



HEALTH FAIR MANUAL

LCMS Health Ministries
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Introduction

Thinking of organizing a health fair for your congregation, district, organization, or group?
We think this manual will help you do that!

Written by Tera Liescheidt, Manager, Health Promotion, LCMS Health Ministries, the manual is based on her extensive experiences in organizing such fairs.

We believe that having a health fair is consistent with Christian stewardship principals involving care of God's creations and of the redeemed children of Christ. It involves both out reach to others and care of members of the Body of Christ.

Such an activity also exists in a context of all human care ministries. Within the LCMS please explore Human Care Ministries (www.lcms.org) and LCMS Health Ministries.

May God richly bless your work on behalf of the health of God's people, and your health fair.

Bruce M. Hartung, Ph.D.
Director
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Chapter One: Planning

Just like any other big project, the planning phase of a health fair is critical. Without a good plan, every other step becomes more difficult. Planning is best done months in advance. This manual will provide guidelines and suggestions for creating a health fair, from the planning phase to implementation and beyond. We begin with planning.

Step One: Gain support and approval

The first step in the planning phase is to gain support and approval. If you are planning a congregation-based health fair, get the approval and support of your pastor and others who have a “say” in such happenings; if you are planning a district wide health fair, get the approval and support of your district president, and others who are directly planning the event, etc. This initial support and partnership will help you when it comes to getting participation in your health fair.

This step also entails identifying a support system. You cannot and should not do this alone! Creating a health fair takes a lot of time and effort from many people. Identify and recruit your health fair committee early. Your committee should include representatives from all aspects of your target audience (the folks you'll be inviting to the health fair) with a variety of ages, interests and backgrounds. There may be key people that you'll want to include because of their expertise and connections (for example: a registered nurse in your congregation who has lots of connections with community health resources.)

A health-fair planning committee can be beneficial in several ways. Initially, it will provide you with a group for brainstorming of ideas. If your group includes key decision-makers, it provides a broader base of support for your efforts. It also enables you to delegate tasks and responsibility.

Your committee can vary in size depending upon how elaborate your health fair is. A committee of four or five members who have the time, expertise and motivation to accomplish the tasks delegated to them is ideal. Make sure that you clearly lay out the responsibilities and time needed for committee participation. Remember that you will not be able to do everything yourself. That's what the committee is for.

Step Two: Set goals and objectives

As a committee, you will want to establish the goals and objectives of the health fair. This is a critical step that will provide a framework for all other components of health-fair planning. It is imperative to have a concept of what you hope to accomplish with a health fair, in order to establish guidelines for planning, promoting, implementing and evaluating the health fair.

Goals:

Sample goals for your health fair might include:

- To increase visibility of health and wellness resources (within your community, congregation, district, etc.).
- To increase personal health awareness among participants.
- To provide a variety of health screenings and educational materials.
- To motivate participants to make positive health behavior changes.

Objectives:

Your objectives will be especially beneficial for evaluating the success of your health fair. Remember to make your objectives specific and measurable. Sample objectives for a health fair might include:

- Provide 15 booths on health and wellness resources (within your community, congregation, district, etc.).
- After the health fair, 50 people will know their blood pressure.
- At least 10 smokers will be identified as interested in a smoking cessation class.

These goals and objectives are general, whereas determining the theme and content of the health fair (step five) will be more specific.

When selecting an audience for a health fair, Dr. Marcia Schnorr, parish nurse at St. Paul Lutheran Church, Rochelle, Illinois, and the LCMS' National Coordinator for Parish Nursing has had great success working with the church's day-school students. She has found that both the students and school staff enjoy the variety of interactive activities and look forward to the event each year.

Step Three: Develop a Timeline

A timeline will provide you with a visual means of planning; you will be able to see when each step needs to be completed. This will help to keep everyone on your committee informed of the planning schedule and should avoid last minute panics.

In developing your timeline, consider the complexity of the health fair. Will you need advance approval from several different groups of people? Will the health fair be held at multiple locations? Will you need to schedule far in advance to be included on the events schedule or calendar?

Here is a sample timeline. This timeline is based on a three-month planning period but could be adapted to your own time schedule.

Sample Health-Fair Timeline

3 - 4 months:

Gain support and approval

Set goals and objectives

Determine budget

Determine theme and content

2 - 3 months:

Secure location

Contact providers

Order materials and supplies

Obtain volunteers for staffing

1- 2 months:

Confirm providers

Begin promotion

Design floor plan

7 days:

Double-check supplies and materials

Health Fair Day:

Have fun!

Follow-up:

Send thank-you letters to providers and volunteers

Evaluate health fair with committee

A complete health fair checklist is included at the end of this chapter.

Step Four: Establish a budget

It is important to determine the budget allotment for your health fair. Once you determine how much money you have, consider your original goals and objectives to figure where the money should be allocated. For example, if your goal was to provide health screenings, a greater portion of your budget should go towards the actual screenings than for incentive items. (The free or low-cost screening itself is the incentive.) On the other hand, if your goal was to motivate people to become better informed about their health, you may want to spend more on incentives to bring them to the health fair.

