



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 ~ May 21, 2009

SFDPH

Next Meeting ~ Thursday June 18, 2009 @ City College, Student Health Center

In attendance: Meredith Bergin/ALC; Pete Berman/South of Market; Krittaya Boonma/DAE Advertising; Rebecca Carabez/SFSU; Josh Chang/SFHBC at Cal; Barbara Conahan/CCSF; Shannon Davidson/ALC; Rosa Ebalo/SF Premier Lions Club; Ted Fang/AWF, John Fisher/Brown & Toland; Stuart Fong/Chinese Hospital; Jenny Fung/Mills Peninsula Hospital; Bob Gish/CPMC; Christine Hsu/SFHBF; Ellen Lee/Brown & Toland; Jordan Liu-Su/B-Pal; Charlotte Ma/CPMC; Kelenia Olsen/Fiona Ma's Office; Amy Pine/SFDPH; Sandy Prentice/Glide Health Services, Kenny See/SFHBC at Cal; Amy Shen/SFHBC Cal; Leslie Sheu/SFHBC; Kevin Shi/APIWC; Rita Shiau/SFDPH; Ron Smith/SF Hospital Council; Lisa Tang/Kaiser; Ching Wong/Vietnamese Health Promotion Project; Jeff Wong/Walgreens; Annie Yang/SFHBC at Cal; Abbie Yant/Saint Francis Memorial Hospital; Janet Zola/SFDPH

ANNOUNCEMENTS

- **Publishing** of your work with SFHBF is encouraged (attached list of peer review journals to consider)
 - Please send in signed MOU
 - American Journal of Public Health has Asian Health Supplement in Sept. – submission date 6/30
 - Dr. Gish & Dr. Cooper submitting “white paper” to AJPH supplement
 - SFHBC at Berkeley submitting paper on language barriers in API community
 - Meredith drafting “field report” on whole campaign
 - Last month’s submission with NYU was rejected
- CPMC presenting a poster in Chicago
- July 30-Dec. 31, 2008 **survey due!** Please submit now before next one is requested (Jan.-June)
- **Walgreens** administers hepatitis shots (and other vaccines); no Rx needed; most sites require appointment

Guest Speaker – Tangerine Brigham, Director of Healthy San Francisco ~ **THANK YOU Tangerine!**

- For detailed information go to www.healthysanfrancisco.org (Spanish and Chinese)
- Program is “access to care”, not technically insurance as it can only be used in San Francisco
- Must be uninsured to qualify; up to 500% of poverty level
- Enrollment is web based and immediate; first appointment available within 60 days
- Enrollment regardless of pre-existing condition or legal status in country
- Big push now to look at chronic disease management issues

Summary of May events celebrating Hepatitis Awareness Month – **THANK YOU Jordan!**

- May 1st Health Corps volunteers trained in hepatitis B awareness at St. Anthony Free Medical Center
- May 2nd ALC LIVERight run
- May 2nd UCSF Mt. Zion screening clinic
- May 5th Community Education talk given at Korean Center
- May 8th Press Conference - speakers included: Board of Supervisors President Chiu, Supervisors Chu & Maxwell, County Assessor Ting, BART Commissioner Fang, Board of Education Commissioner Yee, Health Commissioner Chow, Mayor’s Deputy Chief of Staff Dodd, City College Board of Trustees Marks & Ngo, plus additional guest speakers
- May 9th Community Education talk given at Vietnamese Community Center, in Vietnamese
- May 9th UCSF Chinatown Public Health Center screening clinic
- May 11th Community Education talk given at Young Asian American site in Tenderloin
- May 12th SFHBF night- pre-game featured Fiona Ma, Travis Ishikawa, Janet Zola & PSA on Jumbo-tron
- May 12th, 13th & 15th Asian Heritage nights at SF Giants- SFHBF volunteers on site handing out literature
- May 16th CPMC screened 156 people at AHSC & educated many hundreds more
- May 16th ABC anchor Alan Wang wore jade ribbon & talked about it on all 3 evening newscasts
- 30,000 biodegradable bags distributed to 22 stores
- 40,000 informational flyers in 4 languages sent home in student back packs grades K-8
- CHW hepatitis B PSA featuring’ Giants announcer featured on 3 radio stations

- May 28th Oriented.Com hosted SF Hep B Free awareness mixer

NEXT PHASE of SFHBF Campaign

- Interest is continuing to grow, but community screening may be going down- reason unknown
- Time to focus more intently on goal #2 – making testing routine in the primary care setting
- Natural evolution of campaign progress- 1st year put an infrastructure in place, get public 2nd years focused on greater public awareness, now going into 3rd year
- SF has about 1600 primary care providers– challenge is to motivate change in practice within difficult & demanding health care system
- Looking for multifaceted approach – keep what has been done, add something new – many things new

New Working Group – Primary Care Enhancement (working title) ~ lisa.x.tang@kp.org

[1st meeting ⇒ Wed. June 10th, 12:30-1:45, 2238 Geary Blvd. Ruby Room, 6th floor, lunch provided]

BRAINSTORMING SESSION (every suggestion may not have been captured here)

- Do direct marketing
- Point of sale – put something in offices; put notices up at pharmacies, place stands by check out, brochures
- UCSF article, talk about thoroughness
- Check list for medical charts, work with EMR
- Patient card – here are my HBV results
- Address fear with algorithms to simplify information
- Simplify the work, make it easy and clear
- Have big event for doctors, other providers-use Alan Wang as draw, hold a forum
- Bring Asian physicians together, with leaders in Asian community
- Reception room office – train receptions
- Add label sticker, put on chart when pt comes in, reminder
- Online registry, part of IZ registry, add data in there
- Do similar hep B 101 class, with lunch
- Create a doctors bureau for speaking engagements to physicians
- Find a core group of clinician champions
- Reach out to medical assistants to check for HBV status, change progress notes – have you been screened
- Encourage MDs to list interest in HBV on their profile info
- Hep B Free stickers for charts
- Posters for waiting rooms
- Build into med school curriculum, like UCSF, but more fully
- Create a physicians HBV pledge- 3-4 points that they sign on to, like honor roll
- Have hep B certificates of excellence
- Work with long term care facilities- reach families
- Place ads in Epocrates
- Create ads to run in Asian movie theaters
- Put something up on You Tubr

PARTNER REPORTS

CPMC: 4/20&21 2nd SFSU vaccination clinics, 48 of 56 got 2nd second shot, 27 first shot, 50% already got 2nd shot
 4/25 158 screened at City College with education – 7 positive, 58 susceptible, 84 immune; 100's more educated
 5/16 157 screened at AHSC, results for 141= 6 +, 63 susceptible
 6/6 – screening at St. Lukes; Sup. Maxwell helping get word out to her district

Nurse Volunteers: many RNs out of work; contact Abby Yant for ideas on how to reach this group; SFSU School of Nursing can access student nurses

Sept Gala Event: expected date Sept. 17, 2009, planning need to begin, need volunteers, Amy Shen can provide music for event, sponsors necessary – lead will be AsianWeek Foundation

Next Meeting June 18, 2009 at City College of San Francisco

Student Health Center, room 202 (Stairs to the second floor are on the external side of the building)

180 Phelan Avenue (little rectangle on the lower left corner of the map)<http://www.ccsf.edu/Info/Map/>

Parking is \$3.00 or stop at SHS driveway first to get a pass-15 parking permits available between 5:30-5:50pm.