



# 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 ~ May 20, 2010

UCSF Mission Bay Campus

### Next Meeting ~ June 17, 2010

**In attendance:** Josh Adler/UCSF; Helen Archer-Duste/**Kaiser**; Meredith Bailey/**ALC**; Rebecca Carabez/**SFSU**; Jon Chan/**Hep B Project**; Terry Chan/**Bethel Grace Lutheran**; Chris Chiu/**Volunteer**; Caroline Chow/**UCSFHBC**; Sunny Clark/**City Ccllege**; Barbara Conahan/**City Ccllege**; Ted Fang/**AWF**; Susan Fernyak/**SFDPH**; John Fisher/**Brown & Toland**; Stuart Fong/**Chinese Hospital**; Edward Fung/**DAE**; Ying Ying Guan/**ALC**; Kathy Hamlin/**UCSFHBC**; Christine Hsu/**SFHBF**; Ethan Hua/**UCSF**; Bonnie Kwong/**Niwa PR**; Jennifer Lacson/**SFMH**; Josh Lee/**Hep B Project, Oakland**; Ron Lee/**American Legion Cathay Post #384**; Elizabeth Leong/**Volunteer**; Jason Liu/**AANCART**; Charlotte Ma/**CPMC**; Micele Manos/**Kaiser**; Huy Ngaou/**AANCART**; Kelenia Olsen/**Fiona Ma's Office**; Jennifer Ong/**Alameda Hep B Free**; Sonia Rastogi/**APIWC**; Amy Shen/**UCSFHBC**; Ron Smith/**SF Hospital Council**; Jordan Su Liu/**B-Pal**; Lisa Tang/**Kaiser**; Nicole Thomson/**Gilead**; Tamiko Wong/**AWF**; Joseph Yeh/**American Legion Cathay Post #384**; Dawn Yu/**UCSFHBC**; Janet Zola/**SFDPH**

## ANNOUNCEMENTS

- Congratulations to the Oakland **Hep B Project** – winner of “Pepsi Refresh” Grant for \$25,000
- Thank you to **GSK** for contribution to SFHBF
- **Philadelphia** Hep B Free – JZ spoke at May 4<sup>th</sup> stakeholder dinner, lots of energy there
- City & Cty HSS newsletter promotes hep B screening in e-newsletter – 14,000 recipients
- Widespread recognition of World Hepatitis Day, May 19<sup>th</sup> around the country
  - AAPCHO + DC rally -Alex Wong & Richard So represented SFHBF, visited reps. on Hill
  - Policy briefing in Sacramento – Ted Fang, Fiona M, Sam So participated
- **Chinese Hospital** doing free testing for DAE employees
- **UCSF** – May 27<sup>th</sup> – hep B education for 140 UCSF **custodial staff**, many are monolingual Cantonese
- AHF 2010 Hepatitis B Case-Based Series ~ 6.12.10; speaker **Dr. Clifford Wong**; <http://www.hepbcmc.tv/>
- Fiona Ma's office can list hep B events in newsletter – send to [kelenia.olsen@asm.ca.gov](mailto:kelenia.olsen@asm.ca.gov)
- **ALC's** “Know HBV” now available in **Spanish** – free from their website