Don't be discouraged if you have a minimal amount of money to work with. Be assured that many successful health fairs have been done on limited budgets. Don't give up until you have considered all of your resources, both internal and external.

A sample budget-planning checklist is provided at the end of this chapter. Not all of these items will be appropriate for the type of health fair you are planning. However, it will provide you with a starting point.

Try to think outside of the box when planning your budget. Consider asking other interested groups to sponsor part of the cost. For example, your congregation's women's missions group may be interested in sponsoring the food and beverages for the event or the church or district office may be willing to provide printing. And don't forget about freebies from the community. You would be surprised how many things you can get just for the asking! (Make sure you ask early, however, as guidelines may require a request in writing several months in advance.)

Step Five: Theme and content

A consistent theme throughout your health fair can tie the event together. Having a theme allows for continuity of decorations, learning opportunities and the overall success of your health fair.

When looking for a theme, consider these:

- Evaluate any past events that have been sponsored. Were the events successful and why? What can be done differently to improve this event?
- If time allows, survey your target audience. A simple survey to assess the needs and desires of your audience can direct you to an appropriate theme.

- Consider your resources, both internal and external. Internally, do you have any healthcare professionals that may provide expertise on a certain theme? Next, consider the wide range of external resources in your area. Colleges and universities, volunteer organizations (i.e. American Heart Association, March of Dimes), government agencies (i.e. police and fire departments, parks and recreation department), and for-profit vendors (i.e. hospitals and fitness centers) may all be considered for participation in your health fair and may help in determining a theme.
- Look to the calendar. Every month of the year is accompanied by several health related themes. For example, February is designated as Heart Month and March is National Nutrition Month. You may also consider tying into the LCMS calendar. Some dates for consideration might be Human Care Ministries Month in October or Family Ministry Month in May. You can find the Synodical Calendar of Events on the Lutheran Church – Missouri Synod Web site at www.lcms.org. You may also want to consider church calendar celebrations such as St. Luke's Day, Oct. 18.

Step Six: Partner to increase attendance and participation

When there is flexibility in the date of your health fair, attempt to tie it to another event that would draw the same target audience. You can partner with other health and community agencies. For instance, the American Red Cross may be open to offering a blood drive in conjunction with your event. Other partnering ideas: arts and crafts fairs to draw senior citizens and women, safety programs put on by police and fire departments to attract parents and children, pediatric clinics to expand annual school physicals into a children's healthfair.

Use your imagination when developing a theme. It helps to brainstorm with some creative people. Once you have chosen a theme, tie it into your colors, decorations, materials, displays and prizes. A good theme will make your event even more fun and memorable. Get your creative juices flowing and you will come up with a great theme!

Step Seven: Determine Content

Once you have chosen your theme, you can determine the content of your health fair. When selecting the content of your health fair, be sure to look once more at the goals and objectives, and choose those activities that will help achieve them. You will also need to consider your budget.

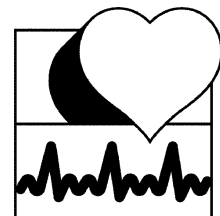
The most successful health fairs have interactive, experiential, hands-on booths that give the participants an opportunity to get immediate feedback on health issues. These fairs have a variety of topics, samples, giveaways and motivated health professionals delivering their messages. In general, the content of a health fair can be divided into three categories – awareness, screenings and demonstrations.

Awareness:

It's important to keep in mind that awareness-type activities are usually the least interactive. You'll want to make an attempt to have informational booths that are somewhat interactive, rather than just a stack of brochures on a table.

Some ideas for awareness booths:

- ✓ Health-risk appraisal
- ✓ First aid
- ✓ Women's health issues
- ✓ Breast self-examination
- ✓ Dental health
- ✓ Back care/osteoporosis
- ✓ Driving safety
- ✓ Stress
- ✓ Self-defense
- ✓ Elder-care resources
- ✓ AIDS
- ✓ Cancer prevention
- ✓ Heart disease prevention
- ✓ Substance abuse



Hope Knight, Parish Nurse at Messiah Lutheran Church in Oklahoma City, recommends having a “backup plan,” keeping in mind that things don’t always go smoothly the day of the health fair. She experienced this first hand when her health fair main attraction, an 18-wheeler truck providing health screenings, broke down and could not make it to the event. Without the truck at the church, people assumed the event was cancelled and didn’t attend the other worthwhile activities.

Screenings: Health-fair screenings are done to increase awareness of health risks and are not meant to diagnose medical conditions. Screenings that provide immediate feedback are the most useful. Participants are more likely to be screened if they get their results back in a matter of minutes and are able to discuss the results with a healthcare provider immediately.

Most screenings take several minutes per person, so be sure to schedule enough screeners to accommodate the expected participation without creating long waiting lines. Be aware of the location of the screening booths. Make sure that lines do not interfere with other booths and that the booths are spaced to provide adequate privacy.

It is suggested that you have each participant sign a release form prior to participation in any type of health screening. A sample release form is provided at the end of this chapter.

