative

- Time to capture the numbers – surveys have been distributed – please complete asap
- Soon time to capture the “story” → everyone set aside competitiveness & worked from their heart
- We’ve created a “movement”, reached a tipping point, can use testimonials

AASLD MEETING (10/31 – 11/04, Moscone Center) *American Association for the Study of Liver Disease*

- ALC purchased booth for 3 days in non-profit section
- Need 20+ volunteers per day – on the street, and at the booth with knowledge of campaign – contact Meredith
 - 11/1 5:30 – 8:00 PM
 - 11/2 9:30 – 3:00 PM
 - 11/3 9:30 – 3:00 PM
- Dr. So launching Asian Pacific Alliance for the elimination of Viral Hepatitis (APAVH) with CDC, WHO
 - 37 countries bear 75% of global burden of disease
 - Visiting reps from CDC & WHO will visit Chinese Hospital to see how screening is done here
 - Moving toward global replication of SFHBF

MAYOR’S OFFICE INITIATIVE

- Ted met with Mayor’s Chief of Staff, Deputy Mayor for Health, Bay Area Council, SFSU, & Dr. Mitch Katz
 - Discussion: how to take HBF to the next step
 - Considered convening of CEO’s to consider what can be done
 - SF DPH to be doing expanded CHIS survey on Hep B
 - SFSU and Willie Brown Institute will look at using Hep B Free to educate community about political organizing/policy advocacy
- Mayor intends to establish a Community Advisory Committee on Hepatitis B; J.Zola has been asked to staff it

COMMUNITY EDUCATION

- API Health Parities Group – D. Huang & S. Ku have provided hep B education to 25 member organizations
 - Goal 1 - for staff to all get screened and vaccinated; working with UCSF on this
 - Goal 2 - for them to educate the clients who access their services (tens of thousands of people)
- AsianWeek is doing community education workshops on Saturdays, utilizing experts from partner organizations
 - Next one is 11/8 at South Seas Seafood Village, noon, Eddie Cheung speaker
- CPMC doing education & screening at community events, and at self generated events
 - Looking to screen at community centers, churches, West Bay Center, Korean Center
 - Having a difficulty getting people to access the free vaccination they offer

PARTNER REPORTS

- **SF Community College:** trying to overcome barriers to screening & vaccination; thinking of having a focus group to find out why they can’t get people to the “next step”
- **SFSU:** last vaccination date was 10/13, very few people completed series; planning to do major screening effort again in spring
- **UCSF:** both sites report a 90% completion rate for vaccination! Contact Moses Lee, amoseslee@gmail.com
- **Kaiser:** Helen has an intern (Holly Davidson) who can work on creating a standardized power point community education presentation; send ppt versions to Helen Archer-Duste helen.archer-duste@kp.org

Next Meeting: Thursday, November 20th ~ 5:45 - 8:00 PM

Asian & Pacific Wellness Center, 930 Polk Street, 7th floor
[Last meeting of 2008]