## AD CAMPAIGN LAUNCHES

- Huge thank you to **DAE** for amazing work done **pro-bono** - value of **\$340,000** (at non-profit rate)
- All ads & outdoor placements purchased with **deep discounts** from vendors
  - Estimated 5:1 ratio of **value** to actual expenditure
- Outdoor ads strategically placed- high traffic areas, appropriate population – exist in 5 languages
  - Thank you to **Edward Fung** of DAE for ensuring **best placements** & generating **free placements**
- In language & English ads in multiple print media outlets (Chinese, Korean, Tagalog, Vietnamese)
- **REQUEST:** Use ads in your own organization's communications venues –sfhepbfree.org
  - **keep us informed so we can track usage**
- **Publicity generated** ~ Thanks to **Bonnie Kwong**, NIWA PR
  - Media coverage broad on multiple fronts:
    - API Heritage Month, Hep Awareness Month
    - New federal data that SF continues to have highest rate of liver cancer
    - Human face - Fiona
  - Coverage of SFHBF specifically: (all on sfhepbfree.org)  
**New York Times** 5/3; **PBS News Hour** 6 pm, 6/3; **NPR**; Morning Edition 6/3; **KTSF** interview in Mandarin w/ **Jordan Su Liu & Dr. Kenneth Tai**, 11pm, 5/31; **SF Examiner**; **SF Chronicle**; & more  
**Best coverage campaign has ever had**; NIWA PR ideas for how to leverage going forward
- Suggestions to generate more interaction, more leverage of ad campaign:
  - monthly bulletins – health promotion activities/ideas
  - on site screenings at health institutions, corporations
  - Get digital photos for FB, blogs (Go to home page, click on “view all print”, right click, download)
  - Send out in E newsletters
  - Walgreens – in pharmacies
  - Cathay Post – will put it in their newsletter

- Jordan – Doctors say it’s working, people are asking about status
- NEMS – have seen a spike in people asking about status
- Kelenia – Receiving calls, confusion about Hep C & Hep B
- Kaiser – It’s working, so many people coming in, asking doctor
- Helen – revamp **2009 backpack flyer**, put it in fall packets

## MAY EVENTS – HEPATITS AWARENESS MONTH

- 05/06 “Hep B Free Day” SF Examiner w/over size ad visible above each page
  - Great partner. Value added – street team had 50 people passing out issue, constant visibility
- 05/14 **Giants** home plate ceremony – Recorder Assessor Phil Ting w/ 1<sup>st</sup> baseman Travis Ishikawa
  - Backed by group wearing hero t-shirts
  - Rev. Terry Chan – involving his congregation & associated churches; recognized on bus after game because of Hero shirt
  - Total of 3 games this year – Lou Seal wore oversized hero shirt at 5/25 game
- 05/15 **Asian Heritage Street Festival**
  - Faces of Asia –end of parade screening – 202 screened which is more than last year; some came in because of ad

## CLINICIAN OUTREACH / MEDICAL PROTOCOL

- Enhancing the Honor Roll Pledge Project
  - **Kaiser:** Helen sent one to every doctor; Lisa has gone to every module, got their feedback & answered questions; determined to get 100% !
  - **UCSF:** already considered standard of care for everyone; but still may not done; a prompt comes up which has been in place a long time
  - **DPH:** Mass fax to all doctors, about 50 pledges came in. Need a multi-prong approach
    - HEIDIS measures – national quality assurance > sets standards
    - For doctors outside hospital, need to incentivize; Dr. So has looked into it. If it’s group based, difficult to do incentives
  - Real influence is the **Medical Groups/IPAs** – physician leaders from within
    - B&T revised guidelines to match CDC
    - Changing physician culture takes a long time – doctors do what patients ask them to do (want to use social media to drive people to ask their doctors)
    - Photo of doctor signing on – put on website
    - More sound bites – “what is my status?” – on social media
  - Staff at AWF will be **phoning all docs** to request Pledge signature – **help needed!** [tfang@asianweek.com](mailto:tfang@asianweek.com)

## OUTREACH TO LARGE EMPLOYERS

- Is it appropriate to offer free screening at sites where employees have health insurance?
- **Protocols** for campaign suggested: contact [janet.zola@sfdph.org](mailto:janet.zola@sfdph.org) to participate in this discussion

## 3<sup>rd</sup> Annual Hep B Free Gala

- September 16, in cooperation with Chinese Hospital
- Special guest **Dr. Barach Blumberg** – to be honored by Chinese Hospital
  - discovered hep B virus, and then vaccine
- Goal is 600 people. Calling **Gala Planning Committee** together now – **contact Ted** at [tfang@asianweek.com](mailto:tfang@asianweek.com)

**Next Meeting: Thursday, June 17, 2010**  
**Chinese Hospital**