



# 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 ~ November 20, 2008

API Wellness Center

### Next Meeting ~ Thursday January 15th, 2009 @ SFSU

**In attendance:** Helen Archer-Duste/**Kaiser**, Erin Bachus/**SFDPH**, Meredith Bergin/**ALC**, Peter Berman/**SFCCC**, Phillip Chang/**CCSF**, Lynn Chen/**UCSFHBC**, Barbara Conahan/**CCSF**, Holly Davidson/**UCSF**, Ted Fang/**AWF**, Stuart Fong/**Chinese Hospital**, Bob Gish/**CPMC**, Stephen Ku/**APIHPG**, Ming Ming Kwan/**APIWC**, Denis Lam/**Team HBV**, Moses Lee/**UCSFHBC**, Martina Li/**SFDPH**, Amy Loi/**SFMH**, Marija Micic/**GSK**, Ron Smith/**Hospital Council**, Kelenia Olsen/**Office of Fiona Ma**, Lisa Tang/**Kaiser**, Richard Tang/**Kaiser**, Brian Toy/**UCSFHBC**, Jackson Wong/**CPMC**, Tamiko Wong/**AWF**, Annie Yang/**UCSFHBC**, Abbie Yant/**SFMH**, Janet Zola/**SFDPH**

### ANNOUNCEMENTS

- AsianWeek printed a special edition hepatitis B supplement – lots available to hand out
- APHA – good hep B presence, including SF Hep B Free oral presentation
- AASLD – SFHBF had a booth; staffers spoke with about 200 people about the campaign, lots of interest
- ALC, WHO, & CDC launched **APAVH** – Asian Pacific Alliance for the elimination of Viral Hepatitis
- Bok Pon putting on hep B fundraising / public awareness event in Sunset on Nov. 25<sup>th</sup>
- Bay Area Council considering making hep B one of it's health priorities for 2009 – **Ted** will do a presentation
- Bay Area Asian Accountants Assoc. highlighting hep B to their membership at Dec. 3<sup>rd</sup> annual meeting
- ⇒ NIH Consensus meeting declared that there is no proof that treatment makes any real difference in outcome of hep B disease based on existing literature and their long term criteria – go to their website to make a statement / **Bob Gish** will send out a sample letter.
- ⇒ AsianWeek event Nov. 8<sup>th</sup>, in Cantonese, **Eddie Cheung**, MD & a patient; 100 attendees, very effective
- ⇒ API Health Parities – 220 staff at 15 agencies educated; 47% already tested; several thousand clients reached by these agencies (**David Huang & Stephen Ku**)

*Small group discussions to identify goals and priorities in 4 areas for 2009.*

### COMMUNITY EDUCATION

Need for “mapping” of activities so involved groups know what others are doing and where they are doing it; better coordination; create some kind of forum; standardize presentation; translate into languages; get all events/activities on website; train speakers

### MARKETING / OUTREACH (4 goals)

1. reach out to 3 more large employers - Wells Fargo, Deloitte & Touche, City & County of SF
2. do in-language media; reconvene and retool existing materials; look to Marketing Group for leadership
3. do grass roots outreach for events; flyers in storefronts; **Ron Smith** will help
4. use social networking and the internet; develop a team to work on creating a plan; streamline communications between partners, make it easy & centralized,

### Additional ideas ~

In-language flyer home in school backpacks (Helen)

Repeat large campaign May, Hepatitis Awareness Month, with Giants, media event, PSAs, and all day screening plus education sessions with food at AHSC (Stuart)

Publish article in SF Medicine & other association publications

### CLINICIAN EDUCATION

- Continue institutionally sponsored CME courses (2 per month?)
- Outreach to small group practices; pharma sponsored
- Outreach to professional associations and sub-specialty groups
- Buy mailing list from Dept. of Consumer Affairs to do direct mail

### EVALUATION

- Complete write up of mid-term information for replication and progress report / best practices
- Interview leadership for qualitative portion / document on film

### PARTNER REPORTS

UCSF: screened 540 people at the 2 sites; 8% positive; 80-90% non-English speaking; 89% of susceptible clients completed vaccination series or are on track for completion; word of mouth 2<sup>nd</sup> highest attractor of clients; language specific ads best attractor; need more outreach, can handle 3 times the number of clients