



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 ~ June 18, 2009

City College of San Francisco

Next Meeting ~ Thursday July 16, 2009 @ CPMC

In attendance: Meredith Bergin/ALC, Rebecca Carabez/SFSU; Philip Chang/CCSF; Sunny Clark/SFSU; Barbara Conahan/CCSF; Ted Fang/AWF, Susan Fernyak/SFDPH; John Fisher/Brown & Toland, Stuart Fong/Chinese Hospital; Lisa Hedden/SFSU; Christine Hsu/SFHBF; Michelle Kuppich/B&T; Julia Lam/SFHBC@Cal; Ellen Lee/B&T; Amy Loi/SFMH; Charlotte Ma/CPMC; Kerry Murphy/GSK; Liz Nagel/Roche; Kelenia Olsen/Office of Fiona Ma; Amy Shen/SFHBC Cal; Rita Shiau/SFDPH; Kenneth Tai/NEMS; Lisa Tang/Kaiser, Alex Wong/Ground Floor PR, Jeff Wong/Walgreens; Tamiko Wong/AWF; Janet Zola/SFDPH

ANNOUNCEMENTS

- **OCA** (Organization of Chinese Americans) has national gathering in SF Aug. 8
 - Chinese Hospital will do testing there
- **Subaru** providing a car for one year branded with B a Hero, will be at events, AWF will pay insurance
- **Summer events calendar** ~ send info to twong@awfoundation.com, she will assist in coordinating education and/r testing
 - APIWC testing at 3 MSM fairs; DPH vaccinating at same
- **Chinatown Night Market** late July –Oct., Portsmouth Square every Sat. night; AWF given free space ~ open for use by any SFHBF partner, contact twong@awfoundation.com
- **Merchant walk** with Supervisor Maxwell, Monday June 29 (changed from 6/22 due to First Lady's visit), handing out biodegradable grocery bags with message – join in! contact twong@awfoundation.com
- **SFHBF business cards** are available to for Partners' use, contact Christine.hsu@sfhbf.org

EVALUATION susan.fernyak@sfdph.org

Evaluation Advisory Group (EAG) composed of three sub-groups-**PLEASE JOIN ONE!**

1. **PCP Indicators** – impact on practitioners alcberein@gmail.com
2. **Documentation** – formerly Qualitative; development of medical side of campaign rcarabez@sfsu.edu
3. **Public Awareness** – formerly Quantitative; registration and partner survey data rita.shiau@sfdph.org
 - Preliminary report presented for April 2007 – June 2008
 - Additional analysis and clean up being done based on suggestions and filling in gaps in information
 - Partner surveys for July 2008 – Dec. 2008 can be analyzed once they are received

PUBLISHING

- Please let Christine know when you submit a manuscript so we can keep a record and help promote
- CPMC presented poster on cost effectiveness at Digestive Diseases Weekly (DDW) conference in Chicago
- **Grace Yoo, Asian American Studies**, SFSU working with Ted to document Asian community involvement
- **AJPH** issue on Asian Health – 3 submissions from SFHBF
 - Field Action Report – Steering Group on whole campaign
 - Field Action Report – SFHCB @ Berkeley; (88% inspired by SFHBF experience to go into Public Health)

CLINICIAN OUTREACH ~ lisa.x.tang@kp.org

- Purpose is to promote their understanding of the issue and motivate to routinely test in practice
- 12 ideas generated at last meeting – 3 initially decided to act upon now
 - **Walgreens** – message flyer will go into every Rx in all 66 stores in SF (1 month trial)
 - **Physician Forum** – July 30th, about 10 pc physicians, gain insights to useful approaches
 - **Epocrates** – post free ads on site, utilized by almost all pcps

MARKETING ~ jfisher@btmg.com

- Check out http://www.sfhepbfree.org/files/may_events_report.pdf for an excellent report on the many hep B activities during the May, Hepatitis Awareness Month
- DAE Advertising has provided preliminary brief for **B a Hero** messaging
 - Launch end of Sept/Oct; production in August
 - Action oriented message
- **New Media Marketing Group** – Christine.hsu@sfhepbfree.org
 - Utilizing Twitter, Facebook, other social networking sites
 - New members welcome

REPORT FROM D.C.

- AAPCHO paid for Fiona, Ted, Stuart, & Ellen to attend strategizing meeting and Voices 2009 conference in May
- Fiona & Ted presented at 3 additional conferences: National Asian Physician Group (newly formed), Native Hawaiian & API Group, Hep B National Network
- Time to position SFHBF on the agenda in Washington DC (not necessarily to seek funds)
- Stuart met with staff of D. Feinstein and B. Lee
- Realizations from attending:
 - SFHBF unique among other campaigns in country
 - Most others are research oriented using clinical approach; have funding to start
 - Physicians need a lot of education
 - Our political leaders are very proud of our work here in SF
 - Some attributed hep B being on national agenda to buzz generated by SFHBF
- **DC Activation Working Group ~ Join now!** kelenia.olsen@asm.ca.gov

PARTNER REPORTS

- **CPMC:** June 6th screening at St. Luke's only 21 people, 1 positive, 8 susceptible
- **CCSF:** 116 out of 158 returned for results, 32 of 58 got vaccinated, 6 of 7 positives received counseling; CCSF worked hard to bring people back in and to maximize the partnership with CPMC & SFHBC@Bekeley
- **AWF:** multiple events past & future ~ 5/28 Awareness Happy Hour with Oriented.com; 6/17 Community Education for Cambodian & Laotians; 6/19 Wine Tasting; 6/29 Merchant Walk with Sup. Maxwell
- **ALC:** National Hep Task Force impressed by our list of activities accomplished for month of May
- **SFHBF:** website update scheduled, document management system soon for access to all files by partners, Ellen writing grant to AAPCHO for cost of roll over to new and better system, Partner contributions welcome

Next Meeting July 16, 2009 at CPMC