



Health Fair Planning Toolkit

This toolkit is designed to help you plan, host and evaluate a health fair. We want to make it easier for you to help your employees make choices to support a healthy lifestyle. In this toolkit, you'll find ideas for health fair goals, themes, vendors, activities, a suggested timeline and communication and evaluation templates.

Our Health Management team is here to help. Contact your Health Management Consultant or Account Manager for more information.





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The value of a health fair



The value of a health fair

Most employees spend one-third of their day at the workplace. Employers have the opportunity to make a difference in their health by providing programs, policies, benefits and environmental supports that promote well-being.

A health fair is a great way to launch new wellness initiatives, share health education information, conduct preventive screenings and immunizations, raise awareness of health risks, demonstrate healthy habits and promote organizational benefits and community resources.

The purpose of this toolkit is to help you with planning, hosting and evaluating the success of your health fair.



Identify

Determine your organization's well-being interests and needs, so you can incorporate elements that will be valuable for your population.





Set goals and attain leadership support



Set Goals

Before you begin to plan your health fair, you need to set goals. Your goals should complement the mission and purpose of your wellness program. They will also help you select appropriate activities for the event.

Questions to consider:

- + What is the purpose of your health fair?
- + What are you trying to accomplish?
- + What do you want your employees to take away from the event?
- + Based on your assessment data, are there any areas you would like to target?
- + How will you measure success?

Outcomes to consider:

- + Number of employees who attend
- + Number of vendors who attend
- + Level of awareness of health and well-being benefits

Leadership Support

Your leadership team will need to support your wellness initiatives. Be prepared to discuss the goals of your health fair and what you need from them – things like financial resources, support in communicating the event and day-of attendance.

Sample Goals

- + Increase personal health awareness
- Increase knowledge of health and well-being benefits and community resources
- Help employees choose a healthier lifestyle
- + Provide a culture of well-being

- + Motivate behavior change
- + Reduce health risk factors
- + Increase utilization of preventive care services
- + Reduce absenteeism
- + Increase productivity
- + Reduce health care costs



Ign As you develop a plan for your health fair, incorporate a variety of resources to support your unique population- and be sure to have a communications plan to drive employee awareness and engagement.





Plan your health fair

+ + + +

Consider these key elements for a successful event:

01

Develop your planning committee

Recruit vendors

02



Create a timeline

07



Offer rewards

03



Determine a budget

08



Manage logistics

04



Choose a theme

09



Develop communications

05



Determine your activities





01 | Develop your planning committee



Once you have your organization's leadership team support, start forming a health fair planning committee. This group is responsible to plan and coordinate all of the activities associated with your health fair. You may also need to recruit additional volunteers to help on the day of the event.

A planning committee offers many advantages, including:

- + Representation from different departments and levels
- + Allocate workload
- + Diverse ideas and viewpoints

When developing your planning committee, consider:

- + Representation of the organization
 - + Members from different departments and levels
 - + Employees with health risk factors
 - + Union representation, if applicable
- + The skill set of your members
 - + Are they organized?
 - + Are they good at motivating people?
 - + Are they reliable?
 - + Are they respected and liked by other employees?

Once you have your committee members, assign duties and roles, which may include:

- + Determining the theme
- + Finalizing the activities
- + Securing vendors
- + Determining logistics and gathering supplies
- + Ordering food and beverages
- + Recruiting additional day-of volunteers
- + Developing communications
- + Promoting the event
- + Welcoming participants at the event registration table and tracking attendance
- + Evaluating the event

Day-of Volunteers

Additional volunteers may be needed for the event to assist with various tasks such as:

- + Set-up and clean-up
- + Welcoming vendors and providing direction
- + Taking photos
- + Distributing and collecting evaluation forms

If using additional volunteers:

- + Hold a pre-event meeting with all of the volunteers to discuss event details and assign duties
- + Consider having all of the event volunteers and committee members wear matching tshirts or badges for easy identification







Create a timeline and determine a budget



02 | Create a timeline

First, you'll need to set a date, time, and location for your health fair.

If you have employees at multiple locations, consider sending a "health fair in a bag" to those that are unable to attend the onsite event.

After you've determined the date for your event, creating a timeline is a helpful planning tool that will help keep you organized and on-track. Review the suggested timeline of when each activity needs to be completed in the Appendix (page 22).

Event Considerations

- + Shift schedules
- + Peak vacation dates
- + Central location
- + Space/equipment needs electricity, etc.
- + Parking
- + Weather
- + Accessibility

03 | Determine your budget

It's important to establish your budget at the beginning of the planning process. Health fair costs vary depending on the number of participants and activities provided. Consider your health fair goals as a basis for allocating your budget dollars.

If you have a limited budget, get creative! There are many free or low-cost options within your organization and in the community. For example, ask your vendors to provide swag and/or an item for a raffle drawing.

Potential Expenses

- + Communications
- + Decorations
- + Food/beverages
- + Swag/incentives
- + Equipment rental
- + Vendor fees healthy food demo, biometric screenings, etc.







