



# 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 ~ July 15, 2010

Chinese Hospital

### Next Meeting ~ August 19, 2010

**In attendance:** Natalie Ah Soon-Bartley/AAPCHO; Helen Archer-Duste/Kaiser; Meredith Bailey/ALC; Jonathan Chan/Hep B Project; Josh Chang/SFHBC; Prista Charuworn/MD; Agnes Choi/UCSFHBC at Cal; Michelle Choi/Hep B Project/Asian Week; May Chu/NEMS; Brian Colbert/SavantMD; Ted Fang/AWF; Paula Fleisher/CTSI/UCSF; Shirley Girouard/SFSU; Bob Gish/CPMC; Christine Hsu/SFHBF; Rebecca Hu/Team HBV Berkeley,AWF; Carolyn Kubota/AWF; Jennifer Lacson/SFMH; Jackie Lam/NEMS; Julia Lam/UCSFHBC; Josh Lee/Hep B Project; Ron Lee/Cathay Post; Michele LeNoir/GSK; Angi Li/ALC; Leanne Lui/RN; Grace Niwa/NIWA PR; Wilma Norena/SF Premier Lions Club; Jennifer Ong/ Hep B Free Alameda; Tiffany Sham/UCSFHBC& Hep B Free Alameda; Ron Smith/SF Hospital Council; Kenneth Tai/NEMS; Lisa Tang/Kaiser; Casey Tsai/SFHBC at Cal; Pan Pan Wong/SFHBC; Abbie Yant/SFMH; Janet Zola/SFDPH

## ANNOUNCEMENTS

- There is an opportunity to participate in UCSF focus group → [chinesehealth@fcm.ucsf.edu](mailto:chinesehealth@fcm.ucsf.edu)
- **Meet Grace Niwa**, CEO of NIWA PR ~ responsible for terrific media coverage of Ad Campaign
  - 2007 launch got zero media coverage despite trying; now we have NYT that leads to everything else
  - Made an impact/statement for the AAPI community; now online always; big deal for an API story
  - Points out we have built our own eco-system – has to be able to grow and sustain itself
  - Has goal to get Hep B Free story into Grey's Anatomy TV show
- **Patient “ask your doctor” form**
  - Being finalized–think of ways to help distribute the form - newsletters, websites, social media, etc. Send ideas, suggestions to [Christine.Hsu@sfhepbfree.org](mailto:Christine.Hsu@sfhepbfree.org)
  - Ron, Abbie, and Consortium will get together to find outlets; can put in lobby of DPH
  - Corporate employers, banks, etc. – one on every seat at Cathay Post August 14<sup>th</sup>
  - Will be translated
- **UCSF – Clinical & Translational Science Institute (CTSI) – NIH Funded**
  - SFHBF received free consultation with their Community Engagement & Health Policy Program
  - Five leading experts are providing direct assistance with evaluation components of SFHBF - economic analysis, clinician impact, & a logic model (how we do what we do)
  - They translate Academic to Community - we're doing the opposite: Community to Academic
- **DC Update**
  - Beginning this September – vaccinations covered in new insurance plans; rules just being written.
  - Timing for Hep B is really good- raising awareness at same time as health care reform.
  - Howard Koh – Asst. Secty. of HSS, has taken on hep B as a priority. Holding interagency meetings to develop national plan to address hep B – report due in October
  - Feds moving away from disease specifics to health disparities – Asians & liver cancer

## COMMUNITY EDUCATION / SCREENING

- Need to find a way to meet the need for speaker requests from the community
- Need a structure, a process, the resources to make it happen, and evaluation.
- Need someone to actually make sure responses are coordinated– distribution list, emails, contact info, language skills, availability, etc.
- Josh – reaching out to Vietnamese & Korean; Natalie – Samoan
- **Casey, Agnes, Julia, Josh, Rebecca, & Tiffany volunteered to make it happen!!!! Yay**

## CLINICIAN HONOR ROLL – AWF Michelle, Rebecca

- Holding docs to a higher level of responsibility – faxing & then calling wasn't working. Decided to mail CDC summary and flow chart, then follow-up with call.
- **All providers at Kaiser, Dept. of Medicine have turned in signed pledges, thanks to Dr. Lisa Tang!**
- NEMS – has it as an indicator for performance – now at 75%. Working to prompt electronically.
- Suggestion is to IPAs and Medical Groups – present as a QA issue; request assistance

## **GALA “COAST TO COAST” DINNER ~ September 16th**

- Want to reflect that we are being recognized, and replicated, Coast to Coast
  - L.A. – Feinstein’s office – already knew about replication & wanted to know more about it
  - Begun or planning – Hawaii, LA, Orange, Long Beach, Fresno, San Mateo, Alameda, Santa Clara, Chicago, Philadelphia, Washington DC, Boston
- Presenting Gala in partnership with Chinese Hospital who is presenting an award to Dr. Baruch Blumberg – winner of a Nobel Prize for discovering the Hep B virus & the first vaccine
- Being held at the Regency Hotel on Van Ness (formerly Jack Tar)
- Donations being solicited for the silent auction
- AWF providing coordination of volunteer working group for event

## **PARTNER UPDATES**

- **CPMC** screenings:
  - May 22<sup>nd</sup> – SOMA Health Fair: 20 people screened, no positives
  - May 30<sup>th</sup> – 19<sup>th</sup> Avenue Chinese Baptist Church Education/Screening: 25 attended education, 4 people screened, no positives
  - June 13<sup>th</sup> – SE Asian Community Sponsored Education/Screening: 40 people screened, 4 pos
  - June 19<sup>th</sup> – Bethel Grace Lutheran Church Education/Screening: 70 attended education, 32 people screened, 1 positive
  - Potential Screenings:
    - August 14<sup>th</sup> – Pistahan Festival – asked by Asian Week to participate
    - Sept 14-16<sup>th</sup> – SF State, confirmed
    - Sept 19<sup>th</sup> – Leland Street Fair – CPMC invited to participate. Anyone else screening?
    - Sept 26<sup>th</sup> – Portola Neighborhood Festival – had conversation with Ken Lam regarding hosting screening at his bank
- **NEMS** still interested in potentially being a Hep B Free screening site, Ken checking into it
- **Lion’s Club** also does health fairs, will keep us posted
- NOTE: Any SF-based organization can request screenings – <http://sfhepbfree.org/screenings>
- **UCSF** screenings:
  - Chinatown last Saturday – huge increase. Normally 20 people, last Sat 60 patients. When asked why they came – responded that they saw posters, got scared; brought whole family. Some brought in ad from Sing Tao
- Asking for ads back from buses, etc. Print them regular poster size.
- Ron – **United Health Care Workers Night Market** – July 31<sup>st</sup>. Mirrored after Asian flea markets – mostly immigrants. Around 1500 people. Saturday nights, 5-11pm, for 10 weeks; Portsmouth Square Park. Contact Leon Chow for more info
- **Volunteers wanted** to walk in Pistahan Parade – August 14<sup>th</sup> (9:45am, walk at 11). Contact [ckubota@awfoundation.com](mailto:ckubota@awfoundation.com)

## **Next Meeting: Thursday August 19, 2010**

**Bethel Grace Lutheran Ministry**

**Meeting Details - <http://sfhepbfree.org/meetings>**

**Meeting Summary Archives - [http://sfhepbfree.org/files/meeting\\_summaries](http://sfhepbfree.org/files/meeting_summaries)**