



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 ~ April 16, 2009

Brown and Toland

Next Meeting ~ Thursday May 21, 2009 @ 101 Grove Street, room 220

In attendance: Meredith Bergin/ALC, Krittaya Boonma/DAE Advertising; Rebecca Carabez/SFSU; Sunny Clark/SFSU; Barbara Conahan/CCSF; Catherine Dodd/SF Mayor's Office; Ted Fang/AWF, John Fisher/Brown & Toland, Stuart Fong/Chinese Hospital; Christine Hsu/SFHBF; Kevin Hur/Alameda Hep B Project; Yolanda Lee/Chinese Hospital; Judy Liu/UCSFHBC; Charlotte Ma/CPMC; Scott Moon/Gilead Science; Sandy Prentice/Glide Health Services, Amy Shen/SFHBC Cal; Kevin Shi/APIWC, Rita Shiao/SFDPH; Ron Smith/SF Hospital Council; Jenny Ta/UCSFHBC, Lisa Tang/Kaiser, Brian Toy/UCSFHBC Celia Wang/Waddell & Reed, Alex Wong/Ground Floor PR, Tamiko Wong/AWF; Vicky Wong/DAE Advertising; Abbie Yant/Saint Francis Memorial Hospital; Janet Zola/SFDPH

ANNOUNCEMENTS

- Happy birthday to SFHBF – launched April 2007 ` TWO YEARS OLD (are we up to date on our shots?)
- Welcome to **Christine Hsu**, our new **Project Director!!** 415-321-5868, Christine.hsu@sfhepbfree.org
- First ever Lao New Year celebration 4.11.09 successful; APIWC provided free hep B screening
- APIAHF conference~ **Voices 2009: Amplifying the Call for Healthy Communities** ~ 5/31-6/2, DC area
- **Tattoos** (temporary type) available to partners – request from jz
- LA Cty & Orange Cty in process of replicating SFHBF; planning to use same logo, structure – launch 5/19
- Lao Community Foundation in Minneapolis want to follow our lead – large Laotian population there
- Scott says: **“SFHBF is more effective than anywhere else in the country”** ☺ Thank you Scott.

SFHBF offers condolences on the recent death of Dr. Tina Kwan, a well respected pediatrician and Medical Director of Chinese Hospitals' Excelsior Clinic. She will be missed.

COMMUNITY EDUCATION / Speakers Bureau ~ twong@awfoundation.com

- Follow-up practice session scheduled for morning of **Sat. May 9th** with standardized presentation
- Only accepting previously trained volunteers
- Trainees will have slide deck in 3 languages besides English – Chinese, Vietnamese, Korean
- Time to spread the word that community speakers are available, mailing will go out to supporters & partners
- Second training will be offered in the fall; a wait list of interested persons is being maintained

MARKETING ~ jfisher@btmg.com

- Welcome to **DAE Advertising** ~ leading [Asian American advertising](#) agency based in SF
 - on board to do pro bono creative - take B a Hero message to next level
 - recruited from Post Trio event – *thank you AsianWeek*
 - agreed to work with us because they felt we have done a great job, & the stats are very powerful
- **May Hepatitis Awareness activities**
 1. **Back Pack Flyer** ~ will be ready to distribute to schools by first week of May – jenny.ta@ucsf.edu
 - Backside information in English, Chinese, Vietnamese, Korean & Spanish (mandate of school district)
 - **Ted** confirmed Trish Bascom of SFUSD will get them distributed
 - **Abbie** can connect to PTA volunteers, public & private schools
 - 21,000 plus **need to be printed**, color, two-sided
 - ⇒ **Alex, John & Stuart will ask printer contacts to donate all or part of need**
 2. **May Calendar of Hep B Events** ~ alcbergin@gmail.com
 - Send Meredith info about any hep B related plans, need to fill everyday of month
 3. **CPMC screening at AHSC – May 16th** 11-5, McAllister & Larkin ~ lykinsp@sutterhealth.org
 - Ads in Mo Magazine, Tsing Tao, Thoi Bao / funded jointly by Cathay Post, CPMC, Subaru, B&T
 - Flyers being distributed widely; give-a-ways available day of screening
 - **Need about 5 Vietnamese volunteers**

