



# 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](http://www.sfhepbfree.org)

## Summary of Planning Group Meeting ~ November 19, 2009

Saint Francis Memorial Hospital

### Next Meeting ~ Thursday January 21, 2010

**In attendance:** Helen Archer-Duste/**Kaiser**; Meredith Bailey/**ALC**; Marshall Bennett/**Stanford Univ**; Rebecca Carabez/**SFSU**; Sirch Chanthayasack/**LANA**; Sunny Clark/**CCSF**; Barbara Conahan/**CCSF**; Jenny Du/**SFHBF**; Ted Fang/**AWF**; Stuart Fong/**Chinese Hospital**; Lisa Hedden/**SFDPH**; Christine Hsu/**SFHBF**; Julie Lam/**SFHBC@Cal**; Ellen Lee/**Brown & Toland**; Ron Lee/**Cathay Post #384**; Yolanda Lee/**CCHP**; Jason Liu/**AANCART**; Judy Liu/**SFHBC@Cal**; Jordan Liu/**B-PAL**; Amy Loi/**SFMH**; Larry Loo/**CCHP**; Fiona Ma/**Assemblywoman**; Lisa Masai/**UCSFHBC**; Huy Ngaou/**AANCART**; Kelenia Olsen/**Fiona Ma's Office**; Angela Pang/**AWF**; Kevin Shi/**APIWC**; Rita Shiau/**SFDPH**; Ron Smith/**Hospital Council**; Richard So/**SFHBF**; Ken Tai/**NEMS**; Lisa Tang/**Kaiser**; David Tseng/**UCSFHBC**; Bob Towmey/**Fiona Ma's Office**; Pan Pan Wong/**UCSFHBC**; Tamiko Wong/**AWF**; Abbie Yant/**SFMH**; Joseph Yeh/**Cathay Post #384**; Patricia Zheng/**UCSFHBC**; Albert Yu/**CPHC**; Janet Zola/**SFDPH**

## ANNOUNCEMENTS

- **B a Hero Gala** 10.15.09 fun and successful; Subaru Hep B car debuted at event
- Press event with **Speaker Nancy Pelosi**, 10/31 at **Chinese Hospital**, drew heavy media coverage; other speakers included Jackie Speier, Mark Leno, Dr. Garth Graham, Fiona Ma, David Chiu, and more
- **sfhepbfree.org** revised & updated; full spectrum of campaign now online- be sure to visit
  - special thanks to Julia Lam, Judy Liu & Gary Lau for archiving docs, photos, videos, media coverage
- Nat'l. Immunization Conference 4/19-22, Atlanta- abstracts **due Dec. 11th**
- Nat'l. Conference of Immunization & Health Coalitions 5/26-28, Chicago-abstracts **due Feb 1<sup>st</sup>**
- County Clerk distributes Hep B informational brochure to everyone registering for marriage license per **Executive Order from Mayor Gavin Newsom**, thank you to Catherine Dodd for initiating this
- **San Mateo Hep B Free** launch dinner Nov. 4<sup>th</sup>, 2009-over 100 attendees, Hong Kong Flower Lounge
- SFHBF & UCSFHBC received **Community Partnership Award** from UCSF
- Cathay Post's **Mah Jong night** 10/27 very successful; 30% of attendees got tested; interest in repeating event
- Dr. Robert Gish speaking **Jan. 5<sup>th</sup>** at **SFGH Ground Rounds**, noon-1pm on behalf of SFHBF
- **Warriors' Asian Heritage night**- 01/22, \$5 to SFHBF per ticket sold by us- contact [apang@asianweek.com](mailto:apang@asianweek.com)
  - Second major sports franchise to join campaign
  - Fiona Ma's office buying some tickets for Planning Group members, join in, bring your family & friends! – contact [kelenia.olsen@asm.ca.gov](mailto:kelenia.olsen@asm.ca.gov)

## 2009 In Review

Lively slide show accompanied by music highlighted the many successes of the past year.