Possible health fair screenings:

- ⇒ Blood pressure
- ⇒ Total cholesterol
- ⇒ Blood glucose
- ⇒ Vision testing
- ⇒ Glaucoma
- ⇒ Hearing testing
- ⇒ Anemia
- ⇒ Lead levels
- ⇒ Mammography
- ⇒ Oral cancer
- ⇒ Skin cancer
- ⇒ Colorectal cancer
- ⇒ Pulmonary function
- ⇒ Fitness assessments
- ⇒ Spinal screening
- ⇒ Bone-density screening



Demonstrations/Activities

Demonstrations and activities are great because they add life and variety to a health fair. Look for innovative activities that will involve the participants. Don't forget to arrange for any needed audiovisual equipment for the demonstrations. You may want to have people register for a demonstration or activity in advance, especially if you are offering several different opportunities.

Possible demonstrations and activities:

- ◆ Healthful cooking demonstrations
- ◆ CPR and first-aid demonstrations
- ◆ Self-defense demonstrations
- ◆ Exercise-equipment demonstrations
- ◆ Martial-arts demonstrations
- ◆ Aerobic-dancing demonstrations
- ◆ Computerized health-risk analysis
- ◆ Ask the doctor/nurse booth
- ◆ Upper body massage



Marcia Schorr recommends having several small health-fair events throughout the year, instead of one large one. Consider setting up a "Healthy Corner" at the Sunday morning fellowship time with two or three educational or screening activities, posters and literature.

Health Fair Checklist

90 days or more in advance

- ✓ Obtain support and approval
- ✓ Form health fair committee
- ✓ Set goals and objectives
- ✓ Develop a budget
- ✓ Gather resources
- ✓ Plan brainstorming meeting
- ✓ Determine theme
- ✓ Determine content

60 days or more in advance

- ✓ Set date and time
- ✓ Secure location
- ✓ Contact potential providers
- ✓ Order materials and supplies
- ✓ Solicit donated items

30 days or more in advance

- ✓ Confirm provider needs
- ✓ Design floor plan
- ✓ Begin promotion
- ✓ Send maps and parking instructions to all providers
- ✓ Create evaluation tools

14 days or more in advance

- ✓ Hold a pre-event meeting for all staff and volunteers
- ✓ Send personal invitation to “key” people

7 days or more in advance

- ✓ Stock a supply kit
- ✓ Prepare nametags and signs
- ✓ Double-check all supplies and materials ordered

Health Fair Day

- ✓ Set up the night before or at least two hours before the health fair is to begin
- ✓ Greet providers and show them to their booths
- ✓ Set up registration table
- ✓ Pass out evaluations to providers and participants
- ✓ Arrange for breaks and refreshments for volunteers
- ✓ Open the door and welcome the participants with a SMILE!

Follow-up

- ✓ Post-event party and debriefing
- ✓ Send thank you letters to providers, donors and volunteers
- ✓ Analyze evaluation forms

Health Fair Budget-Planning Sheet

You will want to consider the cost of all the applicable items below:

Displays

Tables	\$ _____
Tablecloths	\$ _____
Chairs	\$ _____
Surge protectors	\$ _____
Extension cords	\$ _____
Garbage cans	\$ _____
Other equipment rental	\$ _____
Banners	\$ _____
Posters	\$ _____
Signs	\$ _____
Balloons	\$ _____
Tape	\$ _____
Velcro	\$ _____
Display boards	\$ _____
Educational materials	\$ _____
Honorariums/travel costs	\$ _____

Promotional materials

Flyers	\$ _____
Posters	\$ _____
Banners	\$ _____
Bulletin stuffers	\$ _____
Table tents	\$ _____
Incentive items	\$ _____
Bags	\$ _____

Volunteers

Meals	\$ _____
Parking	\$ _____
Nametags	\$ _____
T-shirts	\$ _____
Hats	\$ _____
Debriefing party	\$ _____
Refreshments	\$ _____

Paperwork

Screening forms	\$ _____
Registration forms	\$ _____
Evaluations	\$ _____
Correspondence	\$ _____
Thank you notes	\$ _____
Postage	\$ _____

Request and Release for Health Fair Screening Tests

I request the following screening tests:

_____ Blood Pressure
_____ Total Blood Cholesterol Test
_____ Blood Glucose Test

I agree to release (*company name*), its employees and any other organization or person associated with these tests from any liability whatsoever in connection with the testing procedures, or any other aspect of this screening.

I understand that the results of these tests will be furnished directly to me and that no other personal record of my results will be kept, except that the general results from all the screening tests conducted at this health fair may be compiled for overall demographic assessments.

I understand that these tests are for screening purposes only and the results are preliminary and should in no way be considered conclusive. Moreover, by providing these results, (*company name*) and its related parties are not giving medical advice. For a better understanding of the results of these tests, for more conclusive measurements and for any additional medical advice and treatment, I understand that it is my responsibility to contact my own personal physician.

Date: _____ Signature: _____

Please print name: _____

Chapter Two: Arrangements

Once you have completed the planning steps and you know your goals and objectives, have determined your budget, and have a health fair theme and ideas about the type of activities you'll provide, it is time to start making the actual arrangements.

