



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 ~ April 15, 2010

CPMC

Next Meeting ~ Thursday, May 20, 2010

In attendance: Kathy Ahoy/AlamedaDPH; Natalie Ah Soon-Bartley/AAPCHO; Erin Bachus/SFDPH/CDPU; Meredith Bailey/ALC; Rebecca Barros/SFDPH/CDPU; Pete Berman/ SFCCC/South of Market HC; Rebecca Carabez/SFSU; Caroline Chow/UCSFHBC; Justin Clark/Gilead; Sunny Clark/SFCC; Barbara Conahan/SFCC; Teresita Degamo/Primary Care Physician; Ted Fang/AWF; John Fisher/Brown & Toland; Stuart Fong/Chinese Hospital; Edward Fung/DAE; Shirley Girouard/SFSU; Christine Hsu/SFHBF; Jennifer Lacson/SFMH; Jackie Lam/NEMS; Josh Lee/Hep B Project, Oakland; Ron Lee/Cathay Post; Aaron Low/Hep B Project, Oakland; Richard So/SFHBF; Lisa Tang/Kaiser; Nicole Thomson/Gilead; Marlene Tran/Visitation Valley Asian Alliance; Casey Tsai/SFHBC at CAL; Bob Twomey/Fiona Ma's Office; Ching Wong/VCHPP; Tamiko Wong/AWF; Abbie Yant/CHW/SFMH; Joseph Yeh/American Legion Cathay Post #384; Grace Yoo/SFSU; Dawn Yu/UCSFHBC; Janet Zola/SFDPH

ANNOUNCEMENTS

HAPPY BIRTHDAY TO US – SFHBF is 3 years old this month!

- **Tamiko** to receive **Monarch Award** April 29th 5:30-7pm – Nordstrom's SF Center
By Organization of Chinese Americans & Pacific Asian American Women Bay Area Coalition
- **New address** for AWF 564 Market Street, Suite 320, 94104
- Find **Christine** at 101 Grove Street, DPH, room 400
- **Resolution** #141 (ACR 141) declaring **5/19/2010** Viral Hepatitis Awareness Day in California – **sign on**
<http://calhep.org/doc.asp?id=65&parentid=7>
- UCSF students' paper **published** ~ JGIM
- Testing & Vaccination list updated – new times, locations
- **Partner surveys due May 1st!**

GOVERNMENT ACTIVATION + REPLICATION

- Seeking letters from legislators to support SFHBF
 - **Anna Eshoo** first to generate a letter
- Met with **Jackie Speier**. She wants legislation different than Liver Cancer Bill – to sponsor HBF replication
- **AAPCHO** hosting trip to D.C. for grantees ~ attend rally on Capitol steps, do legislative visits (2 from HBF)
- **Fiona Ma** introduced legislation regarding MD education and hepatitis
- **San Mateo:** doing community screening, vaccinating, and working with legislators
- **Alameda & Santa Clara** ~ most recent to start up
 - additional new starts: Philadelphia, DC, Long Beach (8 known so far)
- **Pepsi Refresh Grant** ~ Hep B Project in the running – wins by “popularity” / award is \$25,000
 - Be sure to **vote!** Every day until April 30th! www.refresheverything.com/hepbproject

CLINICIAN OUTREACH / MEDICAL PROTOCOL

- **Honor Roll** ~ Send electronically to hospitals
- Kaiser ~
 - Article on Hep B being published in Tsing Tao, in Chinese, written by John Sun, MD (he is also the shepard of their hepatitis registry)
 - May 7th, start of new APA provider affinity group at SF facility – they exist at almost every other site
 - Developing a mandatory CME webinar for all clinicians on screening for hep B
- **Surveillance Tree** ~
 - Developed by SF Safety Network physicians, as a means of simplifying understanding for pcps
 - **Jackie Lam**, MD/NEMS is using it, finding it very helpful.
 - Send to doctors who are not testing to see if it is really understandable (field test)
 - **HBF docs** can do some extra work on it, put it out there and see it as community standard
 - **Pete Berman** willing be lead on turning it into an SFHBF tool for distribution
 - Need to look at insurance issues – will they pay for it?

- A qualifier is probably necessary, since consensus will be difficult to attain-is a guideline only
 - Outreach to PCP in supportive way: new series of Grand Rounds, Speakers Bureau
- **Electronic Prompt** ~ Screen APA, no one is doing it now. How do we motivate hospitals to set it up?

COMMUNITY OUTREACH

- Hep B Mobile will be at the **Cherry Blossom Festival** on **April 18th**. Fiona will be standing through sunroof.
- **May 15th Asian Heritage Street Celebration** – interested in additional health screenings.
- **April 22nd** ~ Student performing group at SFSU, about 200 people. Donating proceeds to SFHBF
- APIWC screening at **May 8th Senator Leland Yee Richmond Fair** – **need** Mandarin & Cantonese speakers
 - same day as CPHC clinic; Hep B Project, Oakland may be able to help.
- **Process for volunteer requests** ~ **Need** someone to coordinate language requests coming from outside of SF
 - Next year Cal group wants to focus more on interpreting

Send all event details for website posting to events@sfhpbfree.org

MAY PUBLIC AWARENESS MONTH

- **Giants** continue their support for the 3rd year!
 - Ticket income to SFHBF; last year \$1/ticket, **this year \$2/ ticket**.
 - Go to www.sfhpbfree.org/events to buy tickets – scroll through events to Giant’s game of choice
 - **Game dates:** April 27 **Filipino**, May 12 **Korean**, May 14 **Japanese**, May 25 **Chinese**
 - **Home Plate** May 14th ~ Bringing 10 community members with Ishikawa & Fiona
 - Need people to table ~ get in **free**
- Bring in more **community partners** ~ send directions on how to be a community partner.
 - Email blast ~ create a flyer, list all partners
- **AHSC Survey** ~ fill it out, get a prize (5 questions)
 - Answers on survey – Education, Why not tested
 - Have nursing students handle creation of survey ~ Meredith and Shirley, leads
 - Chinese, Vietnamese, and English
 - Due April 30th

1 in 10 PUBLIC AWARENESS MEDIA CAMPAIGN

- Viewed two 30 second TV spots – met with approval, very professional
- **May 6th** ~ SF Examiner – SFHBF Honor Roll highlighted - 50 people in B a Hero T-shirts on the street passing out papers, banner about our campaign on front page: If you see one, take a picture with the person and send it to us! We will be posting all of the pictures on the Hep B Free website.
- **PR Campaign Kick-Off** ~ **April 28th** 5:30 -7pm at Togonon Gallery, 77 Geary St. (donating their space for free) sign up at www.sfhpbfree.org/events
 - Preview for press, partners, community – but on the small side
 - Come and **bring VIPs** from your org or another org who is likely to get involved, people who can rally others, or used to be involved, but has slipped off the grid. Space is somewhat limited.
 - Speakers at beginning of event, food at end
 - Need volunteers ~ 5; Shirley can get a student to video
 - Community Ambassadors ~ Talk about it, tweet about it, put it on facebook
 - **Official launch of media campaign** ~ **May 2nd**
- UCSFHBF doing presentation to all custodial staff on **May 27th** 5-6pm

Next Meeting: Thursday, May 20, 2010

UCSF Mission Bay Conference Center

1675 Owens Street, Genentech Conference Room N114 (Rutgers Ctr)