



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 ~ August 20, 2009

Kaiser Permanente

Next Meeting ~ Thursday September 17, 2009 API Wellness Center

In attendance: Helen Archer-Duste/**Kaiser**; Josh Chang/**SFHBC@Cal**; Lynn Chen/**vivesf**; Barbara Conahan/**CCSF**; Ted Fang/**AWF**, Susan Fernyak/**SFDPH**; Stuart Fong/**Chinese Hospital**; Shirley Girouard/**SFSU**; Meg Gorzycki/**SFSU**; Lisa Hedden/**SFSU**; Christine Hsu/**SFHBF**; Jennifer Ishii/**Entercom**; Julie lam/**SFHBC@Cal**; Ellen Lee/**Brown & Toland**; Judy Liu/**SFHBC@Cal**; Steven Liu/**vivesf**; Charlotte Ma/**CPMC**; Cynthia Nguyen/**UCSFHBC**; Kelenia Olsen/**Assemblywoman Ma**; Sandy Prentice/**Glide Health Services**, Joe Schembri/**Entercom**; Kevin Shi/**APIWC**, Michelle Sinhandith/**Entercom**; Jordan Su/**B-PAL**; Jenny Ta/**UCSFHBC**, Lisa Tang/**Kaiser**, Tamiko Wong/**AWF**; Abbie Yant/**Saint Francis Memorial Hospital**; Patricia Zheng/**UCSFHBC**; Janet Zola/**SFDPH**

ANNOUNCEMENTS

- Replication efforts: San Mateo County-kick off is Nov. 4th, 2009 at Hong Kong Flower Lounge / show support
 - Philadelphia in concert with the Hepatitis B Foundation
 - AAPCHO announced they are replicating Hep B Free model nationally, but have not yet approached SF Hep B Free on their program plans
- SFHBF participating in Hepatitis Summit in DC 9/10-11 – Sam So, Ted Fang, Janet Zola, Ed Chow
- SFHBF has a group on Facebook – sign up and post something on the wall / tell your friends ~ <http://sfhepbfree.org/facebook>

MARKETING

- **DAE Advertising** developing message for next big public awareness effort / looking at emphasizing “one in ten”, discussion ongoing re negative scare tactic or positive hero message
 - *strong opinion expressed by this group that the Marketing message must drive patients to change the practice patterns of PCPs to test their API patients*
- **Entercom SF**, a company that owns 22 radio stations nationwide, including KOIT 96.5, The WOLF and KDFC 102.1 here in SF, is interested in partnering with SFHBF to enhance brand awareness, drive donations (online and on air), promote ticket sales for Gala.
- Join the Marketing Group and have a say in how things move forward – jfisher@btmg.com, elee@btmg.com

EVALUATION

- Street interviews begin now through 8/30; total of 90 hours at multiple sites around city
- Four focus groups for in-depth ideas
 - 2 in English, 2 in Cantonese; observation available as room allows; 9/2 & 9/3, 6 pm, 8 pm – rita.shiau@sfdph.org
 - Being handled by expert contractor (The Henne Group); report late September
- Epidemiologist hired to do data analysis of partner surveys & screening registration for 7/08-6/09
 - **IMPORTANT** to turn in second survey ASAP
 - Going forward, a simpler form has been developed to be collected each month
- Narrative evaluation on track with 13 interviews completed and transcribed ~ rcarabez@sfsu.edu
 - Final report early September with highlights of lessons learned, challenges, successes and more
 - Good graduate student project to develop the “how to” tool kit for replication
- SFSU Asian American Studies Dept. looking at evaluating and documenting campaign from perspective of mobilizing the API community.

