



# 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 ~ February 18, 2010

American Legion Cathay Post #384

### Next Meeting ~ Thursday February 18, 2010

**In attendance:** Natalie AhSoon-Bartley/AAPCHO; Meredith Bailey/ALC; Rebecca Barros/SFDPH; Barbara Conahan/CCSF; Ted Fang/AWF; John Fisher/Brown & Toland; Stuart Fong/Chinese Hospital; Edward Fung/DAE; Kathy Hamlin/UCSFHBC; Christine Hsu/SFHBF; Lydia Hsu/NEMS; Jennifer Lacson/SFMH; Julia Lam/SFHBC at CAL; Joshua Lee/Hep B Project; Ron Lee/Cathay Post #384; Brian Lin/Hep B Project, Oakland; Jordan Liu/B-PAL; Judy Liu/SFHBC at Cal; Aaron Low/Hep B Project, Oakland; Charlotte Ma/CPMC; Rachel McLean/CADPH; Elizabeth Piercy/UCSF; Jennifer Ong/Alameda Cty; Amy Shen/UCSFHBC; Ron Smith/Hospital Council; Kenneth Tai/NEMS; Lisa Tang/Kaiser; Casey Tsai/SFHBC at CAL; Ching Wong/Viet Hep B Free; Tamiko Wong/AWF; Jamie Xu/DAE; Joseph Yeh/Cathay Post #384; Dawn Yu/UCSFHBC; Janet Zola/SFDPH

## ANNOUNCEMENTS

- Kaiser Permanente named 5<sup>th</sup> Most Innovative Health Care Company in the World
- Sam So ~ KQED “Perspective” on IOM Report, go to npr.org
- CLDF CME 2/25, 6pm, Dr. Aijaz Ahmed, Harris’ Restaurant, 1-888-582-4532 to register
- Nat’l. Conference of Immunization & Health Coalitions 5/26-28, Chicago
- Grant writing for HBF ~ in progress / assistance being provided by CBHS, SFDPH

## CA ADULT VIRAL HEPATITIS PREVENTION STRATEGIC PLAN ~ special guest

Rachel McLean, CDPH Viral Hepatitis Adult Coordinator [rachel.mclean@cdph.ca.gov](mailto:rachel.mclean@cdph.ca.gov)

- **Strategic Plan:** a 5 year statewide strategy to raise awareness about Hep B & C
  - Plan approved Dec 9. Consistent with IOM report. Focus on better surveillance, increased awareness among public, providers, and legislators, and on integrating services into existing services.
  - Areas of research needed:
    - What increases people’s willingness to come in for screenings?
    - Who actually has the diseases?
    - Cross training providers in immigrant health
    - Training clinicians
  - Important to support each other’s work: Build momentum and political will around this plan.
    - No new funding for this plan, do not have resources available to do public information. Idea to use San Francisco as a “test”, then take it statewide.

## PUBLIC AWARENESS MEDIA CAMPAIGN [contact christine.hsu@sfhepbfree.org](mailto:christine.hsu@sfhepbfree.org)

- **Photo shoots:**
  - 7 shoots – One in Ten
  - One is completed – family, office workers, beauty queens, physicians still to do
  - TV Commercials in English and Chinese; shooting on March 12<sup>th</sup>.
  - Need help finding Chinese Family – 3 generations – and Filipino, Vietnamese
- **Ad Buys** ~ need someone to work on media placement (placement of ads & light design work).
  - John & Ted buy the ad, this person would resize ads/minor tweaking for publications.
- **Preview of new messaging** ~ 12:30 – 1:30 either March 8<sup>th</sup> or March 9<sup>th</sup> / [contact janet.zola@sfdph.org](mailto:janet.zola@sfdph.org)

## MAY PUBLIC AWARENESS MONTH [contact jordansu@gmail.com](mailto:jordansu@gmail.com)

- Great way to get involved: 1) enjoy good food, 2) showcase HBF campaign
- First meeting **March 4<sup>th</sup> from 11:55 am, lunch included** - Asian Week Foundation-809 Sacramento St.
- Giants are on board – 3<sup>rd</sup> year
  - 4 games in May: 24<sup>th</sup> Filipino, 25<sup>th</sup> Chinese
  - Ticket income to SFHBF; last year \$1/ticket, this year \$2/ ticket
- Press Event – May date to be determined
  - Have CBO’s sign open letter to promote our position on standardized testing

- Doctor & patient testimony for media
- State Assembly having a Hep hearing on May 19<sup>th</sup> – maybe send a delegation; t-shirts

## CLINICIAN OUTREACH

- **Honor Roll:** SFMS ran full page article on honor roll with pledge form
  - Sample ad lists media partners. Ads will run once a month.
  - AWF looking to hire someone to call all PCP's and ask them to sign pledge.

