



A Multi-County Campaign Aimed to Reduce the Incidence of Hepatitis B and Liver Cancer by Increasing Awareness, Screening, and Access to Care

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WWW.SFHEPBFREE-

History

- ▶ SF Hep B Free was founded in 2007 as a private public partnership between 3 co-founding organizations
 - ▶ San Francisco Department of Public Health
 - ▶ Stanford Asian Liver Center
 - ▶ AsianWeek Foundation
- ▶ In October 2017 we expanded into San Mateo County (1 county south of San Francisco), under the new name, San Francisco Hep B Free – Bay Area
 - ▶ San Francisco – Over 1/3 of the population (300,000+ people) are Asian or Pacific Islander
 - ▶ San Mateo County – Approximately 1/4 of the population (200,000+ people) are Asian or Pacific Islander



Mission

- ▶ San Francisco Hep B Free - Bay Area is a multi-county campaign to turn the San Francisco – Bay Area into the first hepatitis B free region in the nation. This unprecedented campaign will provide free and low-cost hepatitis B testing and vaccinations to Asian and Pacific Islander (API) adults at locations throughout the San Francisco – Bay Area.

- ▶ The three objectives of the SF Hep B Free – Bay Area campaign are:
 1. To create public and healthcare provider awareness about the importance of testing & vaccinating APIs for hepatitis B.
 2. To promote routine hepatitis B testing and vaccination within the primary care medical community.
 3. To ensure access to treatment for chronically infected individuals.



World Hepatitis Day – Working With Partners



World Hepatitis Day – Partners

- ▶ Partner Organizations:
 - ▶ Prevent Cancer Foundation
 - ▶ End Hep C SF
 - ▶ Hepatitis C Task Force

- ▶ Elected Official Partners:
 - ▶ Supervisor, Scott Weiner (now State Senator)
 - ▶ Supervisor, Katy Tang
 - ▶ Assemblyman, David Chiu
 - ▶ State Board of Equalization Member, Fiona Ma



Hepatitis Testing Day Rally/Event

May 18th, 2018

Partners:

- ▶ San Francisco Department of Public Health
- ▶ Hepatitis C Task Force
- ▶ End Hep C SF
- ▶ Supervisor Katy Tang
- ▶ State Board of Equalization Member, Fiona Ma

Layout:

- ▶ Rally & speeches on the steps of San Francisco City Hall
- ▶ Award presentation for, Community Advocate Awards (hepatitis B and hepatitis C)
- ▶ Free hepatitis B and hepatitis C screening after the event



Integrating Into Existing Events

May 2016/17



Creating Events

- ▶ Hepatitis B education
- ▶ Be About It, Documentary screening
- ▶ As your doctor/an expert panel
- ▶ Free hepatitis B testing



Hepatitis Awareness Month Events

- ▶ May 4th – Assemblymember Kevin Mullin, Health and Resource Fair
 - ▶ Screening and education
- ▶ May 5th – Supervisor Sandra Lee Fewer, Health and Resource Fair
 - ▶ Education
- ▶ May 12th – Senior Center, stand alone event in partnership with Daly City Mayor
 - ▶ Documentary screening, Be About It, general education, and screening
- ▶ May 18th – National Hepatitis Testing Day Rally, steps of San Francisco City Hall
 - ▶ Speeches, award presentations, media promotion, and screening
- ▶ TBD May XX – Stand alone event in partnership with South San Francisco Mayor
 - ▶ Documentary screening, Be About It, general education, and screening

