

## San Francisco Hep B Free: Campaign Activities and Evaluation Summary April 2007 – June 2009

Data presented here are from 23 partner organizations: 22 partner surveys were collected in Fall 2008 and 15 were collected in Fall 2009. Sources of data included client registration forms from screening sites and reports from partner organizations. Phase I refers to the time period from April 2007 to June 30, 2008, while Phase II refers to the time period from July 1, 2008, to June 30, 2009.

While many campaign activities have targeted the general SF population, those at highest risk for hepatitis B infection and in greatest need of screening are foreign- and US-born Asians over 18 years of age. Asians comprise 33% of SF's 800,000 residents; 14% of SF Asians are 18-29 years old, 24% are 30-44, 28% are 45-64, and 20% are over 65 years old. 68% of SF Asians are foreign-born, most of who arrived in the US before 1990. 10% of SF Asians have a household income below the poverty level.<sup>1</sup>

### Campaign Resources

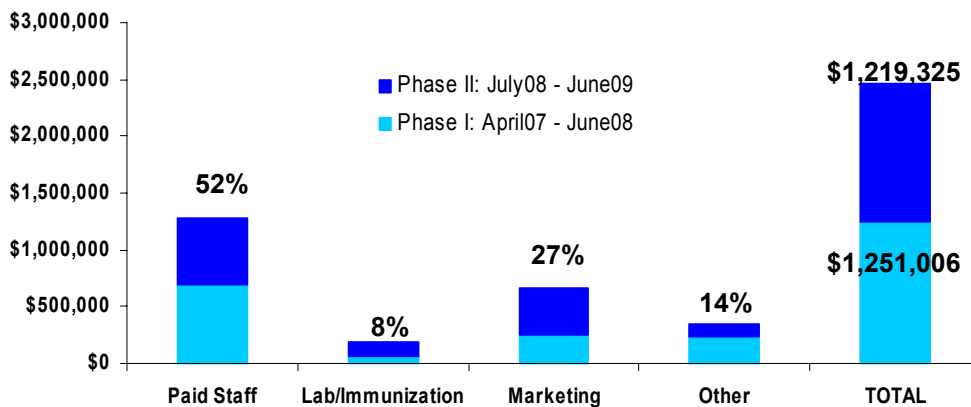
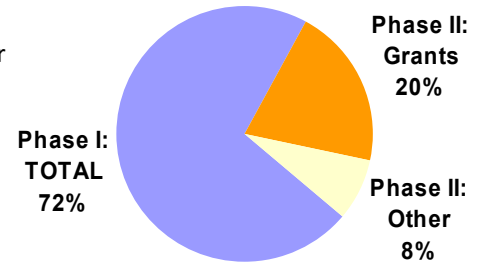
#### Partner Involvement

Community Outreach/Marketing	15
Screening	7
Vaccination	5
Provider Outreach/Marketing	5
Lab Testing	4
Follow-up Care	4
Fundraising	4

#### Revenue:

A total of \$1,434,628 was raised or received in grant or other funding by partner organizations to support Hep B Free activities. Approximately 72% of this amount came from grant funding.

Phase I: April07 – June08  
Phase II: July08 – June09



Expense: Partner organizations spent a total of \$2,470,331 and dedicated 7,903 hours of volunteer service on Hep B Free activities. Approximately 85% came from grant funding.

### Outreach and Marketing

- 43 Provider Educational Events were held overall, reaching ~ 1,146 providers.
- Partners held 120 community events, 36 of which included screenings, reaching more than 112,698 people (most were from the Asian Heritage Street Celebration).

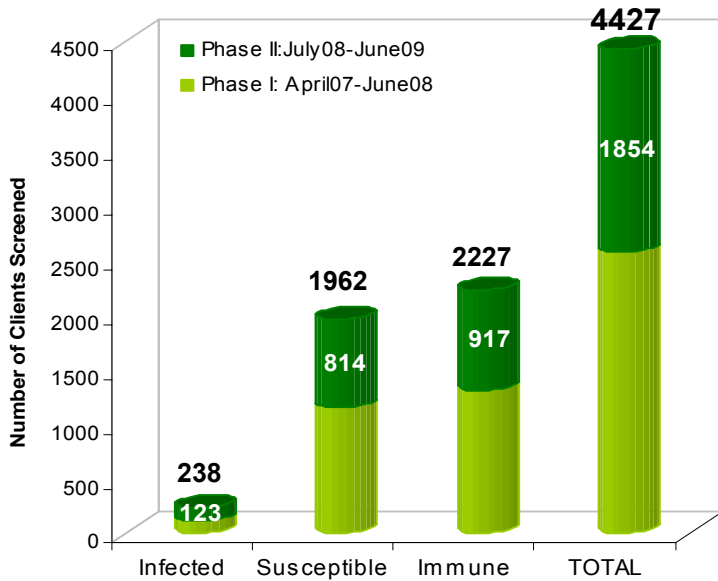
TYPE OF MARKETING	Phase I	Phase II
Newsletters published	54	18
TV Public Service Announcements (PSAs)	42	20
Newspaper PSAs	186	302
Radio PSAs	688	555
Email blasts to recipients	~ 180,000 recipients	~ 80,000 recipients
Website banners/Commercials	61	2
Billboards/bus shelters/bus panels/wallscape	165	115
Hep B Free Resource Cards with SF Giants player	10,000	20,000