Step One: Secure your location

When considering the location for your health fair, look for a space large enough to safely accommodate the number of booths you plan to have, allowing enough room for participants to circulate. Ideally, the setting will be in a central location that is easily accessible. Make sure that there will be enough electrical outlets for your needs. Be aware of the lighting and acoustics. If you choose to hold your health fair outside, be sure to have a contingency plan for rain, wind or extreme heat.

Step Two: Contact health fair providers

Now that you have determined the theme and content of your health fair, you can select the providers and get a commitment from them. To limit confusion, it is helpful to have one person act as the primary contact person for the providers. If you have an additional person on your committee with an "in" with a certain provider, by all means have them be the contact person for that provider.

It is recommended that you make initial contacts by phone and follow up with a letter. The advantage of contacting providers first by telephone is that you get an immediate response. You also will be able to answer their concerns and questions right away. If the provider sounds doubtful about participating, you can go on to your next choice of provider for a similar service.

Make your phone calls to providers as far in advance as possible. Explain the theme of the health fair and what you would like them to do. If they are unsure about how they can help, give them some ideas. All providers will need to know the basics – the date, time, location, anticipated number of participants and what is expected of them. If they sound interested in participating, get a verbal commitment and follow up with a formal confirmation letter.

Along with a confirmation letter, send each provider a form to list the specifics of the booth they will sponsor. Be sure to include a deadline date for the completed form to be returned to you. You will want the information in advance to design the layout of the health fair, assign tables, print fliers listing the sponsors and make name tags. **A sample provider letter and information form can be found at the end of this chapter.**

Step Three: Order materials and supplies

You will want to order your materials and supplies several months in advance to be certain they have all arrived by the big day. Consider the space needed to store these materials when providing the appropriate address for mailing. You may choose to have them sent to an alternative location that will provide storage space.

When ordering materials and supplies, it is wise to start with the wide variety of organizations that offer materials at low or no cost. **You'll find a list of health-related resources, sorted by topic, at the end of this chapter.**

You'll also want to consider other freebies. These items may not be directly related to health, but they provide an incentive for participants to attend your health fair. These items could include food samples, pencils, magnets, keychains, mugs – the possibilities are almost endless.

Many organizations are happy to provide free products or samples to give out at a health fair. This provides free advertising for them and doesn't break the health fair budget. For freebies, consider contacting:

- Grocery stores
- Health food stores
- Restaurants
- Spas and resorts
- Travel agencies
- Local fitness stores and clubs
- Hospitals
- Pharmaceutical companies
- Toy companies
- Cereal companies
- Bookstores



When contacting these companies, be sure to ask for more expensive items that can be raffled off at the health fair. Consider trips, health-club memberships, fitness equipment, apparel, etc. Raffle drawings are fun and exciting for participants.

Raffles can be implemented in a variety of ways. Some providers may want to limit the raffle to those who visit their booth. The participant fills out an entry form and one is drawn for the prize. Be aware that this is often a method for providers to develop a mailing list and the participant may be contacted later for a potential sale. A fun method is to raffle off various prizes throughout the day, like a door prize. The winner would probably be present and this can cause some excitement. Be sure to have a microphone to announce the winners.

Incentives:

Incentives can be used to encourage participation at your health fair. Incentives can be items related to your theme that you purchase for each participant or if your budget is tight you can use your freebies. Try to make the process fun and interactive. Here are a few suggestions:

- To encourage participation at the health fair, give half of something to everyone as they arrive. (For example, one shoelace.) Instruct them that they can collect the other half once they have completed the health fair.
- As participants complete the activities at each booth, give them a token of some sort. You could make up special “wellness dollars” or use something like a puzzle piece or key. At the end of the health fair they turn in their tokens for a prize.
- To encourage participants to attend each booth or activity, give them a card or “passport” to be stamped. Once they have visited a predetermined number of booths, screenings or activities, they are eligible to receive a prize or a ticket for a raffle drawing.

Step Four: Obtain volunteers for staffing

You’ll need to consider the number of health-fair volunteers needed for things like set-up and break-down and to register and direct attendees. Depending on the size of your health fair, you may have enough volunteers from within your health-fair planning committee.

Hold a pre-event meeting to communicate your expectations to all the volunteers. Have the health fair layout ready so that the volunteers can see exactly where they will be working. All volunteers need to know set-up and break-down times, parking information, restroom locations and emergency procedures. It’s also important to remind the volunteers of the importance of confidentiality. They are not to share any of the health information that they may obtain through the health fair.

If possible, try to have all health-fair volunteers dress alike. Consider giving each person a matching T-shirt, hat or visor and a nametag that will identify them as staff. As a sign of appreciation, you might also consider preparing a goodie bag filled with a selection of items available at the fair that they may not have time to collect.



SAMPLE PROVIDER LETTER

(Date)

(Provider's organization name)

(Contact person's name)

(Address)

(City, State, ZIP)

Dear (Contact person):

Thank you for your interest in participating in the health fair we are sponsoring. As we discussed on the telephone, the health fair is schedule on (day/date) from (time) at (location).

