



# 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 ~ March 19, 2009

Kaiser Permanente

### Next Meeting ~ Thursday April 16, 2009

**In attendance:** Helen Archer-Duste/**Kaiser**, Erin Bachus/**SFDPH**, Meredith Bergin/**ALC**, Pete Berman/**Clinic Consortium**, Josh Chang/**SFHBC**, Sunny Clark/**SFSU**; Ted Fang/**AWF**, Susan Fernyak/**SFDP**, John Fisher/**Brown & Toland**, Shirley Girouard/**SFSU**, Wylie Liu/**CPMC**, Amy Loi/**SFMH**, Erin Lum/**SFDPH**, Charlotte Ma/**CPM**; Marion Peters/**UCSF**, Sandy Prentice/**Glide Health Services**, Kevin Shi/**APIWC**, Vinya Sysamouth/**Center for Laos Study**, Jenny Ta/**SFHBC**, Lisa Tang/**Kaiser**, Richard Tang/**Kaiser**, Ed Tepporn/**APIAHF**, Celia Wang/**Waddell & Reed**, Alex Wong/**Ground Floor PR**, Ching Wong/**Vietnamese Health Promotion**, Tamiko Wong/**AWF**, Albert Yu/**CPHC**, Janet Zola/**SFDPH**

## ANNOUNCEMENTS

- Two candidates rejected offer of Director position – need to continue search
- AJPB abstract with NYU Asian American Health Studies accepted; manuscript due 3/31. Partners will review.
- OMH presentation well received
- SFMH launching Lay Leader Program for chronic disease self-management - contact Amy Loi
- CPMC – welcome to Charlotte Ma, replacing Jackson who has taken a job in Spain
- April 11<sup>th</sup> FIRST ever Laos New Year Celebration (year 2552) in Civic Center Plaza; expecting 20,000 attendees; 24 Buddhist Monks; API Wellness doing screening

## COMMUNITY EDUCATION ([twong@awfoundation.com](mailto:twong@awfoundation.com).)

- March 14<sup>th</sup> Speaker Training – 26 trainees, 8 Asian languages,
  - Supervisor Maxwell came by and stayed for whole session, very supportive
  - Need for presentation and materials to be translated
  - Planning a second session for additional volunteers, and for practice
  - Looking to generate requests for speakers at all sorts of venues
  - **Tamiko Wong coordinator**

## RESOURCES

- TCE grant for qualitative evaluation rejected
- Need grant writing assistance / review of who is doing health equity funding
- Catherine Dodd just in DC meeting with Pelosi @ funds for hep B
- Stimulus package has section on health disparity – requests due April 27<sup>th</sup>, 5 page application
- SF Hospital Council ready for another “ask” – should not be for funds; ideas...
  - Include education in payroll envelops
  - Posters in buildings during May APA Heritage Month
  - Reach out to ALL employees via medical Staff Affairs offices

## MARKETING

- Developed **guidelines** for using Logo and B Brand ~ John Fisher
  - Logo represents “seal” of campaign
  - B a Hero is branding when call to action
  - Guidelines suggest when to use, how to use
  - Template of both available on website (soon) – intention is to maintain look and feel of campaign
  - Only English available so far – UCSF/UC CAL will help with languages
  - When another jurisdiction wishes to put name inside logo will need clearance from marketing – allows some control over use
- **May Hepatitis Awareness Month** – fill calendar with daily activities ~ Alex Wong [wong@gfpublicaffairs.com](mailto:wong@gfpublicaffairs.com)
  - Send Alex info about any hep B related plans for May – fill calendar
  - **Press** conference planned for May 1<sup>st</sup> in conceptual stage

- **Giants** partnering again; May 12<sup>th</sup> focus SFHVF & Chinese; May 12, 14, 15 home games for Asian Heritage week – looking to engage partners and Asian Affinity groups to promote ticket sales – some funds go to us – need web link by April 12th
- Local, state and federal **proclamations** being requested
- **May 19<sup>th</sup>** World Hepatitis Awareness Day – everyone who has a B a Hero tee shirt should wear it
- **May 2<sup>nd</sup>** ALC's LIVERight Run in GG Park – sign up, create teams
- **May 16<sup>th</sup> Asian Heritage Street Celebration**
  - CPMC will be screening, using technique that builds on education
  - Using Mo Magazine to direct ads to Vietnamese population
  - Using Americorp volunteers to reach out in the Tenderloin neighborhoods
  - More volunteers needed – **Paula Lykins** coordinating screening
  - **Suggestions:** leverage business, retailers, supermarkets to drive promotion / banners in weekly ads / flyers in shop windows
  - Hep B procession in Faces of Asia parade
  - Pharmacy bag stuffers

## EVALUATION

- Quantitative data (01/07-06/08) collected & entered from all; CPMC ready to send in registration data points soon
- Analysis expected to be complete by **April 30<sup>th</sup>** – being done by DPH epidemiologist Rita Shiau
- Second round of survey to go out shortly – 07/08-12/08. Need to collect while still easily accessible
- **MOU** guidelines for data ownership and publications in near final draft: will be sent out for review and comment
  - Developed to protect Partners' interests
    - ➔ Each Partner organization must identify authorized personnel to sign MOU
  - Provide guidelines for publishing

## CLINICIAN MARKETING / EDUCATION ~ Lisa Tang lisa.x.tang@kp.org

- Want to get a liaison from each medical facility to work on best ways to connect to clinicians
- Looking for performance based changes
- Kaiser is evaluating internal changes in practice of clinicians from testing to care
- Ultimate goal to get institutionalized measures into all systems
- Possible project is to get all medical sites to look at every APA patient during month of May to see if tested
- Another idea is to put a face on the disease in marketing effort to clinicians – need to motivate them to care

## PARTNER REPORTS

- **CPMC / SFSU:** 455 screened at University; 200 returned for results; 136 needed vaccination; 72 received first shot; 13 positives; 2 borderlines; counseled 10 of positives; 4 made evaluation appt. with Dr. Cooper; all tested signed agreement saying they would complete vaccination series by Dec. 1<sup>st</sup> or their student card would be charged \$60. CPMC able to do testing at City College too.
- **AWF:** March 5<sup>th</sup> event successful; 120 attendees with lots of support from partners; now planning meeting with Korean community leaders
- **ALC:** screened at 255 Cisco employees; did on-site physician education via webinar to reach their campuses worldwide; Cisco shut down health center for full day to accommodate screening (Milpitas site)

**Next meeting April 16<sup>th</sup>, 2009 Location TBA**