- **May 1st** ~ **Janet** doing a hep B education/training for Healthcorps volunteers 1-3 who will then do a street walk to engage local vendors & put up flyers for screening event
 - **May 5th** ~ **Erin** doing education talk at IIC Korean Center, 12-1
 - **May 9th** ~ **Ching** doing education talk at Vietnamese Center in Vis Valley; new speakers will accompany him
4. **May 1st** Press conference steps of City Hall
 5. **May 2nd** LIVERight Run – register NOW
 6. **May 12, 14, 15 Giants Asian Heritage nights / May 12 hep B night** ~ wong.alex@att.net
 - **Need volunteers** for night of games – education, hand-outs, etc. – as many as 60-70 per night
 - Volunteers get free ticket, work only first 3 innings
 - Others should buy **\$20 ticket** through www.sfgiants.com
 - Flyer designed by DAE to promote Giants games
 - Looking into selling B a Hero t-shirts at games
 - **SUPPORT SFHBF by purchasing tickets at www.sfgiants.com/chinese**
 7. **30,000 biodegradable** bags w/message being distributed to merchants ~ jordansu@gmail.com
 - donated by **Tri Star Plastic** - owner lost father to liver cancer from hep B
 8. **Resolutions** proclaiming May Hepatitis Awareness Month being developed at local, state and federal level
 - Fiona Ma, Leland Yee, David Chiu ~ for more information contact stuartf@chasf.org
 9. **May 19th** World Hepatitis Awareness Day – everyone who has a B a Hero tee shirt should wear it

EVALUATION

- Quantitative analysis in process for Jan. 2007 – June 30, 2008 / report at May meeting rita.shiau@sfdph.org
- **Rebecca Carabez** (Professor, School of Nursing, SFSU) taking lead on qualitative/narrative evaluation
 - Working with Evaluation Advisory Group
 - Funding needed through summer
- Next step - evaluate impact of campaign on primary care practice – are they screening more?

PUBLISHING

- MOU serves as collaborative publication guidelines – send signed copies to jz
- Everyone is encourage to seek opportunities to publish
- AJPH special issue on API health – manuscripts due June 30th
- Nation's Health suggested as worth submitting to – **Meredith** will follow-up
- OP Ed piece for Chronicle – **Ron Smith** will ask **Leland Yee** to write one

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

- Ready to start up working group for this effort
- Interest in focusing on what is happening in primary care practices
- Build into next phase of B a Hero awareness campaign
- Promote diagnostic flow chart again, and add surveillance flow chart developed by Mandana's group
- Contact Lisa Tang to be part of group

PARTNER REPORTS

- **SFSU**: 2nd vaccination follow-up date April 20th; handled by SFSU nursing students and **CPMC**; 70 out of 136 showed up for first shot.
- **CCSF**: testing at Chinatown/North Beach campus on Filbert April 25th, three one hour segments of education and testing (9, 10, 11 am), 20 min. presentation followed by testing provided by **CPMC**, **need Cantonese speakers**, doing 5 min. announcement at each ESL class week before, (Cal hs 50 trained speakers)
- **CPMC**: two screening dates coming up ~ **May 16** Asian Heritage Street Celebration 11 – 5, **June 6** St. Luke's 11 - 5, Supervisor Maxwell assisting with outreach to her District in south part of City
- **UCSFHBC**: opening a **third clinic** at **SFGH** in June, beginning with in-patients, one night a month, goal is 10-20 pts per clinic, providing health maintenance + hep B screening/education/care, hosted by Family and Community Medicine, Brian will write an article for UCSF paper about new clinic

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