

Health Fair Planning Guide

Health fairs give you an excellent opportunity to present a wide range of health information and services to a large number of employees all in one place. By doing so, you encourage health awareness and self-care priorities. This helps your staff make healthier choices, and find medical conditions before they are advanced. As a result you have a happier, more competent, energetic and productive staff. And, thanks to reduced absenteeism and medical costs, you have cost savings, too. It's a win-win situation for every employer and employee.

Step One: Decide On Your Fair's Focus

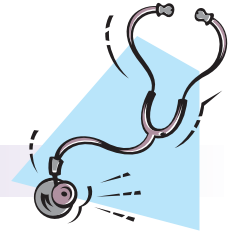
Chances are, your staff members have a variety of different health needs. In deciding on the focus of your health fair, consider the following:

- What are the major health needs of your employees?
- Are there critical gaps in services for them that you know about?
- Are there any barriers to every member of your staff fully participating in the fair? If so, can these barriers be eliminated?
- Do you want to hold a general health fair or one based on a specific health event or theme, such as a Heart Health Fair during American Heart Month in February?

Step Two: Establish Goals Of Health Fair

Every company will have different goals. Here are a few examples:

- Make health education available, thereby promoting wellness
- Motivate staff to aim for positive health behavior changes
- Increase access to care by removing real or perceived barriers
- Raise employee awareness of programs, services, products and/or support groups offered at your facility and throughout your community
- Provide a targeted number of screening examinations (blood pressure, breast exams, etc.)
- Register a targeted number of employees in need of immunizations, screenings, etc.
- Collect data to support future healthcare decisions



Step Three: Decide On The Best Time And Location

Choose A Season

- Indoor health fairs can be held year-round, although mid-to-late November and all of December should be avoided due to hectic holiday schedules.
- Outdoor health fairs are best in the spring, summer, or early fall—depending on your geographical location.

Pick A Date And Time

- What day of the week is most convenient for your employees? If you open the fair to families, you may want to hold it on the weekend. Otherwise, is there a day of the week when you can be assured of the greatest attendance?
- What will be the hours of the fair? Given your time frame, will there be any problems with setup (One or two hours before the health fair starts) and cleanup (one hour after the fair)?

Other Considerations Regarding “When”

- Are there any major events, meetings, or out-of-office trips planned for this day? Plan a time when the most people can attend.
- Does your anticipated date conflict with a holiday or a major religious observance? Avoid scheduling the health fair on a date that could offend or alienate any segment of your staff.

Things To Consider In Choosing A Location Most likely you will hold your health fair in a space at your own workplace.

- Is the space accessible to disabled individuals? Older adults?
- Are space modifications needed to accommodate booths or services?
- Are quiet areas available for blood pressure, hearing, and other screenings?
- Are there private areas for exams?
- Will you offer food? If so, do you need refrigeration and will it be available?
- Are you holding the fair in a space where noise might be magnified? If so, might this interfere with other people working?

Step Four: Design Your Stations

Decide Upon Health Screenings & Services, Presentations, Exhibits & Demonstrations, As Well As Providers

Providers in communities usually participate free of charge for the opportunity to promote their services to your staff.

Possibilities for stations include:

- | | | |
|---|---|--|
| <input type="checkbox"/> Anemia | <input type="checkbox"/> Dietitian Consultations | <input type="checkbox"/> Mammography |
| <input type="checkbox"/> Asthma Testing | <input type="checkbox"/> Fitness Assessments | <input type="checkbox"/> Oral Cancer |
| <input type="checkbox"/> Blood Glucose/Diabetes Screening | <input type="checkbox"/> Flexibility And Strength | <input type="checkbox"/> Physicals |
| <input type="checkbox"/> Blood Pressure | <input type="checkbox"/> Glaucoma | <input type="checkbox"/> Pulmonary Function |
| <input type="checkbox"/> Body Composition | <input type="checkbox"/> Hearing Tests | <input type="checkbox"/> Range of Motion |
| <input type="checkbox"/> Carbon Monoxide Screenings | <input type="checkbox"/> Height And Weight Evaluation | <input type="checkbox"/> Skin/Mole Screening |
| <input type="checkbox"/> Cholesterol Screening | <input type="checkbox"/> Immunizations | <input type="checkbox"/> Spinal Screening |
| <input type="checkbox"/> Dental Checkups | <input type="checkbox"/> Influenza Vaccines | <input type="checkbox"/> Vision Testing |

Screening Considerations

- Plan for meeting universal precautions in regards to drawing and handling blood.
- Prepare for delivery of results to participants if results won't be available at the fair.

