



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 ~ February 19th, 2009

Saint Francis Memorial Hospital

Next Meeting ~ Thursday March 19th, 2009 @ Kaiser Permanente

In attendance: Helen Archer-Duste/**Kaiser**, Erin Bachus/**SFDPH**, Meredith Bergin/**ALC**, Pete Berman/**Clinic Consortium**, Rebecca Carabez/**SFSU**, Philip Chang/**CCSF**, Aileen Chen/**Asian Americans for Community Outreach**, Ted Fang/**AWF**, John Fisher/**Brown & Toland**, Stuart Fong/**Chinese Hospital**, Jesus Gatpolintan/**CPMC-Davies**, Shirley Girouard/**SFSU**, Julia Lam/**SFHBC**, Rick Loftus/**CPMC-Davies**, Amy Loi/**SFMH**, Scott Moon/**Gilead**, Marion Peters/**UCSF**, Bruce Pickering/**Asia Society**, Amy Pine/**SFDPH**, Sandy Prentice/**Glide Health Services**, Hideto Saito/**CC Regional Med. Ctr**, Kevin Shi/**APIWC**, Alistair Smith/**SFSU**, Lisa Tang/**Kaiser**, Celia Wang/**Waddell & Reed**, Tamiko Wong/**AWF**, Abbie Yant/**SFMH**, Janet Zola/**SFDPH**

ANNOUNCEMENTS

- Search for Project Director of SFHBF going well
- American Journal of Public Health (AJPH) **call for abstracts** for special fall issue on health disparities - submitting abstracts jointly with Center for Asian American Health Studies (CAAHS), New York University
- **Office of Minority Health** conference – JZ presenting, ALC doing SFHBF booth (2/25-2/28)
- 5000 **tattoos** with B “hero” on order / Saint Francis already using some they ordered
- **March 5** - AWF **Be a Hero** dinner, 9 course dinner, fundraiser/community outreach – **buy a table**
- **May 2, Sat.** - ALC’s LiveRight Run in GG Park – register, run, support, gather a team
- **May 16, Sat.** - AWF’s Asian Heritage Street Celebration, contact twong@awfoundation.com to help
- **May 19, Tues.** - World Hepatitis Day - contact ctaylor@NASTAD.org for more information
- **Asia Society** offering beginning class in Mandarin – open to all, register online www.asiasociety.com

MARKETING jfisher@btmg.com

Multiple goals for 2009 have led to creation of **6 sub-groups**:

1. **May Hepatitis Awareness Month** (jordansu@gmail.com): partner with Giants; press conference; screening at AHSC; public awareness with Fiona Ma – join in to help
2. **Large Employer Outreach** (tfang@asianweek.com): 3 identified employers-City & County SF, Wells Fargo, Deloitte & Touche; Assessor Phil Ting on board; primary goal is to educate rather than screen; work with CEO, HR, Asian Affinity groups; determine insurance coverage – help plan and identify contacts
3. **Viral Marketing** (wong@gfpublications.com): leverage internet social networks; seeking consultant to help guide, work with SFSU & other students; need translation capacity – offer your internet savvy selves to group
4. **General advertising** (jfisher@btmg.com): Dae Advertising interested in working with us; want to take ads to the next level; increase population involvement
5. **In-Language marketing** (jenny.ta@ucsf.edu): translate PSAs; broader distribution; print ads; keep branding & message consistent; Gilead and Cal students can help with translations; push to radios; partner with KTSF; existing art work available to all partners
6. **Marketing to clinicians** (lisa.x.tang@kp.org): engage & energize; utilize existing access routes; give very simple tools; SF Med. Society has studied what clinicians respond to; build a story, make it personal; include all levels of clinicians and allied health fields; normalize testing; add pizzazz-“sex, drugs & rock n roll.”

EVALUATION

- **Advisory Group** reconvening **March 12th**, 9:00 – 10:30, 101 Grove, room 220 – welcome to join
Notify janet.zola@sfdph.org if you plan to attend (light refreshments provided)
- Funding in place for **quantitative** component; in process for **qualitative** component
- **Susan Fernyak**, MD, Dir. Communicable Disease Control & Prevention oversight lead on evaluation
- Note to all ⇒ **clarify goals and objectives on all new projects** in writing, in all working groups

COMMUNITY EDUCATION (twong@awfoundation.com, alcbesrgin@gmail.com):

- Recruiting trainees for **Speakers Bureau** – 18 and older
- **March 14th**, Saint Francis Memorial Hospital – **Speaker Training**
- Need non physician speakers & in-language speakers
- Plan to provide simple, easy to understand talks to community groups, staff of organizations, affinity groups, clientele of service agencies, etc.
- **Goal** is to motivate attendees to **action** – talk with family & friends about testing, get tested
- **Objective** is standardized presentation; trained speakers; at least 2 presentations a month in community

CLINICIAN EDUCATION

- Focus now on marketing to clinicians, leaving CME, grand rounds etc. to hospitals & industry
- Revised **Diagnostic Flow Chart** approved – need to make it look different from first one; need to produce; need to distribute widely again
- **Surveillance Flow Chart** designed by Safety Net docs near completion; companion piece to above; an easy one page tool – offers guidelines & population management directive
- Large gap between clinician knowledge and practice

PARTNER REPORTS

AsianWeek Foundation: 50 attended 2/5 community leader event at Postrio, 30 expressed written interest in being involved with campaign; held small fundraising event at Perry's for TexasExes with Wells Fargo; planning for AHSC May 16 in front of Asian Art Museum & into Tenderloin

SFSU: held second annual screening Feb 9 – 13; screened 456; results to be delivered in person one month later; first shot given by campus nurses at that time; 66% learned of event from posters; 33% from email; open to family & friends but didn't draw; none of on-campus professionals referred to this screening; **CPMC** did screens

City College: want to do screening first week of **May** at Chinatown North Beach campus – **need help** (will put together a "wish list"); last year found 13% infected in population screened at that campus; ESL department fully supportive

Kaiser Permanente: doing CME courses again this year, open to all; presented to Regional Asian affinity group; looking internally at follow-up of member positives over given period of time

Next Meeting: Thursday, March 19 ~ 5:45 - 8:00 PM

Kaiser Permanente

Bring new partners!!!!