



San Francisco Hep B Free

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

From small seeds grow large trees. From the spark of an idea grew the citywide Hep B Free fire of collaboration to eliminate hepatitis B through testing, vaccination and care of chronically infected individuals. The bottom line is knowledge. B Sure • B Tested • B Free.

2007 ~ Hep B Free Year in Review

- 11/06:** Board of Supervisors passes Fiona Ma's resolution to test & vaccinate all API residents.
- 12/06:** Resolution endorsed by Health Commission. No funds allocated.
- 01/07:** Interagency Steering group established to create SF Hep B Free campaign.
- 04/07:** Campaign launched at dinner in Chinatown.
- 05/07:** SFHEPBFREE website launched.
- 06/07:** Planning Group with all key stakeholders convenes.
- 07/07:** Bus ads featuring Mayor Newsom & Assemblywoman Ma run throughout city.
- 08/07:** Community education plan developed.
- 09/07:** SFSU and CCSF commit to on campus testing & vaccination campaigns.
- 10/07:** Eight CME events reach 230 primary care providers
- 11/07:** Seven new, low cost, public access testing & vaccination sites available.

HIGHLIGHTS of 2007

- ⌘ Assemblywoman Fiona Ma signs on as Honorary Chairwoman.
- ⌘ Mayor declares San Francisco to be model for hepatitis B prevention & treatment.
- ⌘ Hospital Council and all major health care provider agencies join campaign.
- ⌘ 450 attend April launch dinner.
- ⌘ 150 community organizations pledge support.
- ⌘ 32 health related organizations actively participate in campaign.
- ⌘ Planning Group of key stakeholders meet monthly to integrate resources & services.
- ⌘ Public access low cost testing and vaccination sites established where none existed before.
- ⌘ SFSU and CCSF commit to educate, test and vaccinate students, staff, and faculty.
- ⌘ Participating entities raise just under one million dollars for own activities.
- ⌘ Resources shared among participating organizations.
- ⌘ Bus ad campaign runs for six consecutive months.
- ⌘ Office of Minority Health grants Asian Liver Center funds for SF Hep B Free.
- ⌘ Largest Asian ad firm in nation gives pro bono creative for 2008 public awareness campaign.

CHALLENGES for 2008

- ✓ Raise funds for centralized evaluation and public awareness campaign.
- ✓ Generate large-scale public awareness through multi-level media outlets.
- ✓ Improve primary care clinician knowledge through educational opportunities.
- ✓ Provide grass roots educational opportunities for target community.
- ✓ Improve access to care for uninsured persons with chronic HBV.
- ✓ Improve access to vaccination for susceptible individuals.
- ✓ Expand campaign to large employers.