### Screening and Follow-Up

<sup>1</sup> Data source for SF demographic data: 2006-2008 American Community Survey 3-year estimates for San Francisco County.

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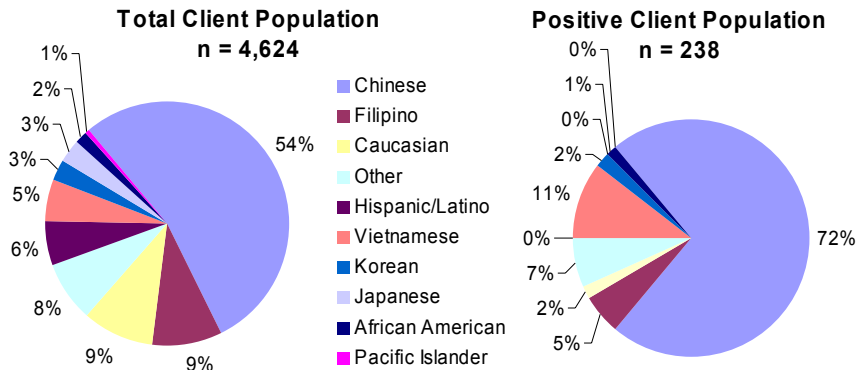
The goal of the screening sites is to target uninsured and underinsured clients only.



NOTE: Numbers retrieved from registration forms and we do not necessarily have registration form for every client.

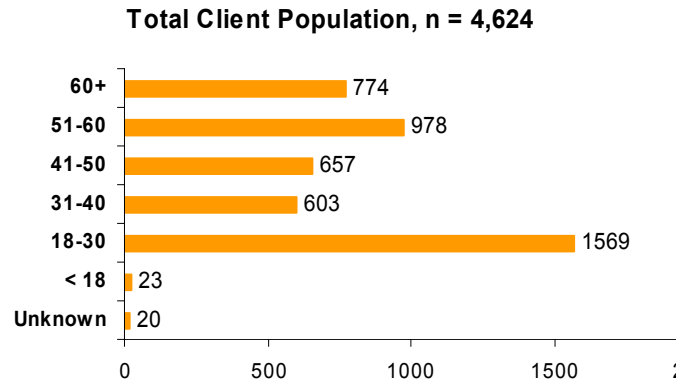
- 4,427 clients have been screened for hepatitis B through Hep B Free events in total. It is unknown how many additional people sought screening through their primary care providers after being motivated by Hep B Free outreach events or materials.
- Of the 238 total positives screened, 166 clients enrolled in follow-up care.
- 1,063 clients susceptible to Hep B began vaccination series; 524 of those completed the series.

### Client Ethnicity

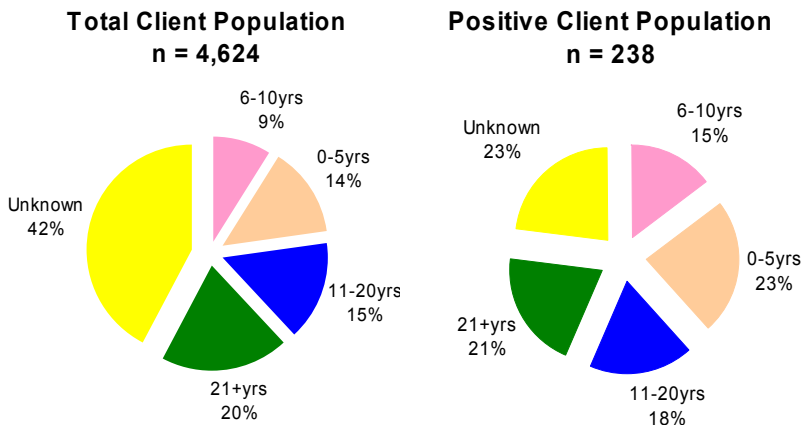


NOTE: Clients with missing data are not included in analysis

### Client Age Range



### Client Year-in-US



### Positive Client Population, n = 238

