



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 ~ January 21, 2010

Kaiser Permanente

Next Meeting ~ Thursday February 18, 2010

In attendance: Helen Archer-Duste/**Kaiser**; Meredith Bailey/**ALC**; Rebecca Barros/**SFDPH**; Pete Berman/**SFCCC**; Chrissy Cheung/**ALC**; Barbara Conahan/**CCSF**; Ted Fang/**AWF**; Stuart Fong/**Chinese Hospital**; Kathy Hamlin/**UCSFHBC**; Lisa Hedden/**SFDPH**; Christine Hsu/**SFHBF**; Ron Lee/**Cathay Post #384**; Jason Liu/**AANCART**; Jordan Liu/**B-PAL**; Charlotte Ma/**CPMC**; Melinda Martin/**AAPCHO**; Huy Ngaou/**AANCART**; Kelenia Olsen/**Fiona Ma's Office**; Jennifer Ong/**Alameda Cty**; Amy Shen/**UCSFHBC**; Ron Smith/**Hospital Council**; Richard So/**SFHBF**; Lisa Tang/**Kaiser**; Angela Wong/**UCSFHBC**; Ching Wong/**Viet Hep B Free**; Kate Wong/**Samuel Merritt Univ**; Pan Pan Wong/**UCSFHBC**; Tamiko Wong/**AWF**; Annie Yang/**UCSFHBC**; Dawn Yu/**UCSFHBC**; Albert Yu/**CPHC**; Janet Zola/**SFDPH**

ANNOUNCEMENTS

- Sam So ~ Outstanding American by Choice Recognition today by USCIS
- IOM Report <http://www.iom.edu/Reports.aspx>
- SFDPH 2010 Fundraising Workshop Feb. 11, 8am to 1pm - free
- Nat'l. Immunization Conference 4/19-22, Atlanta
- Nat'l. Conference of Immunization & Health Coalitions 5/26-28, Chicago
- CA Adult Viral Hepatitis Prevention Strategic Plan www.cdph.ca.gov/programs/pages/ovhp.aspx
- Alameda ~ Jennifer Ong reported on new replication efforts:
 - Appointments set up to meet with legislators and public health groups
 - Plan to follow San Francisco's lead
 - Largest API concentration of any county
 - Also focusing on Fresno, San Diego, Sacramento, Humboldt in May
- Vietnamese Community Forum Jan 30, Turk St. ~ Speakers, activities, Chinese Hospital will conduct screenings
- Tet Festival ~ February 7

HEP B MOMS ~ Chrissy Cheung, Asian Liver Center, CDC funded Perinatal Hep B Project

- www.Hepbmoms.org recently launched ~ worth a look / great PSAs
Serves as resource for pregnant women, their family & friends; resources for moms; resource for providers; CME credits offered; sharing among State Perinatal Hep B Coordinators
- Perinatal research study administered to healthcare providers, hospital administrators, etc.-key finding ⇒ very little education for positive patients due to a lack of time, resources, & knowledge.

PUBLIC AWARENESS MEDIA CAMPAIGN ~ Ted Fang

- **DAE Advertising:** new creative marketing campaign for 2010 – “1 in 10”
 - Moving into implementation phase: commercials/photo shoots done by March, launch in April/May
 - Held meeting with institutional partners' marketing directors seeking support
- **Community campaign** ~ Jason Liu
 - Identified groups people can relate to: API sports teams, multi-generational families, physicians, etc.
Looking for people to be in campaign photos. If interested contact Jason at: jasonliu@sfsu.edu

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

- **Clinician Honor Roll:** will be advertised in Philippine News, Korea Times, & SF Medicine. SF Examiner giving one month free (thanks to help from John Lee & David Chiu). Difficulty getting Tsing Tao on board
- **PCP Survey** ready for distribution to clinician as educational & evaluation tool
- **Civil Surgeon** outreach & education; survey, goal to interface with all 40 ~ elizabeth.piercy@sfdph.org
 - Very little information exists about this group
 - Conduct one-on-one interviews
- **2010 Target Institutions:**
 - Kaiser: Hep B surveillance program. Train everyone with web based training, make it standard of care. Chronic Care Registry
 - St. Mary's ~ Grand Rounds, CMEs
 - Chinese Hospital ~ Grand Rounds, CMEs; CCHCPA grant