TIP: Consider supplying coupons for discounts on screenings that are too difficult to complete on the day of the fair. Perhaps set up appointments right then.

Arrange Demonstrations And Activities

Possibilities include:

- | | |
|--|---|
| <input type="checkbox"/> "Ask The Doctor" Booth | <input type="checkbox"/> Healthy Cooking Demonstrations |
| <input type="checkbox"/> Back Care | <input type="checkbox"/> Personal Safety |
| <input type="checkbox"/> Beginning Aerobics | <input type="checkbox"/> Proper Lifting |
| <input type="checkbox"/> Breast Self-Examination | <input type="checkbox"/> Recipe Analysis |
| <input type="checkbox"/> CPR/AED | <input type="checkbox"/> Testicular Self-Examination |
| <input type="checkbox"/> Exercise Equipment | <input type="checkbox"/> Upper Body Massage |
| | <input type="checkbox"/> Yoga and/or Tai Chi |



Choose Topics For Awareness Booths

Possibilities include:

- | | | |
|---|--|--|
| <input type="checkbox"/> Colorectal Cancer | <input type="checkbox"/> Insurance Provider | <input type="checkbox"/> Stress Management |
| <input type="checkbox"/> Dental Health | <input type="checkbox"/> Lead Risk | <input type="checkbox"/> Substance Abuse |
| <input type="checkbox"/> Drinking & Driving | <input type="checkbox"/> Men's Health Issues | <input type="checkbox"/> Sun Safety |
| <input type="checkbox"/> Employee Assistance Programs | <input type="checkbox"/> Nutrition | <input type="checkbox"/> Tobacco Cessation |
| <input type="checkbox"/> First Aid | <input type="checkbox"/> Prostate Health | <input type="checkbox"/> Weight Management |
| <input type="checkbox"/> Health Risk Assessment | <input type="checkbox"/> Sexually Transmitted Diseases | <input type="checkbox"/> Women's Health Issues |

Step Five: Prepare Your Budget And Obtain Approval

Now that you know your target audience, the location, and the services and educational materials you want to supply, you can prepare an estimated budget for approval. Here are some things to consider:

- | | |
|--|---|
| <input type="checkbox"/> Publicity and promotion | <input type="checkbox"/> Entertainment: band, magician, etc. (if services aren't donated) |
| <input type="checkbox"/> Equipment and supplies | <input type="checkbox"/> Staff/personnel costs if not volunteered |
| <input type="checkbox"/> Refreshments and other food | <input type="checkbox"/> Additional insurance coverage if current policy does not cover accidental injuries, etc. |
| <input type="checkbox"/> Permits | <input type="checkbox"/> Cost of follow-up mailings, outreach, etc. |
| <input type="checkbox"/> Costs of providing screenings | |

Budget And Expense Considerations

- Who will be responsible for writing/signing checks?
- How will records of expenditures be maintained?
- Will deposits for certain services/supplies be required?
- What is the deadline for final submission of bills and expenses after the fair?



Step Six: Implement Your Plan

- Use the checklist at the end of this guide to aid in orchestrating your timetable.
- Factor in enough time to meet with key exhibitors to assure that they have adequate staff for the health fair. Have appropriate brochures, guides, etc. ordered and delivered or produced in-house. If the fair will be held at a location other than your facility, arrange for round-trip transportation of supplies, paperwork, equipment, etc.

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- Create a time schedule for the day of the fair: arrival of entertainment and food, set-up times, screening times, breakdown times, etc.
- Create shift assignments and hand them out with the time schedule.

Order Educational And Promotional Materials

What you purchase depends on the health screenings offered, the educational focus, and the activities you plan. Browse this catalog for appropriate products for your health fair. Health promotions with your company name increase the impact of your event and serve as a reminder of your concern for your staff's good health. Also consider:

- Decorations (balloons, banners, etc.)
- Invitations
- Registration Forms



Establish A Site Layout

- Identify the location of services based on the need for electricity, quiet, etc.
- Identify spaces for food, entertainment, first aid, etc.
- Identify the number and placement of dividers.
- Identify restrooms, exits, etc.