The theme of the health fair is (describe theme). We will hold a raffle for the employees and would appreciate your donating something of value to include in the raffle.

We estimate that approximately (number of participants) will have the opportunity to view your booth and talk with you about your services. We'll provide booth space, a table and chairs and accommodate your needs to set up.

To confirm your participation, please complete the enclosed information form and return it to me by (deadline date). If you will be distributing any handouts or literature, please send a sample of each to me with the form.

Please feel free to contact me if you have any questions about the health fair. You can reach me at (phone number and e-mail address). We appreciate and look forward to your participation.

Sincerely,

(Your name)

(Your title)

Provider Information Form

We look forward to having you join us for our health fair on (date.) Please complete this form and return to (name, address) by (date.)

Organization _____

Address _____

Contact Person _____

Phone _____ Fax _____ E-mail _____

Service Description

Please briefly describe your booth or display. _____

Screening service: _____

Activity/demonstration: _____

Awareness/information: _____

Giveaways: _____

Raffle prize donation: _____

Staff

Please note all staff who will be represented at your booth.

Name:

Title:

Facility needs

You will be provided with one eight-foot table and two chairs. If you have additional needs please note them below:

Tables _____

Electrical outlets _____

Chairs _____

Other _____

Please note any other requirements you may have for participation.

Resource List

Here is a list of possible resources for your health fair, arranged by topic. It is recommended that you contact the national office, and if necessary, they will direct you to a local affiliate.

AIDS

American Red Cross
(202) 737-8300

National AIDS Information Clearinghouse
(800) 458-5231

National AIDS Hotline
(800) 342-AIDS

Lutheran AIDS Network (LANET)
(651) 696-0324

ARTHRITIS

Arthritis Foundation
(800) 283-7800

CANCER

American Cancer Society
(800) ACS-2345

National Cancer Institute Information Service
(800) 4-CANCER

DENTAL CARE

American Dental Association

DIABETES

American Diabetes Association
(800) ADA-DISC

National Diabetes Information Clearinghouse
(301) 654-3327

DRUG EDUCATION

American Liver Foundation
(800) 223-0179

National Clearinghouse for Alcohol and Drug Information
(800) 729-6686

ELDER CARE

Alzheimer's Association
(800) 272-3900

National Institute on Aging Information Center
(800) 222-2225

EXERCISE and PHYSICAL FITNESS

National Association of Governor's Councils on Physical Fitness
(317) 237-5630

President's Council on Physical Fitness and Sports
(202) 272-3421

EYE HEALTH

American Academy of Ophthalmology
(415) 561-8500

Better Vision Institute
(800) 424-8422

Prevent Blindness America
(800) 331-2020

FAMILY HEALTH

American Academy of Family Physicians
(800) 274-2237

March of Dimes Birth Defects Foundation
(914) 428-7100

National Maternal and Child Health Clearinghouse
(703) 821-8955

*Family Connection
(800) 351-1001

HEARING

*Mill Neck Foundation
(800) 264-0662

HEART DISEASE and STROKE

American Heart Association
(800) AHA-USA1

National Heart, Lung and Blood Institute
(301) 251-1222

KIDNEY DISEASE

American Kidney Foundation
(800) 638-8299

National Kidney Foundation
(800) 622-9010

LIVER DISEASE

American Liver Foundation
(800) 223-0179

MENTAL HEALTH

American Psychiatric Association
(202) 682-6220

National Alliance for the Mentally Ill
(800) 950-NAMI

National Institute of Mental Health
(301) 443-4513

National Mental Health Association
(800) 969-6642

Pathways to Promise
(314) 644-8400

Lutheran Network on Mental Illness and Brain Disorders (LNMI/BD)
(800) 638-3422 ext. 2710

NUTRITION

American Dietetic Association
(800) 366-1655

County University Extension Services
(contact local office)

National Dairy Council
(800) 426-8271

OSTEOPOROSIS

National Osteoporosis Foundation
(800) 223-9994

SAFETY

National Safety Council
(800) 621-7619

TOBACCO and SMOKING

American Heart Association
(800) AHA-USA1

American Lung Association
(800) LUNG-USA

Centers for Disease Control and Prevention
(800) CDC-1311

*LCMS Affiliated Organization

Chapter Three: Details

The final 30 days: this is the time when you will tie up all of the loose ends. The details may seem overwhelming, but this is where your early planning will pay off.

Step One: Confirm provider needs

By now you should have received the information sheets back from all interested health-fair providers. Make sure that all of the necessary information is complete on each form. You can make calls to any provider who has an incomplete form or whose requests are uncertain.

Step Two: Promote, promote, promote

The best way to ensure a large turn-out at your health fair is to get the word out each and every way you can. Use your health-fair theme to maintain consistency on all promotional material. Visibility is vital.

