



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 ~ July 21, 2011

API Wellness

Next Meeting ~ August 18, 2011

In attendance: Meredith Bailey/**ALC**; Alex Baty/**API Wellness**; Charlene Cervantes/**AWF**; Hanley Chan/**Cathay Post**; Teresa Chee/**Cathay Post**; Edna Cheung/**VHIO**; Ted Fang/**AWF**; Janet Kim/**UCSF**; Carolyn Kubota, **AWF**; Shawna Lamb/**Hill Physicians**; Judy Lim/**VHIO**; Jason Liu/**UCSF**; Jordan Liu/**B-PAL**; Larry Loo/**CCHP**; Christine Sato/**SFHBF**; Ron Smith/**Hospital Council**; Lisa Tang/**Kaiser**; David Tseng/**SFHBC**; Robbie Wallace/**API Wellness**; Judy Wu/**UCSF**; Janet Zola/**SFDPH**

Announcements

- CDC Video, “Faces of Hepatitis” – viralhepatitisaction.org/faces
- SFHBF Recognition – sfhepbfree.org/recognition
 - **VOTE FOR US!** Finalist, Classy Awards <http://classyawards.stayclassy.org/classy-awards/voting>
 - DAE Wins Silver Award for 2010 campaign - Asian American Advertising Federation (3AF)
 - Finalist – SF Business Times, Awards Breakfast **July 27** Palace Hotel
- **July 7** – Published, “Destigmatizing Hepatitis B in the Asian American Community: Lessons Learned from the San Francisco Hep B Free Campaign” (Yoo, Fang, Zola, Dariotis); Journal of Cancer Education
- **July 22** – Stuart Fong spoke to HBV leadership group in Chicago with support from management at Chinese Hospital
- **July 23** – CPMC offered free testing at Indonesia Day
- **July 27** – Patient education dinner with Dr. Han Yu for those who have HBV, (in Cantonese) organized by Jordan Liu
- **July 28** – Official date change from May 19 for World Hepatitis Day in honor of Dr. Blumberg’s birthday (he probably saved more lives than any other person) – Historic White House event, first time ever Presidential Proclamation
- **July 31** – Ted Fang radio interview – ChinamericaHitRadio.com – opportunity from Nordstrom partnership
- **Aug 13** – API Wellness to offer free testing at Pistahan Festival - pistahan.net
- **Sept 9** – Asian Heritage Night with Beach Blanket Babylon <http://www.beachblanketbabylon.com/>, benefiting SFHBF
- **Needed** - 1-2 volunteers for media research project (earned media), straight forward task - contact info@sfhepbfree.org

Strategic Planning Updates

- Transitioning stage for sustainability; exploring establishing sustainable infrastructure
- 3-step process –
 1. Come to agreement on large goals for preventing spread of HBV infection and liver cancer
 2. Develop action plan; identify appropriate projects, activities, etc. that need to be accomplished
 3. Create sustainable infrastructure for moving onward and making it happen
- Additional participation in planning meetings welcome as we go step-by-step, 5-6 months process
- Contact janet.zola@sfdph.org if interested in participating

2012 B Free Calendar – Open Casting Call!

- Submit 2-3 photos, 1 close up, and statement of why you want to be a Hep B Hero to apang@asianweek.com
- Theme is “B a Hero!” (also need volunteer stylist, make-up artist, locations)
- **Important for all:** Group photo will be taken at the August 18 Monthly Planning Meeting!

Community Meeting with Barbara Garcia (Director, SF Dept. of Public Health)

- Meeting is scheduled for **Aug 16 (11am)**, 101 Grove Street, 3rd floor, Director’s office
- Preparation meeting on Aug 12 (11am), 564 Market St., suite 320 tfang@asianweek.com
- **Purpose** –provide community concerns/in-put on hep B issues; representatives from community groups wanted
- **RSVP** to Carolyn Kubota at (415) 373-4003 ckubota@awfoundation.com

4th Annual “B a Hero” Gala

- Save the date – Friday, Nov. 4 (tentative) – Join the working group, have a voice, have fun
- First meeting will be either Aug. 11(6-7pm) at New York Life offices; Contact Charlene (415) 373-4003 ccervantes@awfoundation.com

Hep B Quality Improvement Collaborative (QIC)

- QIC leadership to understand what the health plans know about what their PCPs know; medical group assessments
- Larry Loo recommended to follow model – National Diabetes Collaborative (Tacoma, WA)
- Dr. Fiona Wilson of Brown & Toland Physicians sent 1-pg memo w/CDC guidelines to PCPs who haven't yet signed the Hep B Free Clinician Honor Roll – collected 41 signed pledges! Asking same activity from Hill Physicians.
- Assemblywoman Fiona Ma and Ted Fang made presentation to SF Medical Society, Board of Directors, almost half have not signed the pledge, open to distributing flyers at medical offices
- **Volunteer graphic designer needed to help design flyers for this purpose**; SCC has flyer with 3-factoids, can share

Targeted Neighborhood Outreach

- **July 25** – Tenderloin Meeting with community leadership to get input on best way to reach this neighborhood - Supervisor Jane Kim assisting and participating in outreach to SE Asian population; already have 12-13 community groups planning to attend
- **Aug 17** – Working Group Meeting (all meeting details on website <http://sfhepbfree.org/meetings>)
- Also looking at sustainability issues (NEMS San Bruno experience)
- **APIWC** doing one off site screening and education event each month in different neighborhoods

Speakers Bureau

- *Free* health presentations available to community groups in San Francisco, more information at sfhepbfree.org/speakers
- Languages – Cantonese, Mandarin, Korean, Vietnamese – looking for more opportunities to present
- Short educational presentation developed around ALC brochure content so people can follow along and take home

Screening Sites, Resource Allocation

- Free testing site at UCSF Mt. Zion seeing significant drop in patient visits – concerned about sustainability
- UCSF students trying to figure out what they are doing differently compared with years past, and if the drop is because their area is saturated already or if there is some other explanation
- Judy Wu gave PPT presentation prepared by David Ouyang showing analyses from the screening sites data collected from 2007 to 2009

Next Meeting: Thursday, August 18, 2011 ~ North East Medical Services (NEMS) ~ 6/F, 1520 Stockton Street