<http://www.youtube.com/watch?v=62KDSq-z2gU>

Viewed Dr. Garth Graham's 2 minute speech from Pelosi Press Event on 10/31/09

**Visit from Assemblywoman Fiona Ma**- delighted at meeting turn out; encourages everyone to continue the good work; invites people to be her guest at the Jan. 22<sup>nd</sup> Warriors' game; reminds everyone she is happy to appear at Partner events as her schedule allows. Suggests challenging all elected officials to get tested.

## NEXT STEPS: Planning for 2010

Working groups are open & eager for new membership. Contact [christine.hsu@sfhepbfree.org](mailto:christine.hsu@sfhepbfree.org) and check [www.sfhepbfree.org/meetings](http://www.sfhepbfree.org/meetings) for details of meeting times and locations

## CLINICIAN OUTREACH ~ [lisa.x.tang@kp.org](mailto:lisa.x.tang@kp.org)

- **Clinician Honor Roll:** push to reach all primary care clinicians with request to join Honor Roll by pledging to follow CDC guidelines for HBV screening; plans to advertise list in SF Medicine, Korean Times & other ethnic media outlets, organizational newsletters, etc.
  - SFPDPH Chronic Registry honor roll list used as starting base
  - Looking for in-kind advertising assistance; recruitment of champions within medical institutions

- **PCP Survey** ready for distribution to clinician as educational & evaluation tool
  - To be used in conjunction with Honor Roll outreach; in person & electronically (monkey survey)
  - UCSF physicians also interested in promoting Honor Roll and Survey
  - **Helen, Ron, Albert** offer to assist with distributing survey and pledge
- **Scheduling CME** talks at all hospitals & reaching out to Medical Staff meetings ~ [alcberein@gmail.com](mailto:alcberein@gmail.com)
  - Physician Speakers Bureau comprised of SFHBF experts
- St. Mary's **Asian Physician's Advisory Committee** (APAC) on board to help promote SFHBF goals
- **Outreach to nurses** for education, involvement re professional associations ~ [elizabeth.piercy@sfdph.org](mailto:elizabeth.piercy@sfdph.org)
- **Civil Surgeon** outreach & education; survey, goal to interface with all 40 ~ [elizabeth.piercy@sfdph.org](mailto:elizabeth.piercy@sfdph.org)

## EVALUATION ~ [susan.fernyak@sfdph.org](mailto:susan.fernyak@sfdph.org), [rita.shiau@sfdph.org](mailto:rita.shiau@sfdph.org)

- **Partner surveys** from 7/08-6/09 analyzed
  - Over **one million dollars** expended on campaign in direct and in-kind contributions
  - Over **7,500 volunteer hours** logged
- Data from past 2 ½ years combined
  - One finding for screening- 50% Chinese, 20% Filipino (close match to City demographic)
- Identify additional means of **quantifying effectiveness** of campaign / **monthly metrics** possibilities
  - Additions to Honor Roll via filled out Pledge
  - Clinician surveys completed; CHB clients linked to follow-up care
  - Look at data systems for info on follow-up care/ testing data: CHN, Kaiser, etc
  - Internal Disease Registries- pull out Asian surnames, check HBV status (create Standing Orders)
  - Data can be pulled quickly from CHN, Kaiser, NEMS, Clinic Consortium, etc.
  - Survey Monkey for API residents- tested, where, barriers, etc.
  - Community journalists- KQED, Chronicle; blogs, articles
  - Use to promote individual donations; show impact of funds

