

San Francisco Hep B Free: Campaign Activities and Evaluation Summary July 2008 – June 2009

The San Francisco Hep B Free Campaign is a comprehensive, multi-faceted collaborative effort to eliminate transmission of and control hepatitis B within San Francisco. A broad spectrum of community, political, media, business and health organizations are actively involved.



The campaign seeks to:

1. Create public and healthcare provider awareness about the importance of testing & vaccinating APIs for hepatitis B
2. Promote routine hepatitis B testing and vaccination within the primary care medical community
3. Ensure access to treatment for those chronically infected.

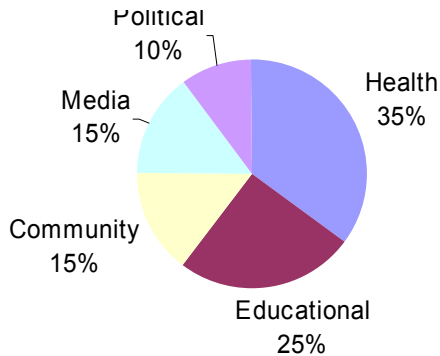
While many campaign activities have targeted the general SF population, those at highest risk for hepatitis B infection and in greatest need of screening are foreign- and US-born Asians over 18 years of age. Asians comprise 33% of SF's 800,000 residents; 14% of SF Asians are 18-29 years old, 24% are 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.

The campaign accomplished the following during its 2nd phase, July 2008 to June 2009:

ORGANIZATIONAL PARTICIPATION & CAMPAIGN RESOURCES

Spectrum of Participants

65% from outside health sector



Spectrum of Activities

Activities involved	# partners
➤ Screening	8
➤ Vaccination	6
➤ Lab Test	4
➤ Provider Outreach/Marketing	5
➤ Community Outreach/Marketing	10
➤ Fundraising	4
➤ HBV Follow-up Care	4

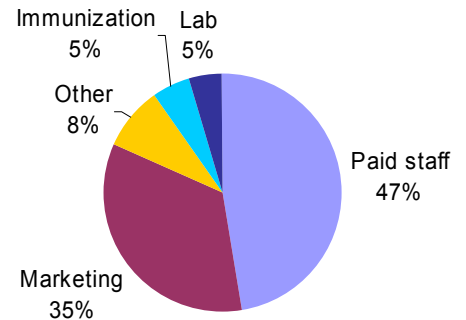
Revenue raised by partners

\$401,259 was raised during Phase II:

- 72% grant funding
- 28% donations

Targeted spending by partners

A total of \$1,219,325 was spent during Phase II, plus 7,903 hours of volunteers.



OUTREACH & MARKETING

Marketing

- 18 newsletters published
- 20 TV PSAs
- 302 newspaper PSAs
- 555 radio PSAs
- 5 email blasts to 80,000 recipients
- 2 website banners/commercials
- 115 billboards/bus shelters/ bus panels/wallscape
- 20,000 Travis Ishikawa Hep B Free Resource Cards



Community Outreach

- 59 community events
- 20 included screenings
- Reaching 104,773+ people (Most were from Asian Heritage Street Celebration)

Provider Outreach

- 26 provider educational events
- Reaching ~ 483 providers

Partners cited in-language newspapers, classroom presentation, email lists, word of mouth, KTSF, and partner collaboration as the most effective means to advertise for specific outreach events/screenings.

