



San Francisco Hep B Free

First city in the U.S. to test and vaccinate all Asian and Pacific Islanders for hepatitis B
www.sfhhepbfree.org

Summary of Planning Group Meeting ~ September 17, 2009

API Wellness Center

Next Meeting ~ Thursday November 19th, 2009

In attendance: Meredith Bergin/ALC; Krittaya Boonma/DAE Advertising; Sophia Chi/Walgreens; Sandy Chong/APIWC; Jenny Du/SFHBF; Ted Fang/AWF, John Fisher/Brown & Toland; Stuart Fong/Chinese Hospital; Edward Fung /DAE Advertising; Christine Hsu/SFHBF; Julia Lam/SFHBC@Cal; Judy Liu/SFHBC@Cal; Charlotte Ma/CPMC; Cynthia Nguyen/UCSFHBC; Kelenia Olsen/Assemblywoman Ma; Kevin Shi/APIWC, Trena Short/APIWC; Ken Tai/NEMS; Lisa Tang/Kaiser, Abbie Yant/Saint Francis Memorial Hospital; Patricia Zheng/UCSFHBC; Janet Zola/SFDPH

ANNOUNCEMENTS B sure to attend this year's Gala!!

- Join sfhepbfree.org/facebook...need 100 members to make it official
- Vivesf event at Jillian's 8/21 ~ surpassed goal of 40 attendees
- Dragon Boat Festival –HBF information dissemination, booth compliments of AWF
- Replication growing
 - **San Mateo launches Nov. 4th /save the date**
 - LAHBF & Orange Cty. HBF hosting API Health Advocacy Reception Oct. 9th
 - Ted and Assemblywoman Ma speaking, along with Dr. Stephen Yang / over 200 registered to attend
- Hepatitis B & C Summit in DC ~ Steering Group & several partners on panels
 - Opportunity to invite **Garth Graham** (Deputy Secretary of OMH) & **John Ward** (Director of Viral Hepatitis at the CDC) to the Gala – both likely to come.
- **NEW OUTREACH** - HBF brochures being handed out to persons registering for marriage licenses at City Hall
 - 10,000/year; ALC providing brochures

FUND RAISING / B a Hero Gala – October 15th (Thursday) *no meeting, come and party*

- Expected to be largest hepatitis B fundraiser in the country
- Subaru providing car painted with B a Hero branding – will be parked outside (ours for a year)
- All hospitals have contributed, except UCSF which has political restrictions
- Funds raised will be used to support new messaging through mainstream and ethnic media
- VIP Reception & cocktail hour before dinner – each with live entertainment
- Chinatown Family Foundations being wooed to participate
- **NEEDS: please respond**
 - **Volunteers** to help the night of...contact Bill Picture (free attendance)
 - **Silent Auction items**...certificates, trips, wine, anything...contact Mary Jung
 - **Selling tickets**...no mass mailing of invitations...request as many invitations as you can distribute (add a note) ...encourage employers, others to **buy tables** or groups of tickets...contact Ted Fang for invitations/tickets

MARKETING ~ jfisher@btmg.com

- **Reconvening** Marketing Working Group...now is an exciting time to get involved
 - Looking for representation of marketing persons from partner organizations – **PLEASE make the request**
 - Skills needed...graphic artists, media purchasing, access to resources in media, etc
 - Expected commitment ⇒ 2-3 meetings in next 6 months
- New direction in messaging under development with DAE Advertising – drive patients to doctors
 - First look at new campaign presented at Gala!
 - Building campaign toward a major effort in May, 2010; community messaging fall and spring
 - Community to be involved in image development – need volunteer to coordinate this

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

- Honor Roll for pcps – building on existing one at SFDPH, expanding the criteria for getting on list
 - Will publicize widely in ethnic media & elsewhere
- Grand Rounds & CMEs in all hospitals

- Conducting surveys to assess knowledge/potential change in practice
- Contacts at hospitals for setting up talks needed...send to alcbengin@gmail.com
- Civil Surgeons (immigration doctors)
 - Only 40 in City (necessary to get a physical from one of them when applying for green card)
 - About half are NEMS doctors; want to reach all with education
- SF Medical Society to be active partner in this effort: will help to
 - Publicize Honor Roll; give us monthly column in magazine; include us in their twitters and blogs

EVALUATION ~ Public Awareness component jenny.du@sfdph.org

- Highlights of phone, street, focus group surveys/interviews:
 - High level of recognition of hepatitis – 50% said they have heard more about this year than last year
 - Over half who have been tested have done so recently (campaign impact?)
 - 40% recognized B a Hero posters when shown
- Population based messaging recommendations:
 - Simple messages about hep A, B & C
 - Address stigma around transmission (sexual)
 - Strength link between hep B and liver cancer
 - Information about what to do if infected
 - Two sets of messages: one for English speaking, one for non-English speaking – consider age & enculturation (younger do not necessarily trust info from elders)
- Clinician based recommendations:
 - More outreach to OB/GYNs and Primary Care
 - Handouts that patients can take to physician to help request testing
 - Written documentation of test results from provider to patient, with explanation

GOVERNMENT ACTIVATION COMMITTEE (GAC) ~ sfong@chas.org, richardso@gmail.com

- Advocating for replication to State and National governmental entities
 - For replication, insurance coverage, policy development
 - Interested in reaching White House Office of Community Partnerships
- Developing message; making calls, identifying staff people – Fiona Ma giving full support
- Planning trips to Sacramento and DC for in-person interaction with decision-makers/legislators
- Now is the best time! In the heat of Health Care Reform discussions...join the effort!

MEDIA ARCHIVES ~ Julia.lam@, judy.liu@

- Gathering, identifying & categorizing ALL media (& photo) files from HBF
 - Articles (all languages), videos, web articles, PSAs, photos, flyers, etc
 - Create easy access for partners to use in own efforts, for replications, for funding, for history of HBF
- Contact Julia or Judy if you have files to contribute

PARTNER REPORTS

- **CPMC:** screened 21 at Portola Neighborhood Fair on Sunday; administered 3rd shot at SFSU to 50/72; screening at Autumn Moon on Grant 9/19; education & screening 10/24 at Sunset Church...available for off site screening of any size gathering – contact cma@sutterhealth.org (Charlotte Ma)
- **UCSFHBC:** first off site screening 9/26 at Autumn Moon on Irving (pilot activity)
- **FIONA MA:** doing “office hours” once a week in neighborhoods with high API populations
- **APIWC:** screening for B & C at Folsom Street Fair 9/27
- **SFDPH:** vaccinating for A & B at Folsom Street Fair 9/27 and Castro Street Fair 10/4 (no charge)
- **CHINESE HOSPITAL:** screening at Chinatown Health Fair (Cameron House) 10/17; screening at Mah Jong Night 10/7; continuing with free screening daily from 2 – 5 pm.
- **AWF:** 90 people attended 8/27 South Sea Seafood dinner, broad involvement of community groups, also CBS Ch 5; Mah Jong Night with screening at Cathay Post 10/7 in partnership with Asian Firefighters Assoc., & Asian Police Officer’s Assoc.

NEXT MEETING: Thursday November 19th 2009 – last one in 2009

**Saint Francis Memorial Hospital
900 Hyde Street, Lower Level BC**