You'll want to begin promoting your health fair about four weeks in advance and continue to publicize the fair every week using a different message or method. Being mindful that people respond to different methods of promotion, use a variety of methods. Hang posters on walls, put table tents on tables, put reminders in newsletters and make good use of technology through e-mail and the Internet. Consider these methods:

- "Save the Date" mailers
- Posters
- Banners
- Announcements at a variety of meetings
- Bulletin and newsletter stuffers
- Newsletter articles
- Letter announcing the health fair sent from pastor, district president or other high-profile person
- Electronic mail messages

Looking for an easy way to make your own table tents? Use a tri-fold brochure template, found on Microsoft Word or another word processing program. Use large print and a variety of colorful graphics. With a color printer, print the brochure on heavy duty paper and fold on brochure lines with print facing out. Tape the open sides together and you have a colorful do-it-yourself table tent.

Don't forget the power of word-of-mouth promotion. With the help of the health fair committee you can really get the message out to a variety of people.

Step Three: The floor plan

You'll want to design a floor plan to visually project the look of your health fair. When designing the layout, keep the following in mind:

Space: Some providers will need only a small space and some will have elaborate set-ups and display boards. Make sure each provider tells you how much space they require.

Electricity: If a provider needs electricity, it is best to place them as close to the electrical outlets as possible. This will minimize the safety hazards of loose extension cords.

Traffic flow: Try to determine which booths will draw the greatest number of people and place them in an area that will not stop traffic flow. If you are planning screenings in which people may need to wait in line, place the screening area appropriately.

Registration: If you'd like participants to register for the health fair, you'll want to have a well-marked registration table just inside or outside the entrance.

Demonstration area: If you are planning to have demonstrations, you'll want to rope off a demonstration area to keep it clear.

Signage: Make sure that you have included adequate room for signage, either on the walls or floor space for a sign tripod.

As you develop the floor plan, consider where large groups are expected to gather and wait. These are ideal locations to set up short videos and informational displays.

Remember to be flexible and be prepared for some last-minute changes. If you have a provider that is a no-show, you'll want to eliminate that empty booth. A provider may decide that they need electricity at the last minute and you'll need to be prepared with extra extension cords and tape. There are many things that could alter your planned layout — flexibility is an asset.

It is beneficial if you can give each participant a map of the health fair. The map should show the location of booths and displays, a list of all the health screenings and a schedule of speakers and demonstrations.

Step Four: Evaluation

To help measure the success of your health fair, you'll want to get feedback from both the health fair providers and the participants. This will help you determine the fair's strengths and weaknesses, whether your goals were achieved and what to do (and not do) in the future. When writing your evaluation forms, go back to your original goals and objectives. Make sure that you include questions that will help you to measure those objectives.

Samples of evaluation forms are included at the end of this chapter.

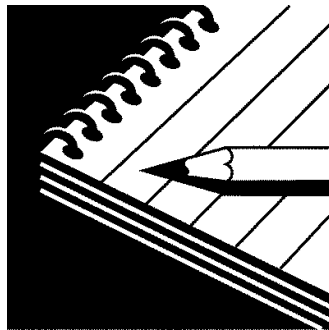
Participant evaluation:

The participant evaluation form should provide information about how the participants heard about the fair, what motivated them to attend, which booths and topics were most interesting, what else they would have liked to see and other general comments.

After participating in the health fair, each person should be asked to fill out an evaluation form. Designate a drop-off location and consider giving an incentive to all those who return it.

Provider evaluation:

The provider evaluation should offer valuable information about the health fair from the providers' perspective, including organization, communication and suggestions for future events.



Participant Evaluation Form

To evaluate this event and make future events even better, we would like your feedback regarding today's health fair. Even if you did not participate in all of the health fair activities, we still would like to hear from you.

What motivated you to attend today's health fair? (Please check all that apply.)

Incentive prizes

To learn about health issues

Free food

Health screenings

Other _____

How did you hear about the health fair? (Please check all that apply.)

Fliers

Table tents

Posters

Newsletter

Someone told me

Other _____

Did you participate in any of the health screenings?

If yes, in which activities did you participate?

Lifestyle Assessment Questionnaire

Blood-Pressure Screening

Cholesterol/Glucose Screening

Vision Screening

Hearing Screening

Which of the activities did you appreciate the most and why? _____

As a result of these activities, are there any changes you will be making in your health behavior? _____

Would you have any suggestions for future health fairs? _____

Additional comments: _____

Provider Evaluation Form

Thank you for participating in our health fair. To evaluate this event and make future events even better, we would appreciate your feedback regarding today's health fair.

Name _____

Organization _____

Please rate the health fair on the following aspects using a scale from poor to excellent.

Poor Fair Good Excellent

1	2	3	4	Communication regarding the health fair
1	2	3	4	Accessibility of fair staff for questions/concerns
1	2	3	4	Location and set-up of your booth
1	2	3	4	Organization of the health fair
1	2	3	4	Overall perception of the health fair

Approximately how many participants visited your booth? _____

Would you be interested in participating in a future health fair? _____

Please make any comments or suggestions about improving the health fair from your perspective as a provider. _____

Chapter Four: The Final Days

The last few days before your health fair can be hectic. But if you've followed all the steps you can be assured that you are almost ready.