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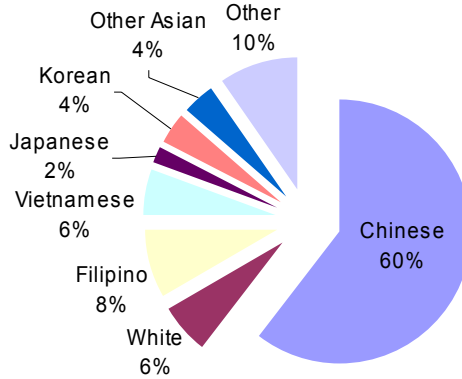
SCREENING, VACCINATION & FOLLOW-UP CARE

2,564 clients screened for hepatitis B at Hep B Free specific sites

- 45% Immune – Largest numbers screened at California Pacific Medical Center and Mt. Zion
- 42% Susceptible – Largest numbers screened at CPMC and Chinatown Public Health Center
- 6% Infected – Includes API and non-APIs
- 6% Unknown – Client status was not indicated on registration form

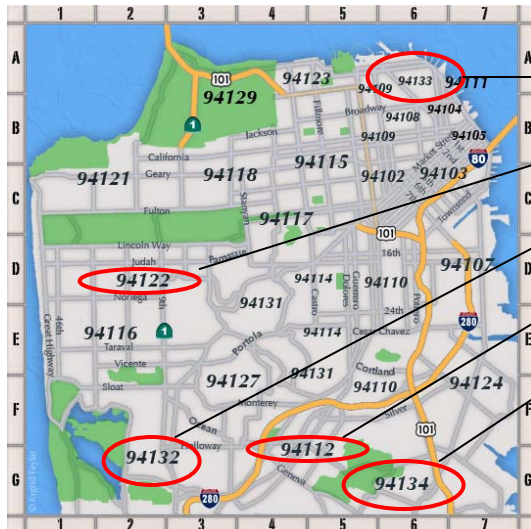
Client Population

- **Sex:** 58% women
- **Age:** 30% 18-30 years old
23% 51-60 years old
19% 60+ years old
14% 41-50 years old
13% 31-40 years old
- **Where clients live:**
Top 5 home zip codes



Ethnicity:

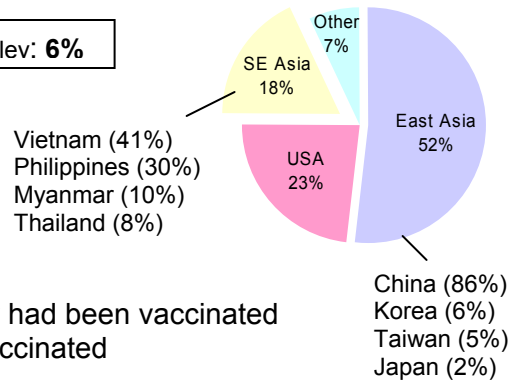
- Chinese Hospital, Chinatown Public Health Center, and Mt. Zion served mostly Chinese clients.
- California Pacific Medical Center and API Wellness Center served an ethnically diverse client pool, including non-APIs.



- 94133: North Beach. Fisherman's Wharf: **6%**
- 94122: Inner Sunset: **7%**
- 94132: Lake Merced: **6%**
- 94112: Inaelside-Excelsior: **9%**
- 94134: Visitation Valley: **6%**

Birthplace:

The majority of clients were from East Asia.



Client Hepatitis History

- Approximately 40% of clients did not know whether they had been vaccinated for hepatitis A or B; 40% indicated they had not been vaccinated
- 7% know of a family member who had HBV
- Largest percentage tested were between the age of 18 and 30

Client Follow-up by Campaign Partners

- 753 susceptible clients began vaccination series; 477 completed as of June 2009.
- 101 positive clients enrolled in follow-up care (51 in own organization, 50 referred elsewhere).
- Various referral options offered by partners including but are not limited to: hospitals, community and specialty clinics, and DPH/Clinic Consortium.

Notes about data:

- This data represents only the standalone screening/vaccination sites from Partner Surveys & Client Registration Forms (July08 – June09).
- The San Francisco Hep B Free campaign encourages people to be tested at their own doctors' offices. The campaign's hepatitis B screening/vaccination aspect serves the uninsured, underinsured and hard to reach populations, and brings them into the healthcare system.
- Evaluation efforts are ongoing to assess the number of people screened, vaccinated and followed at the primary care level.
- Data source for SF demographic data: 2006-2008 American Community Survey 3-year estimates for San Francisco County.