



San Francisco Hep B Free

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

2008 ~ Hep B Free Year in Review

- 02/08:** Hep B Free website revamped
- 03/08:** Presented at 42nd National Immunization Conference
- 03/08:** Launch of HBF at SF Community College and SF State University
- 05/08:** SF Giants host “SF Hep B Free Night” at AT&T Park
- 05/08:** SF Giants create HBV PSA starring Giants player Dave Roberts and Assemblywoman Ma
- 05/08:** WeAreHepatitis.com agrees to donate proceeds from shopping.com to Hep B Free
- 05/08:** Allison PR creates substantial media coverage of hepatitis B during month of May
- 09/08:** Be a Hero public awareness campaign launched throughout City
- 09/08:** Be a Hero Gala Dinner event, September, 18
- 09/08:** Sponsored CDC press conference announcing new hepatitis B screening recommendations
- 10/08:** AsianWeek publishes “Special Edition” on hepatitis B
- 10/08:** Papers presented at APHA (San Diego) & B Free CEED (New York City)
- 10/08:** Presence at AASLD, international liver conference
- 11/08:** Bok Pon and Cathay Post host hepatitis B treatment fundraiser in Sunset district
- 11/08:** Replication of program begun in Santa Clara, San Mateo, and Los Angeles Counties
- 12/08:** Quantitative evaluation data collection completed [1/1/07 – 6/30/08]

HIGHLIGHTS of 2008

- ⌘ Be a Hero public awareness campaign runs for 3 consecutive months
- ⌘ Co-sponsored four clinician education events
- ⌘ 32 organizations continue to actively participate in campaign
- ⌘ Five working groups contribute to success of campaign
- ⌘ Educated 220 staff at 15 API Health Parity Coalition agencies about hepatitis B
- ⌘ Screened over 4000 people for chronic hepatitis B
- ⌘ Raised over \$400,000 in grant funds from for public awareness, evaluation, and staff support
- ⌘ Replication of Hep B Free begun in multiple communities
- ⌘ Diagnostic flowchart developed and distributed

CHALLENGES for 2009

- ✓ Improve primary care clinician knowledge through educational opportunities
- ✓ Increase grass roots educational opportunities for target community
- ✓ Improve access to vaccination for susceptible individuals
- ✓ Solidify existing campaign components
- ✓ Expand campaign to broader partner base