## MARKETING ~ [jfisher@btmg.com](mailto:jfisher@btmg.com)

- First meeting of 2010 Jan. 7<sup>th</sup> at
  - Want a **Marketing Executive** from Partner organizations to **attend ONE meeting**
    - Assistance from Partners' in accessing effective media outlets, leveraging resources
    - **Now is budget time- look internally to designate funds for hep B ads**
    - Donate ad space; go on media calls with us
- 2010 Media Campaign
  - **DAE Advertising** providing pro bono on creative
  - Focus is - "see a doctor who tests for hep B"; "one in ten at risk for liver cancer"
    - Street interviews show disconnect between B a Hero and hep B; people respond to liver cancer threat more than disease issue
    - Potential for confusion with other Hero marketing campaigns out there
    - Strength is driving patients to doctors with questions about testing
  - **Launch** targeted for April; goal is major media push
  - Expand to **Pan Asian** approach
  - **Engage communities** through participation in photo creation of categories of TEN
- **Expand** in-language ads promoting all SFHBF testing sites
- **Repeat** Back Pack flyer home to parents via students
  - Utilize Parent Teacher Organization

## COMMUNITY EDUCATION & SCREENING ~ [twong@awfoundation.com](mailto:twong@awfoundation.com)

- 4 color flyer promoting testing being distributed at all 60 **Walgreens'** pharmacies in SF, several stores offer hep B vaccination (flyer developed by Ellen Lee, ALC paid for printing 100,000)
- **New sub-group** ⇒ **Neighborhood Focused Outreach**; first area is District 10 (BayView, Vis Valley, Portola); interest high enough to warrant separate group; **Linda Richardson** taking lead; first meeting 2:00pm **Dec. 21<sup>st</sup> at Walden House**
- **Korean** ad created using Hero artwork but featuring a Korean model – first reworking of our materials to make appropriate to specific ethnicity

## GOVERNMENT ACTIVATION COMMITTEE (GAC) ~ [richardso@gmail.com](mailto:richardso@gmail.com) [stuartf@chasf.org](mailto:stuartf@chasf.org)

- **Meeting** 2:00 pm 12/17 at AsianWeek
- Ready to maximize role as national **model program**
- Reaching out to Bay Area politicians to show why it is important to address hep B in their District
- Goal is to have 90% of CA politicians on-board by June 2010
- Plans to go to **Sacramento & DC** for in-person discussions with elected officials / identify champions
- Need to set up appointments with federal officials in local offices
- Possibility of City Hall testing event

## NEW MEDIA / WEBSITE ~ [christine.hsu@sfhepbfree.org](mailto:christine.hsu@sfhepbfree.org)

- HBF files being consolidated online for easy access, including all media exposure
- **Social marketing** big part of website improvement – Face Book, Twitter, become a Fan
- Outreach information drives people to website
- Now a viable window for **online donations**

## RESOURCES NEEDED FOR 2010

- Production and placement of phase II public awareness campaign
- Data collection, analysis and report writing of evaluation activities
- Grant writers, grant “finders”
- Funds for travel
- Translations for materials, website
- Bi-lingual educators, clinical and non-clinical
- Expertise in multiple fields: writing, technology, law, media, medicine, etc.
- Targeted, creative programs to drive individual, online donations

## PARTNER REPORTS ~ *Send all event details for website posting to [events@sfhepbfree.org](mailto:events@sfhepbfree.org)*

- **ALC:** Sponsored first national collegiate Team HBV conference, including youth group from China
- **CCSF:** Educational outreach at Civic Center Campus (Hispanic, API, Middle Eastern students); Educational outreach and possible screening for 12/02 at AP Gianni.
- **APIWC:** **regular hepatitis screening** services at Asian American Recovery Services - **11/23/09**; hepatitis health education at **EECS Health Fair** for 3 SRO hotels in Tenderloin **12/09/09, 10am to noon.**
- **AWF:** Facilitated presentation by Ted & Fiona **UC Irvine** Health Fair 10/13; Subaru SF Hep B Free calendars still available; Subaru Hep B Free car will be outside Eco Fashion Show 11/20; community education event/lunch at **Korean** American Association in partnership with Korea Times, US Census, BMS 11/21; **Subaru car** to appear at 1 screening per month in 2010 (new Subaru calendar notes dates), will help organize a push around each visit to increase # of screenings and vaccinations

**Next Meeting: Thursday, January 21<sup>st</sup>, 2010**

**Kaiser Permanente ~ 2425 Geary Boulevard**

**Mezzanine Conference Rooms 1 & 2**