



MASSACHUSETTS HEALTH COUNCIL, INC.

Health Fair Planning Guide



*Planning, Promoting and Executing
A Workplace Health Fair*

Why Have a Health Fair? It's Fun and...

Creates a Culture of Health

- A health fair opens the window of opportunity to a healthier and more productive workforce.
- This can benefit both employees and employers. Education has the potential to increase overall well-being and could help to increase productivity in the workplace.
- A health fair could be the first step to developing a workplace wellness program. Please note the additional resources provided to learn more about workplace wellness.
- Help employees establish a healthier lifestyle by giving them the necessary resources to live actively, manage stress, and avoid harmful behaviors such as tobacco use or substance abuse.
- Foster an educational environment that supports healthy and happy employees and communities. Employees can then bring this knowledge home to family and friends.
- Increase awareness of possible solutions to chronic conditions and risk factors.

Helps Establish a Foundation for Worksite Wellness

- A health fair can help establish what concerns or risks employees have regarding their health and well being.
- By defining the risks, employer now has a target to design a worksite wellness program so that the benefits of the health fair can be carried forward throughout the year.



Health Fair Starter Guide

12 Weeks

- **Enlist support from Management** A successful fair relies on commitment from management. Set objects, goals, and desired benefits for the fair. Allocate budget and resources.
- **Begin In-House Planning** – Schedule date, time, and location. Determine if event should be in house or outsourced. Assess vendor needs and compatibility of exhibits to determine optimal floor plan.
- **Begin Exhibitor Canvassing** Offer variety. Interactive events, literature, audiovisuals, risk screenings and unstaffed-display giveaway foster an environment of excitement and participation. Other workplaces that have held health fairs are a good place to look for resources.
- **Evaluate the Workplace** Determine what areas pose the highest risks to employee wellness and consider vendors who can address these needs.

8 Weeks

- **Send Letters of Confirmation to Vendors** There are certain peak seasons for health fairs. An RSVP now will help to eliminate last-minute unavailability.

6 Weeks

- **Plan Pre-Fair Publicity** Successful promotion of fairs requires more than one type of publicity. Direct-employee mailers, newsletter announcements, emails, contests and incentives are just a few ways of getting employees excited. Build publicity right up to the day of the fair.

1 Week

- **Make Final Confirmation** Contact vendors and in-house staff. Parking, equipment, special vendor requests need to be addressed.

The Day

- **Health Fair!** Think through troubleshooting possibilities and be available for vendor assistance. Remember to participate and enjoy the event.
- **Thank You to Vendors** Build goodwill. Parking validation, food vouchers or small gifts are a nice way to say thanks.

Exhibitor Suggestions

Informational Displays

■ **Breast Health**

The Komen Massachusetts Affiliate
American Cancer Society

■ **Diabetes Awareness**

Greater Boston Diabetes Society
Joslin Institute

■ **Home Safety/Work Safety**

Massachusetts Division of
Occupational Safety

■ **AIDS Education**

AIDS Action Committee

■ **NE Organ (Donor) Bank American Red Cross**

■ **Arthritis Foundation**

■ **American Dental Society**

■ **Drug Awareness**

DEA – Federal Drug Enforcement Agency
Alcohol and Drug Class
(Corporate Alcohol and Drug Awareness)

■ **Alcohol Awareness**

Alcoholics Anonymous
National Institute on Alcohol Abuse
and Alcoholism

■ **Alternative Therapies**

National Center for Complimentary
and Alternative Medicine
Pathways to Wellness
Massage Therapists from Schools
of Massage

■ **Mental Health**

American Mental Health Association
Local Employee Assistance Programs
(employer may have one)

■ **Tobacco Cessation**

Tobacco Free Mass
Boston Public Health Commission

■ **Wellness Incentives**

WELCOA Incentive Campaigns
for Employees

Suggested Health Fair Exhibitors/Participants

Participatory/Interactive Activities and Events

■ **American Heart Association**

Videos/films (For example, Stroke Science OnDemand)

Lifestyle and Prevention Literature

■ **American Cancer Society**

Video

Breast self exam

Testicular self exam

■ **American Lung Association**

Exhibit of smoking “lungs”

Smoking cessation

Asthma education

■ **Arthritis Foundation**

Exercise Videos

Quizzes

Laughter Therapy

■ **Health/Fitness Clubs**

Body composition analysis

Flexibility

Body strength/coordination skills

■ **National Center for Complimentary and Alternative Medicine**

Yoga/Meditation

Reflexology

■ **American Mental Health Association**

Stress management

■ **Atrius Health**

Work/Life Balance

Smoking Cessation

■ **American Red Cross**

CPR/AED certification

First aid training

■ **WELCOA**

Needs and Interests Surveys

Possible Activities/Screenings

- Cholesterol Screening
- Hearing Tests
- Back Health
- First Aid/CPR training & AED training
- Blood Pressure Screening
- Launch a Health Challenge to Employees
- Cost Calculation such as WellSteps Personal Health Assessment
- Onsite Massage Therapy
- Organize Employee Sports Teams
- Make Pledges/Goals to Quit Smoking
- Have employees sign the No Phone Zone Pledge by the Responsibility Project to Reduce Texting and Driving
- Have a Healthy Recipe Cook-off – Food always draws participants to an event! Either have employees bring in healthy recipes they've made, or have the cafeteria staff make healthy recipes. Ask the employees to taste and vote for their favorite!



