



# 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 ~ March 18, 2010

CPMC

### Next Meeting ~ Thursday April 15, 2010

**In attendance:** Meredith Bailey/ALC; Grace Caballero/SMMC; Jonathan Chan/Hep B Project, Oakland; Caroline Chow/UCSFHBC; Stewart Cooper/CPMC; Cora Delgado/SMMC; Ted Fang/AWF; John Fisher/Brown & Toland; Stuart Fong/Chinese Hospital; Edward Fung/DAE; Bob Gish/CPMC; Christine Hsu/SFHBF; Jennifer Lacson/SFMH; Julia Lam/SFHBCat CAL; Debbie Larkin/AWF; Russell Lee/CPMC; Jason Liu/AANCART; Aaron Low/Hep B Project, Oakland; Charlotte Ma/CPMC; Jennifer Ong/Hep B Free Alameda; Sonia Rastogi/APIWC; Jordan Su Liu/B-Pal; Lisa Tang/Kaiser; Sunny Teo/DAE; Dao Tran/SFHBF; Casey Tsai/SFHBC at CAL; YiQui Weu/CPMC; Tamiko Wong/AWF; Abbie Yant/SFMH; Joseph Yeh/American Legion Cathay Post #384; Albert Yu/SFDPH; Janet Zola/SFDPH

## ANNOUNCEMENTS

- May 19 is World Hepatitis Day
  - Mayor's SF Hepatitis C Task Force is planning a press conference
  - There will be a rally on the steps of the Capitol in DC and a Statewide rally in Los Angeles as well
- The SFHBF Clinicians Honor Roll has begun running monthly in the Korean Times and Philippine News

## GOVERNMENT ACTIVATION + REPLICATION

- **Legislative Visits - Barbara Lee, Lynn Woolsey, Zoe Lofgren, & Anna Eshoo** : educating staffers & legislators, some know about Hep B from Jade Ribbon Campaign 10 years ago; all interested and eager to get involved
- **Elaine Alquist** sent letter to her constituents about Hep B Free and hepatitis B
- **San Mateo:** have held first screening events and continue to grow
- **Alameda:** Forming Steering Committee w/ ALC, AWF, Hep B Project, AHS, Jennifer Ong
- **Santa Clara:** Forming Steering Committee w/ ALC, AWF, AACI, SCPHD
  - El Camino Hospital – Chinese Health Initiative kick-off, very successful with powerhouse of Asian leaders.

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

- Hep B Mobile will be at the **Cherry Blossom Festival** on **April 18<sup>th</sup>**. Will go from City Hall to Japantown. Neighborhood, around 1-3pm. UCSF & CPMC will share a booth and possibly conduct screening.
- **May 15<sup>th</sup> Asian Heritage Street Celebration** – Faces of Asia. Volunteers will walk in T-shirts (at CBP too)
  - Health partners can have a booth, test for other stuff
  - Will be a hep B tent for education, drawings, screening
  - Subaru to help with incentives for short surveys / messaging
- **April 25<sup>th</sup>** ~ CPMC will talk to Vietnamese group, want a multidisciplinary screening situation, similar to Chinese Fair. Help coordinate bringing it all together, play to strengths. Not compete, not duplicate.
- **Focused outreach group:** 1st outreach area includes Bayview, Portola, Vis Valley.
  - Southeast Section of City tends to be underserved area – join in the outreach, 3<sup>rd</sup> Tuesday of month (04/20, lunch time)
- **Sterling Bank** – Screening event on March 10<sup>th</sup>:
  - 1/18 positive, 14 Asians
  - 4 Supervisorial candidates. volunteers from Fiona's office, others assisted
  - Sohie Maxwell put info out on her newsletter.
- **CPMC** - screening for the **PG&E** "Asian Inspired Employees" group;
  - 3/113 positive, 66 Asian, 69 susceptible
  - cafeteria was full of Asian faces, who did not attend presentation

Send all event details for website posting to [events@sfhepbfree.org](mailto:events@sfhepbfree.org)

## MAY PUBLIC AWARENESS MONTH *contact jordansu@gmail.com*

- **Giants** continue their support for the 3<sup>rd</sup> year!
  - Ticket income to SFHBF; last year \$1/ticket, **this year \$2/ ticket**. Buy tickets through special link (already up and running).
  - CASH donations at all vendors. Pay an extra \$1, goes to SFHBF
  - **Game dates:** May 12 Korean, May 14 Japanese, May 25 Chinese, May 27 Filipino
- Press Event – maybe May 4<sup>th</sup>
  - Chinese Garden – wall ad – Washington & Jackson
  - Open letter, tied to honor roll, from community to medical community asking them to make testing a standard of care. Need a unified voice.
  - Get new groups, e.g. religious leaders, civil rights, Buddhists, Tao ~ different voices that are not normally heard.
  - Insert in May issues of SF Medicine
  - Interfaith councils
  - SFHBF documentary – you tube – impacted by SFHBF – patient/doc. Savant MD – new partner.
    - Sort clip videos – different medical conditions. Making clips for us, Dr. Gish will do one.
- **AHSC May 15<sup>th</sup>:** 5<sup>th</sup> year of doing testing – CPMC – will need lots of volunteers. Also, for Giants game.
- State Assembly having a Hep hearing on May 19<sup>th</sup> in L.A. – maybe send a delegation; t-shirts

## PUBLIC AWARENESS MEDIA CAMPAIGN

- **SFHBF Campaign:** Campaign of many highs.
  - Next ad campaign: highest of high to take us into home stretch.
  - Very collaborative effort: helped point out how we use all of the people supporting us. Active partners do the work & community supporters get the word out. One of the keys of our success as SFHBF is that we find a place for everyone to be involved.
  - Phases of campaign:
    - First phase: Gavin/Fiona – their involvement and support legitimized campaign
    - Second: B a Hero concept: ordinary people can do extraordinary things, raised awareness
    - Time to take it to the next level: drive people to take action
- Sunny Teo: Creative Director DAE
  - Important to get people to take notice and take action.
  - Focus on one in ten concept, seriousness of disease, something can be done about it
  - Using real people – want target audience to be able to relate – basketball players, beauty queens, clinicians, office workers,
  - Billboards – tie in liver cancer right away. Designed to give it an editorial feel, more like news. Be provocative.
  - 2 TV spots, 30 seconds: beauty queens, Chinese family
  - Given media campaign rethinks many times, got a lot of feedback. Ultimately, this held most impact
- Jason ~ Community
  - None of it possible without community.
  - Be a Hero established who the hero was, but not who the villain was. Photo stuck out more, this time the words stick out more.
- Media campaign to be released between April 19 – May 1. Want to do some PR about it.

**Next Meeting: Thursday, April 15, 2010**

**Brown & Toland Physicians Group**

**153 Townsend**