You'll want to have a final meeting with the health fair committee to confirm that everything has been done, assign roles and responsibilities to committee volunteers and arrange for last-minute tasks. Use the following sample checklist to assign roles and responsibilities:

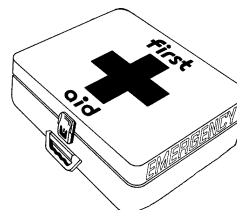
- ◆ Set up tables according to floor plan
- ◆ Assist with decorations
- ◆ Make name tags for providers and volunteers
- ◆ Greet providers and show them to their space
- ◆ Assist in unloading and carrying in equipment
- ◆ Designate a photographer
- ◆ Arrange refreshments
- ◆ Coordinate registration table and greet participants
- ◆ Do a safety check – make sure cords are taped, exit doors are not blocked, etc.
- ◆ Assign a floater – walk around making sure everyone is ok, cover for volunteers who need a break, etc.
- ◆ Arrange for a clean-up crew



Supply checklist

Make a checklist of all the supplies, materials, literature and goodies you have been gathering the last few months. Assemble everything in one place and double check that everything arrives at the health fair site.

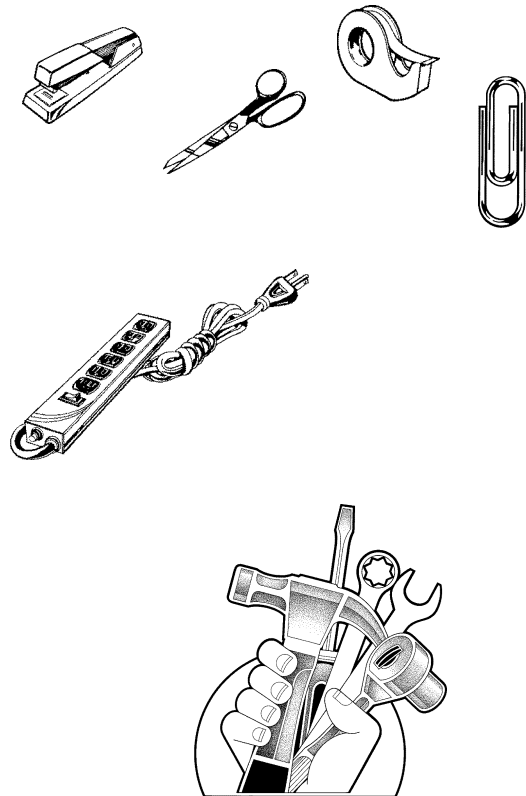
- ✓ Signs
- ✓ Display boards
- ✓ Name tags
- ✓ Tablecloths
- ✓ Decorations
- ✓ Registration forms
- ✓ Pens and pencils
- ✓ Raffle tickets
- ✓ Raffle prizes
- ✓ Giveaways
- ✓ Goodie bags
- ✓ Camera, film and batteries
- ✓ Refreshments
- ✓ First aid kit
- ✓ Educational brochures



Emergency Kit

Be prepared by putting together a kit of general supplies that you or a provider may need. Include all the items you think you might need. Here is a start:

- ⇒ Lots of pens and pencils
- ⇒ Extension cords
- ⇒ Power strips
- ⇒ Paper clips
- ⇒ Stapler and staples
- ⇒ Scissors
- ⇒ Miscellaneous tools
- ⇒ String and rope
- ⇒ Rubber bands
- ⇒ Posterboard
- ⇒ Paper
- ⇒ Scotch tape
- ⇒ Masking tape
- ⇒ Batteries



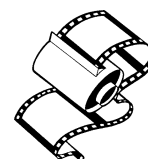
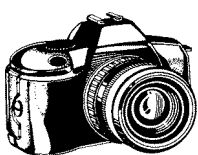
Chapter Five: Event Day

The big day has arrived! While you may feel a little bit anxious, rest assured that if the planning steps have been followed everything is organized and ready to go.

You'll want to arrive at the health-fair site several hours early to be assured that everything is set up correctly. Once you have greeted all the providers and everyone is in place, it's showtime! Take a deep breath, take a look around and smile. Open the doors, direct the participants to the registration table, and relax. Your role during the health fair is to make sure everything runs smoothly. If you have done your job, trained your volunteers well, and communicated clearly to your providers, the event will go off mostly without a hitch.

Try to participate in as many of the activities as possible. Make notes about what you liked and what you thought could have been done better. Watch and listen to other participants. Watch how the providers interact with the participants. Talk to the providers about how they think it is going.

Make sure you capture lots of memories of your health fair. Pictures are great for extending the publicity after the event and also can provide a visual record for planning future events. Take a picture of each provider at their booths interacting with participants. An extra print of the photo sent to the provider with a thank-you card is always appreciated. Be sure to get your volunteers together for a group photo and provide them with an extra print as well.



Chapter Six: After the Fair

The big day has passed and you can breathe a sigh of relief! You'll want to finalize a couple things before you start planning next year's fair, utilizing the evaluations of this fair.

Study the evaluations

Collect the evaluation forms from the participants and the providers. The results of the evaluations will assist you in determining whether you met your goals for the health fair, how well the participants liked the fair and whether there should be any changes for next year. As you study the responses, it is helpful to use percentages when determining the results. For instance, if five participants rated a health fair activity as "poor," you would want to consider the total number of participant evaluations you received. Five responses out of a total of 25 evaluations (20 percent) is different than five responses out of a total of 250 evaluations (2 percent). Avoid having negative responses "count" more to you personally than positive ones.