## COMMUNITY OUTREACH *contact twong@asianweek.com*

- **Neighborhood focused outreach group:** 1st outreach area includes Bayview, Portola, Vis Valley.
- **Sterling Bank** – First screening on **March 10<sup>th</sup>** from 10am – 2pm (2555 San Bruno Ave). The Subaru Hep B Hero Mobile will be there, electronic and print flyers will be available
- Meet 3<sup>rd</sup> Tuesday of every month at noon. All volunteers want to have their site be a screening place.
- Ted spoke before all Lutheran pastors (10 in city)..
- Talk to other denominations ~ go to your own churches.

## GOVERNMENT ACTIVATION *contact richard.so@sfhepbfree.org*

- Richard doing a great job ~ wearing committee out!
- **Legislators update:**
  - Senator Boxer will be honorary chair of gala dinner
  - Feinstein – State Director – challenge us, not asking enough
  - Mike Honda – carrying bill. Need to show him how much is done.
  - Have visited the offices of: Boxer, Feinstein, Honda, Eshoo
  - On board and ready to do more: Paul Fong, Assemblyman in South Bay; Senator Alquist, most powerful-has aide at all meetings; Barbara Lee (Oakland); Zoe Lofgren (San Jose)
  - Scheduled to visit Congresswoman Lynn Woolsey (03/04)
  - Would like to reach: Congresswoman Jackie Speier, Speaker Nancy Pelosi, Congressman Pete Stark, Congressman John Garamendi

## NEW MEDIA

- **Website review & cleanup:** Feb 25 at 2pm, DPH. Send comments if you're unable to come to meeting. Make sure your organization's name is correct on website, will have a link to it.

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

- **CPMC:** providing education to PG&E Asian employees on March 3<sup>rd</sup>
  - **Chinese Hospital:** partnered with VCHPP & BMS on Hep B prevention community health forum Jan 30 in tenderloin; 150 attendees, 66 screened; 7 (10.6%/one in ten) positives. Doing Hep B awareness, education, counseling, free screenings at Chinese New Year festival Feb 27 with A LC, UCSFHBC, & USFHBC@Cal.
- **UCSFHBC:** February - Mt. Zion saw 57 pts; CPHC saw 15 pts. Amy and Kathy met with Dr. Adler about providing Hep B screenings to all UCSF employees; potential issues with workers' unions; will work with UCSF Occupational Health to provide optional screening to employees of API descent. Amy Shen and Dr. Albert Yu submitted the "Mobilizing University Students to Serve Limited English Proficient Populations" **abstract** to the Teaching and Learning in the Community May 2011 Special Issue of the Journal of Public Health Management and Practice. Leslie submitted a manuscript on UCSFHBC clinics last year that may have been accepted.
- **AWF: Golden State Warriors** Asian Heritage Night raised over \$3000. Over 30 partners helped promote game, over 800 people attended. Subaru **Hep B Mobile** will be at **Millbrae** Lunar New Year Festival & in parade Feb.20-21: at **South of Market** Health Center **Feb 25<sup>th</sup>** for their Hep B Day. Working w/B-PAL offering patient advocacy dinners 2<sup>nd</sup> Tuesday of month at South Seafood Village 6-7pm. Family& friends are invited.
- **Hep B Project:** Student founded & run in Alameda. Free screening and vaccinations. Conduct outreach, education to local communities, fairs, and churches. Discounted tests from Quest Diagnostics refer to Asian Health Services for vaccination & positive follow-up, Street Level Health Project serves as fiscal sponsor.

## Next Meeting: **Thursday, March 18, 2010**

**CPMC** ~ Main Hospital, Pacific Campus, 2333 Buchanan Street @ Sacramento  
P-Conference Center Room, Level A, in back of cafeteria