COMMUNITY OUTREACH ~ Tamiko Wong

- **Walgreens flyer**, Dec-Feb: Hand-delivered by **Jeff Wong** to all 60 pharmacies
 - Recommendation to translate just one line on flyer: “see a doctor”
- **Neighborhood focused outreach group:**
 - Southern part of city (Portola-Visitation-Bayview)
 - 2nd meeting, lots of enthusiasm
 - 1st event in March: Sterling Bank (Portola), education and screening
 - 2nd event: Visitation Valley Community Center / Samoan Community Center / Bethel Grace
 - District 11 approached Kelenia ~ interested! African American community came forward on behalf of their API community
- Need to coordinate dates of festivals and who is going to be there – contact Christine.hsu@sfhepbfree.org
 - Chinese New Year: ALC

GOVERNMENT ACTIVATION ~ Richard So

- Committee up and running since November
- Met with Barbara Boxer’s office
- Support from Assemblyman Paul Fong, State Senator Alquist (San Jose)
- Expanding beyond SF, our local legislators already onboard.
 - Barbara Lee, East Bay / Sandre Swanson, Oakland
- Looking for people who have connections, know who to reach out to
- Legislation update: Congressman Honda has Liver Cancer bill in Congress
- Recommendations of community organizations to reach out to: Lions Club, Rotary Club, Affinity Groups, Community Benefits, State Farm, Sterling Bank
 - Need additional support from corporate, non-health care organizations

REPLICATION ~ Ted Fang

- **San Mateo:** Millbrae Chinese New Year parade, Self Help for the Elderly screening
 - Group has almost doubled in size since launch

FUNDRAISING

- Earlier start on plans for Gala dinner – within next couple of months
 - Play up silent auction
- Generate grants
 - Only soliciting money for media public awareness; clinician outreach & evaluation
 - Partners do outreach and screening

PARTNER REPORTS ~ Send all event details for website posting to events@sfhepbfree.org

- **AWF:** Primary community sponsor of Golden State Warriors Asian Heritage Night game on **Friday, Jan 22**, with the support of over 30 community partners; Subaru Legacy car Hep Mobile will attend screening sites monthly to increase screenings (1st event will be at the South of Market Community Center on **Thurs, Feb 25**); May Hep Awareness planning starting now – contact twong@awfoundation.com to get involved
- **Cathay Post #384:** Cabaret Show on last Saturday, will have a Hep B promotion table
- **CCSF:** December screening: not enough translators. Health Center currently offers screening for \$16 to any student who walks in ~ **Chinese Hospital offered to do tests for free** so no student is turned away
- **Chinese Hospital:** Sponsored Community Education Class w/ ALC on Hep B (Jan 9): **Julia Lam** (SFHBF Speaker’s Bureau) gave the talk, well received; doing community screening & education in Tenderloin (Jan 30) w/ UCSF Viet Hep B Free, speakers include Dr. Tung Nguyen
- **CPMC:** two screenings in December: Dec 5 ~ Korean Senior Svc: 41 screened, 27 protected, 14 need vaccinations > 9 vaccinated on Jan 9, 2010 with 2nd vaccination scheduled for Feb 6. Dec 8 ~ Intercultural Institute California: 13 screened, 5 protected, 8 need vaccinations.
- **UCSFHBC:** screenings held at Mt. Zion & Chinatown. Mt. Zion ~ test approx 60 people/month, **8% positive rate**; Chinatown ~ test approx 20 people/month, **13% positive rate**. Will begin to conduct screening/education services at the SRO community event Super Sundays in Chinatown (600+ tenants).

Next Meeting: Thursday, February 18, 2010

Cathay Post #384 ~ 1524 Powell Street, in Chinatown

Street parking or parking lots (no validation, sorry)