




SF Hep B Free

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SF Hep B Free



Mission:

- Create public & clinician awareness of CHBV in the APIA community
- Promote routine HBV testing and vaccination within primary care setting
- Facilitate access to follow-up care for infected



Steering Committee

- San Francisco Dept. of Public Health
Janet Zola, MPH
- Asian Liver Center at Stanford University
Sam So, MD
- AsianWeek Foundation
Ted Fang
- Honorary Chairperson
Speaker Pro Tempore
Assemblywoman
Fiona Ma


Community Support

April 25, 2007 Kick-off Dinner





Asian Heritage Street Celebration




Hep B Free Model

- Multifaceted partnership encompasses entire health care sector, universities, legislators, foundations, CBOs, and media
- Galvanized multiple constituents for sustainability
- Systemic change to address major local public health concern
- Largest community organizing for API

Public Policy



Professional Event Photography by Frank Jang

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Elected Officials Engaged

U.S. Federal Govt

- Speaker of the House Nancy Pelosi
- Representative Mike Honda
- Representative Jackie Speier
- Senator Dianne Feinstein
- Senator Barbara Boxer
- Representative Judy Chu
- Representative Anna Eshoo
- Representative Lynn Woolsey
- Representative Barbara Lee
- Representative Pete Stark

California Govt

- Governor Arnold Schwarzenegger
- Controller John Chiang
- State Senator Leland Yee
- Ass. Speaker Pro Tempore Fiona Ma
- State Senator Mark Leno
- State Senator Elaine Alquist
- Assemblyman Paul Fong
- Assemblyman Ted Lieu
- Assemblyman Jerry Hill
- Assemblyman Warren Furutani

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Major League Sports



TRAVIS ISHIKAWA
First Base - San Francisco Giants




ASSEMBLYWOMAN FIONA MA
CA's 12th Assembly District, Yolo



INFIELD 10
TRAVIS ISHIKAWA

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Major League Sports



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Earned Media

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Prime Time News Coverage



Alan Wang
ABC7NEWSHD

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Subaru Hep B Mobile

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Doctors and Students

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Public Awareness Campaign

April 2007

First city in the US to test and vaccinate all Asian and Pacific Islanders for hepatitis B

Together, we all can end Hepatitis B.

Be Sure. Be Tested. Be Hep B Free.

www.sfHepBfree.org

Mayor Gavin Newsom and Assemblymember Tracie Soto

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Public Awareness Campaign

September 2008

Save lives! Stop Hepatitis B!
BE TESTED. BE VACCINATED. BE TREATED.

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Public Awareness Campaign

May 2010

WHICH ONE DESERVES TO DIE?

1 in 10 Asian Americans is infected with hepatitis B, the leading cause of liver cancer. But hepatitis B can be treated, even prevented. Get the simple blood test. Stop liver cancer by stopping hepatitis B.

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Public Awareness Campaign

May 2010

SINO SA KANILA ANG DAPAT MAMATAY?

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Public Awareness Campaign May 2010

十位至愛，那一位值得不明不白受害？

十位至愛，就有一位患有乙型肝炎。讓致肝病的罪魁，你之至親好友知悉，更可預防。請前往驗血，杜絕乙型肝炎，制止肝癌。

▲ AARON 的媽媽是乙型肝炎的受害者

Hep B Free Clinicians Honor Roll October 2009

San Francisco Hep B Free Clinician's Honor Roll

36 Actively Participating Partners

85% from outside health sector

Spectrum of Participants

Spectrum of Activities

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

Cash and In-kind Contributions April 2007 – June 2009

In Kind: Partner organizations spent a total of \$2,470,331 and dedicated 7,903 hours of volunteer service

Cash: \$1,434,628 was raised

Screening Site Clients by Ethnicity

Testing within primary care provider is primary goal

Total Client Population n = 4,624

Positive Client Population n = 238

Screening Site Clients by Age

Testing within primary care provider is primary goal

Total Client Population, n = 4,624

Positive Client Population, n = 238

