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

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<td>Announcement by Management Personnel</td>
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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.
  

- Wellness Council of America (WELCOA) offers resources for employers such as Incentive Programs and Toolkits for Workplace Wellness.
  
  [http://www.welcoa.org/freeresources/](http://www.welcoa.org/freeresources/)

- WellSteps Solutions is a website full of employer resources for education and wellness tips.
  

- The Arthritis Foundation offers quizzes, games, and educational material about everything from managing stress and pain to prevention.
  

- 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](http://www.bphc.org/Pages/Home.aspx)

  
  [http://www.health.harvard.edu/](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
  

- 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](http://www.businesshealthmatters.com/service.html)
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