Once you have studied the evaluations, you will want to summarize the information in a simplified report. This report may be provided to your health fair supporters. It can also be invaluable for future event planning. In this report, include a brief summary of the highlights of the fair and the results of the evaluations. Be sure to include the total cost, participation rates, specific goals that were reached and the positive outcomes of the fair. You may also want to include a few pictures that capture the spirit of the event.

Health-Fair Committee Evaluation

Since your health-fair committee was planning with you from the beginning, you'll want to share the results of the evaluations with them and get their impressions and opinions about the event. You may want to discuss the following types of topics at a debriefing meeting:

- Overall impressions of the health fair
- Health fair logistics – location, time, date, length of the fair
- Health fair providers and services you would use again
- What was done well?
- What could have been done better?
- Goals and objectives – were they met?



Give Thanks

Don't forget to give thanks to everyone who helped make the health fair a success. You'll want to include health-fair committee members, providers, volunteers and supporters. A personalized letter or note sent within a week or two of the health fair is best. Including photographs and some positive feedback about the event is a nice touch.

Health Fair Notebook

It is a good idea to organize all of the health fair information into one loose-leaf notebook. It will be a great resource for the next event, especially if someone new is coordinating the event. Include in your notebook all correspondence, forms, meeting minutes, sales receipts, evaluation forms, provider names and addresses, committee member rosters, photographs and anything else that had to do with the health fair.

Share Your Experiences

We would like to know what you did and how it went. Send us your evaluation report, copies of your publicity, and any other comments that will help us help others in their health fair planning.

LCMS Health Ministries
Board for Human Care Ministries
1333 South Kirkwood Road
St. Louis, MO 63122
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email: health.ministries@lcms.org



Spiritual Focus in Health and Wellness Fairs Congregational Health Ministry/Parish Nursing

Parish Nursing (and Congregational Health Ministry) is a visible expression of Christ's healing love. It offers the opportunity to intentionally reach out to the Spiritual dimension of the person seeking to promote Spiritual health and wellness.

Health and Wellness Fairs are common activities for parish nurses—and a wonderful opportunity to demonstrate the difference between a parish nurse and a nurse in the parish. The parish nurse (and others in congregational health ministry) might consider including the Spiritual dimension in Health and Wellness Fair offered in the congregation, at conferences, and within the community to demonstrate the wholistic dimension to this health ministry.

Ideas include the following:

- **Blessing Board:** People are invited to write their blessings on a board. Have “blessing bags” to distribute that include Scripture related to joy, peace, comfort and other similar blessings.
- **Burden Bear Cards:** Distribute to people so that they may be able to encourage others.
- **Pass It On Cards:** Business size cards with a note of encouragement or an uplifting picture can be taken, read, and passed on to others. These can be purchased in Bible bookstores or computer generated.
- **Rx Bottles with Scripture Messages:** These can be filled with slips of paper with appropriate Bible passages. The Dr. on the label would be the Great Physician. Use some creativity with the label instructions. Perhaps “use daily” and “should be refilled”.
- **Hug Coupons:** These can be made on a computer and distributed freely... with the first hug (as appropriate).
- **Emergency Numbers:** Develop a handout with handy Bible verses for loneliness, worry, fear, grief, etc.
- **Bible Quizzes:** Self-scored quizzes, crossword puzzles, word searches, or other simple paper and pencil activities.
- **Spiritual well-being assessments:** There are several varieties available...keep it simple and thought provoking.
- **Greeting cards** that offer encouragement are available.
- **Displays:** You might choose a topic related to Jesus' Health and Healing Ministry, our bodies are a temple of the Holy Spirit, Wholistic Health, Research that has proven that prayer is a positive factor in health, and/or other similar themes.
- **Refrigerator magnets:** These can be made or purchased with a message to “spend more time with God today” and distributed freely.
- **Memory Wreath:** People can tie a ribbon for their loved ones and sign their name to a list provided. The center of the wreath might include a Bible verse such as Rev. 21:4

- Meditation Corner: Identify a “quiet” place for people to sit and meditate. You might have soft music (such as familiar hymns), live plants, and/or other items to provide a soothing environment.
- Emmaeus Walk: Encourage people to take a quiet walk with a partner and share their faith walk—praying for one another.
- Bottles of Water: Apply “labels” reminding people that Jesus is the Living Water.
- Name Game: Have a Christian oriented name book available and have people look up their names and the meanings. They can “order” a computer generated “certificate” with their name, its meaning, and an appropriate Bible verse.
- Resource table of Bible studies on health related topics.
- Art Gallery: Exhibit of religious art. This may be art work purchased or on loan from various people—or it could be drawings from school children.
- Prayer Tree: People can hang a prayer request on the tree—or take a prayer request and pray. At the end of the fair, all remaining prayer requests must be prayed for by the parish nurse (or other volunteer).
- Others

Compiled by
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