



San Francisco Hep B Free

First city in the U.S. to test and vaccinate all Asian and Pacific Islanders for hepatitis B

May 2009 Events Report

In conjunction with Hepatitis B Awareness Month and Asian Pacific American Heritage Month, numerous activities were organized in May by the **San Francisco Hep B Free Campaign** and its many health care, business, and community partners to raise awareness about the hepatitis B virus (HBV).

May 2 – LIVERight at Golden Gate Park

LIVERight was a 5K run to raise awareness about hepatitis B and liver cancer, hosted by the Asian Liver Center at Stanford University and Answer to Cancer. More than 400 people participated at Golden Gate National Park.



Assemblywoman Fiona Ma and San Francisco Supervisor Carmen Chu were both on hand to kick off the race.

May 8 – Press Conference at City Hall

A press conference was organized to bring attention to a new study about the significant lack of hepatitis B knowledge among Bay Area prenatal care doctors.



More than a dozen publicly-elected officials (including Assessor-Recorder Phil Ting, Supervisors David Chiu, Sophie Maxwell and Carmen Chu, Bart Board Member James Fang, Education Board Commissioner Norman Yee, Milton Marks and Steve Ngo of the City College Board, and City Administrator Ed Lee) came to express their support of the citywide campaign to educate the API communities about hepatitis B.



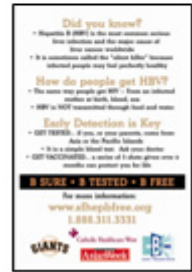
Special tribute was made to Ted Fang and the AsianWeek Foundation for its role in making the SFHepBfree Campaign both a social movement in San Francisco and a model for the nation.

May 12, 14, 15 – San Francisco Giants

In partnership with the AsianWeek Foundation and the San Francisco Giants, representatives from the Campaign were present during the games on Chinese Heritage Night (May 12), Korean Heritage Night (May 14), and Japanese Heritage Night (May 15) to educate Giants fans about the importance of getting tested for hepatitis B.



Information about SFHepBfree was displayed on the JumboTron and on clubhouse tv screens. A public service announcement was played at the May 12 home plate ceremony featuring Assemblywoman Fiona Ma and Giants first baseman Travis Ishikawa, and Ishikawa baseball cards were printed with facts about hepatitis B.



May 16 – Free Screenings at 5th Annual Asian Heritage Street Celebration

Free hepatitis B screenings were given to approximately 160 people by the California Pacific Medical Center at the fifth annual Asian Heritage Street Celebration.



The street celebration was organized by the AsianWeek Foundation at the Civic Center and attracted more than 100,000 people, one of the largest Pan Asian street celebrations in the nation.



Assemblywoman Fiona Ma and ABC7 anchor Alan Wang spoke to the audience about the importance of getting tested and of seeking appropriate care if diagnosed.

Like so many Asian and Pacific Islanders with chronic hepatitis B, both Ma and Wang were infected at birth but didn't find out until adulthood. *1 in 10 APIs are estimated to be chronically infected with HBV.*



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May 2009 Events Report (cont'd)

May 16 – ABC7 Evening Broadcast



Alan Wang of ABC7 talked about his participation at the Asian Heritage Street Celebration during his evening broadcast.

Wang went public last year about his own personal battle with hepatitis B after learning that Assemblywoman Ma was also chronically infected. His grandfather died of liver cancer, two of his uncles died of liver cancer, and his mother too has HBV. Undetected for so many generations in his family, Wang and all of his siblings were also infected at birth.

Free Hepatitis B Screenings

Free screenings were given at UCSF Medical Center at Mt. Zion (May 2) and the Chinatown Public Health Center (May 9), in addition to those given at the street celebration (May 16). Vaccinations were available at City College of San Francisco, North Beach.

Community Education Initiatives

The Speakers Bureau of the SFHepBfree Campaign gave talks around the city to raise awareness about the impact of hepatitis B on API communities.

- Talk at St. Anthony Medical Center (May 1)
- Talk at IIC Korean Center (May 5)
- Talk at Vietnamese Community Center (May 9)
- Talk at Tenderloin Asian American site (May 11)

May 28 – ORIENTED Mixer with SFHepBFree

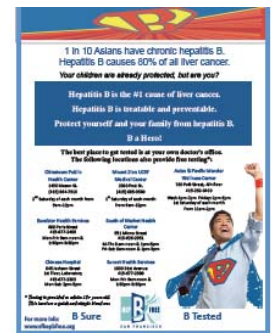


Representatives from the Campaign including medical students from UC Berkeley were invited to participate at a networking event to speak to API professionals about the importance of getting tested for HBV.

The mixer was organized by the San Francisco chapter of ORIENTED.COM and was held in the SoMa district. More than 100 international professionals were in attendance, many of whom do business in Asia.

Backpack Flyers for SFUSD Parents

In addition to the various events held throughout the month, multiple partners of the SFHepBfree Campaign collaborated on the printing and distribution of 43,000 backpack flyers to students of the San Francisco Unified School District. The flyers were aimed at educating the parents about hepatitis B.



SFHepBfree Grocery Bags



30,000 bright-yellow biodegradable grocery bags with hepatitis B prevention messages in English, Chinese, Vietnamese, and Korean were printed and distributed to more than 22 stores and merchants in predominantly Asian neighborhoods, including local supermarkets and pharmacies.

The SFHepBfree bags were donated by the CEO of Hayward-based Tri Star Plastics. His father was diagnosed with chronic hepatitis B several years ago and later underwent a successful liver transplant.

About the San Francisco Hep B Free Campaign <http://www.SFHepBfree.org>

The San Francisco Hep B Free Campaign is a 'first-in-the-nation' effort calling on the collaboration of a wide spectrum of organizations to educate the public about the health risks of the hepatitis B virus (HBV) and to promote routine HBV screenings and vaccinations for the city's Asian and Pacific Islander (API) population.

The Campaign is driven by a steering committee comprised of AsianWeek Foundation, San Francisco Department of Public Health and Asian Liver Center at Stanford University. More than 150 community, business, and health care groups support the Campaign, including the Mayor's office of San Francisco. Assemblywoman Fiona Ma serves as Honorary Chairperson. She is chronically infected with hepatitis B.