Prepare Paperwork

- Consent Forms
- Health History Forms
- Immunization Forms
- Location Maps
- Registration Forms
- Sign-In Sheets
- Site Layout Map
- Other _____

Coordinate Supplies And Equipment

- Extra Trash Receptacles
- On-Site Signage (parking, first aid, restrooms, telephone)
- Posters
- Public Address System
- Skirting, Table Covers
- Stage
- Table, Chairs
- Tents (if outdoors)
- Two-Way Radios (for key personnel)

Publicize

Create a central theme for the fair, with a slogan and graphics, and include it on all your health fair advertising. Forms of publicity may include:

- Announcements on Web site
- Articles, and perhaps coupons in your company newsletters
- Announcement of a chance to win a special prize
- E-mail sent within organization or company
- Notice on bulletin boards at work
- Invitations mailed to employees
- Letters to community leaders, agencies, and key organizations that will participate
- Notices at location
- Press releases
- Tabletop advertisements
- Tray liners

TIP: If any of the health screenings being offered at your fair require special preparation ahead of time, such as fasting, publicize this information.

Step Seven: Review And Follow-Up

- Ask fair attendees to fill out a survey before they leave the fair. To improve the response rate, you may want to offer a chance at prizes as a reward for completing the survey. Some questions to ask include:
 - Which services did you find most beneficial?
 - Did you receive useful information for making future healthcare decisions? If so, which booth(s) provided this information?
 - Did you become aware of services or health organizations you did not know were available in our community?
 - Do you plan to use the information you learned?
 - Will you share the information with friends, relatives, or neighbors?
 - Do you plan to follow up by seeing a medical professional?
 - Did you learn about a health problem you did not know about?
 - Do you need further information made available?
 - Would you like any additional services, exhibits, etc. at our next health fair?
 - Which were your favorite exhibitors, booths, activities? Who were your favorite speakers?

- Send thank you notes to all those contributing to the health fair (staff, volunteers, organization representatives).
- Schedule meetings with your health fair organizers (as well as community organizations if appropriate) to address any health problems, issues, or concerns that were identified.

Ensure That Appropriate Clinical Follow-Up Occurs When Necessary

Make sure that participants who need immunizations, additional screenings, referrals to support groups, or other services receive the help required.

Build On The Positive Impact Generated By Fair

Include photos and write ups in your company newsletter. If appropriate, send photos and a press release to your local media. Include information about the number of people attending, the number of screenings provided, any anecdotal information about health concerns identified, and any good human-interest stories. Acknowledge the support of community organizations as well as members of your staff.

Respond To Any Unfortunate Incidents

If anything negative took place, meet with the appropriate staff members as soon as possible to develop an understanding of what caused the incident and if further actions are needed. Establish procedures to avoid similar incidents in the future. Send a letter describing steps taken to all involved.

Review In Depth

Review the surveys from the fair attendees. Also, meet with fair volunteers and discuss what went well, what didn't work, and what could be done differently.

Document And Report

Prepare a written account detailing overall results of the fair. Distribute it to appropriate parties in your company and file for use when you are ready to hold another event. Some information to include:

- The number of attendees
- The number of screenings provided
- The number of new patient appointments generated
- Any health problems or concerns discovered within your company
- Feedback received from attendees' surveys
- Analysis of attendees' requests for more information



Health Fair Timetable And Checklist

6 To 12 Months Before

- Define the needs and focus of your employees.
- Establish goals for the health fair.
- Decide ideal time of year, week, and day for the fair.
- Select location.

3 To 6 Months Before

- Establish timetables.
- Decide upon health screenings and services, as well as providers.
- Arrange demonstrations and activities.
- Choose topics for awareness booths.
- Prepare budget and obtain approval.
- Reserve rental equipment (tents, tables, chairs, helium tank, etc.).
- Invite participation of volunteers.

3 Months Before

- Order educational and promotional materials.
- Establish a site layout.
- Get paperwork ready.
- Coordinate supplies and equipment (including name tags).

1 Month Before

- Publicize event, reminding staff to "save the date".
- Prepare contingency plans.

1 Day To 1 Week Before

- Confirm with and/or remind all participants.
- Set up as much as possible.

Day Of The Fair

- Finish setting up.
- Be ready at least one hour early.
- Have plenty of identifiable help.
- Determine attendance.
- Clean up.
- Deliver photos and press release to local papers, if appropriate.

Follow-Up

- Ensure that appropriate clinical follow-up occurs when necessary.
- Build on the positive community relations that the fair generated.
- Respond to any unfortunate incidents.
- Review surveys.
- Conclude possible improvements.
- Document overall results.