Coordination Checklist

Internal Coordination

- Room Reservation
- Tables/ chairs/ outlets/ extension cords
- Food coordination/ meal ticket vouchers
- Reserved Parking for exhibitors
- Audio/visual equipment
- Publicity (time table): see attached

Floor Plan for Health Fair

- Exits
- Traffic flow
- Interactive displays
- Participatory events/screenings
- Information displays
- Exhibits that require waiting for results placed next to informational displays.



Suggested Health Fair Themes

January

New Years Resolutions
National Shape Up Month

February

American Heart Month
National Dental Month
Wise Health Care Consumer Month

March

National Nutrition Month
Red Cross Month
Workplace Eye Health and Safety Month

April

National Cancer Control Month
World Health Week
Stress Awareness Month

May

Mental Health Month
National Employee Health & Fitness Day
National Meditation Month

June

Outdoor Safety
Skin Cancer Awareness
National Running Day (2nd)

July

Non-Dependence Day (American Lung Association)
National Recreation & Parks Month

August

National Immunization Awareness Month

September

American Heart Association's Food Festival
National Drug & Alcohol Addiction Recovery Month
National Cholesterol Education Month

October

Drive Safely Work Week
Family Health Month/Domestic Violence Awareness Month
Breast Cancer Awareness Month

November

Great American Smoke Out
National Diabetes Month

December

National Alcohol Awareness Month
Holiday Health

Health Fair Publicity Time Table

Action	Date Completed	Comments
Paycheck Voucher Stuffers		
Newsletter Articles		
In-House Video		
Voicemail Reminders		
Table Top Tents		
Posters		
Facebook/Twitter Posts		
Email		
Posters for Exhibitors		
Announcement by Management Personnel		

Sample Letter

November 4, 2010

Ms. Sally Forth
Massachusetts Health Council
73 Oak Street – 1st Floor
Newton, MA 02464

Dear Sally:

This is to confirm your participation in the (Company Name) Health Fair.
Thank you for your interest in attending on (Day), (Date), from (Time).

A Needs Request form is enclosed. Please complete it to the best of your ability and return it no later than (Date). We will use the information you provide in planning adequate space allocations, and to avoid duplication in programming.

Closer to the event, a member of our staff will follow up with details regarding parking, directions and related specifics.

We look forward to having you with us at our health fair. If you have any questions, please call me at (Number).

Sincerely,

(Name)

(Title)

Enclosure

Equipment/Special Needs Request

Organization _____

Exhibit _____

Contact Name _____

Telephone _____

Email Address _____

1. Do you require a table? yes no

How many? _____

Size? _____

2. How many chairs do you require? _____

3. How many people will be manning your booth? _____

4. Do you require an electrical outlet? yes no

How many? _____

5. Do you require an extension cord? yes no

How many? _____

6. If available, do you need a wall behind your exhibit? yes no

7. Do you require assistance setting up
or taking down your exhibit? yes no

8. Do you require any audio-visual equipment? yes no

Please specify: _____

9. Do you require assistance in transporting
equipment to and from your vehicle? yes no

Additional Resources to Jumpstart Your Health Fair

- Comprehensive Health Services contains a wealth of information and resources on workplace wellness programs.
<http://www.chsmedical.com/ServWellness.html>
- Wellness Council of America (WELCOA) offers resources for employers such as Incentive Programs and Toolkits for Workplace Wellness.
<http://www.welcoa.org/freeresources/>
- WellSteps Solutions is a website full of employer resources for education and wellness tips.
<http://www.wellsteps.com/resources/solutions.php>
- The Arthritis Foundation offers quizzes, games, and educational material about everything from managing stress and pain to prevention.
<http://www.arthritis.org/>
- The Boston Public Health Commission offers information on most public health issues. BPHC will have information and educational services for most workplace health concerns.
<http://www.bphc.org/Pages/Home.aspx>
- Harvard Health Publications offers literature on diagnostic tests, prevention and wellness, and emotional Wellbeing. Look here for advice for a healthier life.
<http://www.health.harvard.edu/>
- The Mayo Clinic offers resources ranging from broad-based health awareness and education tools to highly targeted and personalized programs for those who have health risks
<http://mayoclinichealthsolutions.com/products/products-main.cfm>
- Business Health Matters is a Canadian based company that specializes in workplace wellness. They offer a variety of tools, such as videos and recommendations to enhance workplace wellness.
<http://www.businesshealthmatters.com/service.html>