FUND RAISING

- VIVESF event at Jillian’s 8/21 – “An Unexpected Encounter”
 - 3 course meal, entertainment by 2 live artists / a first effort by organization to give back to community
- South Sea Seafood Village 8/27- begins at 6pm - \$30/person
 - Wine & beer; 9 course Chinese banquet; bring in additional community partners; twong@awfoundation.com
- **B a Hero Gala – October 15th**

- **Empress of China** – potential for 500 guests this year / excellent response from Chinese Community Merchants more →
- **Silent Auction** – any and all donations welcome; search your closets; be creative (a parking space for a day); send your ideas to Mary Jung at auction@sfhepbfree.org or call **415-305-4999**; Mary can do the “ask”; go to sfhepbfree.org/auction to view Mary’s inspiring and hysterical video on how to find items for silent auction – well worth it.
- **Fashion Show** – high end silk “wearable art”; clothing from famous Taiwan designer; will provide items for sale at event and custom make clothes for models; NEED 8-10 female models of all sizes & ethnicities (send nominations to janet.zola@sfdph.org); all proceeds go to SFHBF; models have option of purchasing clothing they wear at cost
- **Sponsorships** still needed; (last year’s sponsors eager to participate again this year); send specific sponsor ideas or contacts to Ted at **415-515-5851**, tfang@asianweek.com
- **Join the Gala planning group** –Next Meeting 9/1 @ 6pm, 180 Montgomery, suite 1700 / get in on the fun twong@awfoundation.com

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

- Focus is on top ten from 7/30 focus group with primary care physicians
 - **Grand Rounds** – Kaiser has 3 planned; Chinese Hospital one; Saint Francis set up with Dept. of Medicine, excellent avenue to the providers, allows for dialogue ~ Christine.hsu@sfhepbfree.org
 - **Monkey surveys**, with incentives – another way to raise educational awareness ~ alcbengin@gmail.com
 - **Target physicians** with high API patient population ~ tfang@asianweek.com, scooper@cpmcri.org
 - **Immigration doctors** – 40 in SF, people must see them when applying for green card ~ stuartf@chasf.org
 - **“Uptodate” website** – already has excellent information on hep B, including case studies, Q & A, etc.
 - **Blogs & twitter** – specifically for doctors and other clinicians / **SFMS** uses them, they now send their magazine out to all 4000 physicians in city, regardless of membership status
 - **Honor roll** – a way to utilize physicians natural sense of competition, build on SFDPH Hep B Registry, publicize list, enticement is to take a pledge to screen for hep B ~ apang@asianweek.com
 - **Additional ideas** – continue advocacy as just the effort alone is a priceless educational process; get the two primary labs (Quest & Lab Corp) to place information in waiting rooms, promote lab techs asking clients about testing; work toward ranking health plans via the NCQA

PARTNER REPORTS

- **AWF:**
 - **8/18** Speakers Bureau presentation at Chinatown Community Development Center
 - **8/18** Imperial Garden Seafood dinner (Portola Neighborhood), **CPMC screening**, 60 attendees, 16 screened
 - **8/27** Chinese banquet at South Sea Seafood Village, \$30/person, **we encourage SFHBF members to attend**
 - **CCSF** Alemany campus presentations in Spanish, Vietnamese, Chinese & English later in semester - Dean Gary Tom coordinating event with Student Health Services, **API Wellness Center screening**
- **CPMC:** See above; plus...
 - **8/8** 12 screened at Pistahan Festival
 - **8/30** final vaccination at Good News Korean Church
 - **9/10** IIC Post Street, 25 students interested in screening
 - **9/13** Portola Neighborhood Festival joint **screening** with **API Wellness Center**
 - **9/14-15** **SFSU** final vaccination
 - **10/13** Grace Urban Health Ministries screening
- **APIWC:** See above; plus...
 - **8/27** next monthly Hep B presentation at Chinese Newcomers Service Center
 - **9/27** Hep B **screening** at Folsom Street Fair
- **UCSFHBC:**
 - **9/26 screening** at Autumn Moon Festival

FUTURE DISCUSSION TOPICS

- Progress at a statutory level for mandating screening of at-risk population
- Key marketing strategies – mobilizing a population around an issue is what ultimately changes clinical practice
- Promote a strong advocacy message – ask you doctor / does your doctor know? – action building

Next Meeting September 17, 2009 ~ APIWellness Center, 730 Polk Street, 4th floor