



# 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 ~ June 17, 2010

Chinese Hospital

### Next Meeting ~ July 15, 2010

**In attendance:** Natalie Ah Soon-Bartley/AAPCHO; Meredith Bailey/ALC; Joanne Chan/SFHBF; Terry Chan/Bethel Grace Lutheran; Josh Chang/SFHBC; Agnes Choi/UCSFHBCat Cal; Alice Chong/Chinese Hospital; Ted Fang/AWF; Stuart Fong/Chinese Hospital; Edward Fung/DAE; Shirley Girouard/SFSU; Bob Gish/CPMC; Christine Hsu/SFHBF; Rebecca Hu/Team HBV Berkeley; Peggy Hung/Hep B Free Alameda; Carolyn Kubota/AWF; Lorna Kwok/RN; Lynda Kwon/RN; Jackie Lam/NEMS; Debbie Larkin/AWF; Michele LeNoir/GSK; Bob Manalo/AWF; Wilma Norena/SF Premier Lions Club; Jennifer Ong/Hep B Free Alameda; Tiffany Sham/UCSFHBC& Hep B Free Alameda; Amy Shen/SFHBC; Ron Smith/SF Hospital Council; Lisa Tang/Kaiser; Marlene Tran/Visitacion Valley Asian Alliance; Casey Tsai/SFHBC at Cal; Bob Twomey/Fiona Ma's Office; Ching Wong/VCHPP; Pan Pan Wong/SFHBC; Dawn Yu/SFHBC; Janet Zola/SFDPH

## ANNOUNCEMENTS

- Welcome **Carolyn Kubota**; Tamiko's replacement at AsianWeek
- Multiple media coverage in past month: KALW, KTSF, PBS New hour, NPR Morning Edition, SF Chronicle
- First Hep congressional hearing. Perinatal & vax adults were primary points stressed.
- White House Initiative for API issues (Mike Honda plugged SFHBF0)
  - Kate Morales said HBF is exact type of program they want to replicate
  - Richard & Stuart met with 7 members of Pelosi staff when in D.C., including Chief of Staff
- DC looks like it is becoming serious about finding funding to address viral hepatitis
  - Need to determine what our goals are, what we want to ask for. Develop an aggressive strategy. How to prove what we're doing makes a difference/works – write up evaluation
  - \$1.5 million over 3 years (ear marks are usually one year); Shirley will help with strategy, begin to frame it. for ear mark to get it launched
  - Action goals - 1 year, 2 year, 5 year plan. What are activities we can do?
  - Write a protocol for cities to duplicate our work; ask for money for new sites, help them to do it.

## EXTENDING AD CAMPAIGN

- Hep C folks want to use ad, do both B & C work ( "Fight Hep C because no one deserves to die")
  - Becoming viral / extending impact
- DAE did a great job! Will send out an email to industry newsletter and enter into award categories
- Taking life of its own - Google the blogosphere, some are off the wall, trying to answer "which one..."
- UCSF clinics doubled their patient load because of the campaign– many brought in the ads.
- **Beneficiary Committee** possibility ~ people who have been directly affected by this disease.
  - Use these people as ambassadors / resource / support / talk to legislators / fund raising
  - Cal has 3 HBV orgs. 1/3 of participants affected by disease, want to do something about it.

## PRIMARY CARE PROVIDER OUTREACH

- **Direct Marketing Approach**
  - Pledge/Honor Roll – in ethnic papers, DPH fax blast, follow up calls - *Debbie Larkin & team*
    - Goal is 1200 clinicians
  - Follow up site visit by DPH (JZ) available for detailed information
- **Influence Institutions**
  - Chinese Hospital (CCHA) – Stuart Fong & Edward Chow – mailings in July & August to their roster
  - Dr. Tang at Kaiser personally making sure every pcp signs the Honor Roll Pledge
    - CCHA & Kaiser could be used as model / peer presser for other groups
  - B&T changed policy to be sure paid for by insurance
  - SFGH – Tod Mays/UCSF – chief of medicine
- **Patient Influence**
  - Developing a form for pts to take to their doctors - Reviewers: Gish, Meredith, Shirley, Pan, Ching

- Ways to disseminate: in hospital magazines, newspapers; in Asian languages; simple English; include list of free clinics for the uninsured – tracking use of forms?
- **Provider Education**
  - Gish~ Still getting 40-50 at evening CME's – everyone primed, ready
- **Other Ideas**
  - Next year, have all graduates sign pledge.
  - Button for the nurses – have you been tested?

## COMMUNITY EDUCATION

- Testing June 19<sup>th</sup> at Bethel Grace Ministries ~ Vivian Chen & Agnes Choi (150 participate in education portion, 500 food pantry every Saturday – 465 Woolsey St.); Hep B Mobile will be there
- Fiona Ma has 40 interns that could be called upon to help with events, need about 1 week lead time [Bob.Twomey@asm.ca.gov](mailto:Bob.Twomey@asm.ca.gov)
- Bob Gish ~ Turk St. in Tenderloin – gave talk in Vietnamese (you go Dr. Gish!)
  - Screened 48 people
  - Got white paper 5 yr plan accepted by Vietnamese Govt.
  - Willing to record his talks for our website
    - Send to Shirley – for her students – what the need is
    - Team HBV; Stanford, Davis, Cal
    - SFHBC
- Speakers' Bureau - **Julia Lam** ~ interested in being point person/coordinator to make it sustainable year after year. Need a standard developed for speakers. Contact [christine.hsu@sfhepbfree.org](mailto:christine.hsu@sfhepbfree.org)

## TESTING AT EMPLOYMENT SITES / INSURED EMPLOYEES

- UCSF custodial staff ~ educational presentation last month
  - 42% API, 47% Latin, 11% African American; most insured
  - Only ¼ knew for sure they had been tested
  - Only ¼ knew for sure they had been vaccinated
  - 80% said they would see pcp & ask about hep status as result of educational talk
  - Majority of API were Filipino
  - English & Spanish – a lot of questions about A, B, & C – confusion
  - Medical and pharmacy students presented – very engaged. Staff really appreciated students presenting at their mandatory meeting – brought community together.
- San Mateo experience ~ too difficult to get insurance reimbursement.
- Continuity of care, save resources, new form (see above) key piece, get tested & educate own doctor.
- Ron will pull together a group to vet this issue further

## 3<sup>rd</sup> Annual Hep B Free Gala – September 16th

- Volunteers sign up with Carolyn Kubota/AsianWeek Foundation - [ckubota@awfoundation.com](mailto:ckubota@awfoundation.com)
  - All types of volunteers needed and welcome
- Expecting it to be biggest event yet – being done in cooperation with Chinese Hospital
- Special guest **Dr. Baruch Blumberg** – to be honored by Chinese Hospital
  - discovered hepatitis B virus, and the vaccine
  - winner of the Nobel Peace Prize

## Next Meeting: Thursday July 15, 2010

North East Medical Services (NEMS) / North Beach, Chinatown Clinic

For details, see <http://sfhepbfree.org/meetings>