



San Francisco Hep B Free

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

2009 in Review ~ Key Accomplishments

- \$2,400,239 Dedicated by **Active Partners** to campaign ~ direct & in-kind
- 7,737 **Volunteer** hours
- 18 **Newsletters** published
- 20 **TV** Public Service Announcements (PSAs)
- 302 **Newspaper** PSAs
- 555 **Radio** PSAs
- 80,000 Recipients of 5 **email blasts**
- 2 Website **banners/commercials**
- 115 **Billboards**/bus shelters/bus panels/wallscape
- 20,000 **SF Giants** Hep B Free resource cards
- 30,000 Hep B Free branded **biodegradable bags** distributed to merchants
- 40,000 Informational flyers distributed to **families of K-8 students** in 4 languages
- 483 Providers attend 26 **educational events**
- 27 Bilingual community speakers trained as part of **Speakers Bureau**
- 104,457 People attend 59 **community events** ~ 19 included screening
- 4,508 **Screened** for HBV (more than half between the ages of 18 and 50) at campaign sites
- 4 **New Working Groups**: Clinician Outreach, Government Activation, New Media, Neighborhood Focus
- 12 **New Active Partners** join campaign
- 2nd Major sports franchise joins campaign ~ **Oakland Warriors**
- 2 Staff hired ~ Project Director, Epidemiologist
- 13 Key stakeholders interviewed for **narrative report**
- 4 Community **focus groups** held in 2 languages: Cantonese, English
- 150 Telephone and on the **street interviews** conducted to assess impact of campaign
- 1 Primary care physician **focus group**
- 1 Page primary care **clinician survey** finalized for distribution
- 40 **Civil Surgeons** identified for targeted outreach and education
- 1200 Clinicians targeted for Hep B Free **Honor Roll**
- 14 **Elected officials** speak at May Hepatitis Awareness press conference at City Hall
- 450 Hep B informational brochures distributed each month by City Clerk per **Mayoral Executive Order**
- 1st Major news anchor – **Alan Wang, ABC Ch. 7** – speaks openly on air about own chronic infection
- 400 attendees at 2nd Annual **B a Hero Gala**
- 1 B a Hero branded **car donated** by Subaru for promotion
- 1 Comprehensive **website** activated & maintained ~ sfhepbfree.org
- 4 **Social networking** venues activated via website: Face Book, Twitter, You Tube, Blog
- 4 Presentations, by invitation, at National **Leadership Summit** on Viral Hepatitis in DC
- 1 in 10 Message for **phase II public awareness**, creative work pro bono by **DAE Advertising**
- 100,000 B a Hero flyers ready for distribution at **Walgreens'** Pharmacies citywide
- 1st Recipient of UCSF **Community Partnership Award**
- 5 **Replications** of Hep B Free: San Mateo, Los Angeles, Orange County. Philadelphia, DC area
- 12 High ranking officials join Speaker of the House **Nancy Pelosi** at Hep B press event in Chinatown
- 1st **President** to mention API disparity around hepatitis B in a nationally televised speech

Nov. 2009