04 | Choose a theme



Choosing a theme for your health fair helps to promote the event and can drive employee interest. Work with your planning committee to brainstorm different ideas. Your theme could be tied to your goals, your population's top health risks, National Health Observances, wellness trends, your industry, the season or current events.

Consider developing a passport program to drive participation and engagement. Employees receive a stamp for each vendor visited. Individuals who complete their passport receive a reward or are entered into a raffle drawing.

One you've determined your theme, start planning your activities, ordering resources and swag, developing your communications pieces and recruiting vendors. Encourage vendors to support the theme by bringing an activity, giveaways or snacks related to it.

National Health Observances¹

There are many National Health Observances throughout the year that you may consider tying into your theme, such as:

- + January Cervical Health Awareness Month
- + February American Heart Month
- + March National Nutrition Month
- + April Alcohol Awareness Month
- + May National Physical Fitness and Sports Month; Mental Health Month
- + June Men's Health Month; National Safety Month
- + July UV Safety Month
- + August National Immunization Awareness Month
- + September Fruits and Veggies More Matters Month; Whole Grains Month
- + October National Breast Cancer Awareness Month
- + November American Diabetes Month
- + December Safe Toys and Celebrations Month

For more information on National Health Observances, visit https://healthfinder.gov/NHO/

Sample Themes

- Highway to Health
- + Spring (or Fall) into Wellness + Step Up to Wellness
- + Know Your Numbers
- + Winter Wellness
- + Wellness Rocks
- Walk to Better Health
 - Step Up Your Health
- + Keep Your Health on Track
- + Walk to Wellness
- + Spring (or Fall) into Fitness
- + Spring into a New You

Source:

1. National Health Observances - U.S. Department of Health and Human Services Office of Disease Prevention and Health Promotion







05 | Determine your activities



The activities you choose to include in your health fair should align with your goals and your budget. Offer a variety of activities to meet the needs and interests of your employees. There are three main categories of activities:

- + Health Education Activities
- + Demonstrations & Interactive Activities
- + Health Screenings

Health Education Activities

These activities are the easiest to implement and least expensive. Try to make them interesting and interactive. Education may be focused on health topic areas such as:

- + Active commuting
- + Chronic conditions
- + Community well-being
- + Dental health
- + Ergonomics
- + Eye health

- + Financial well-being
- + Men's health
- Mental health
 - + Nutrition
- + Physical activity
 - Preventive care

- + Providence Health Plan resources
- + Sleep
- + Stress management
- + Substance abuse
- + Tobacco cessation
- + Women's health

Demonstrations & Interactive Activities

Demonstrations provide an engaging, hands-on learning experience. The value of demonstrations is that they teach behavioral skills needed to actively participate in healthy behaviors. However, they are usually more complex to provide and require some budget. Demonstrations may include:

- + Chair massage
- + Coloring books
- + Exercise/fitness class
- + Health-fair wide scavenger + Proper lifting or ergonomics hunt
- Healthy cooking demonstration

- + Relaxation techniques

Health Screenings

Health screenings help promote awareness of health risks and provide the potential for improving health and lowering costs over the long run. However, they require professional expertise to perform and often involve costs. If you provide screenings, it is important to become familiar with and follow HIPAA privacy regulations. Types of health screenings to consider offering during your event include:

- + Biometric screening
- + Blood pressure
- + Flu shot immunizations
- Hearing test
- + Mammography
- + Vision testing





06 | Recruit vendors



Identify the vendors you want to take part in the health fair. Recruit benefit and community partners that align with the goals of your event. It is important to approach your vendors early in the process to ensure they are able to attend your event. Consider partners, such as:

Benefits Partners

- + Health Plan
- + Dental Plan
- + Vision Plan
- + Employee Assistance Program (EAP)
- + Financial Advisor
- Other benefit partners, such as public transportation

Community Partners

- + Local chapters of health non-profits, such as American Heart Association, American Lung Association or American Cancer Society
- + Local health systems or hospitals
- + Fitness studios
- + Local grocery stores, farmers markets, CSA providers
- + Alternative care providers massage therapist, chiropractor or nutritionist
- + Local fire and police department
- + Oregon State University Extension Office

Once you've finalized your vendor list, make sure to inform them of the event details and their responsibilities. You'll also need to find out if your vendors have any special needs (see Appendix page 30). Consider including the following in your communication:

Event Details

- + Event time
- + Set-up time
- + Room information
- + Check-in details
- + Parking instructions
- + Wi-Fi information
- + If food or beverages are provided
- + Estimated number of employees attending
- + Dress code requirements

Vendor Requests

- + Number of individuals attending
- + Special equipment needs
- + Electrical outlet needs

After the health fair, send a thank you note and request event feedback. See Appendix (page 31).

Providence Health Plan Resources

The Providence Health Plan Health Management team may be able to support your health fair in the following ways:

- + Attend the event as a vendor to promote Providence wellness benefits and resources
- + Identify or provide displays or materials on various health topics
- + Assist with coordinating screenings or immunizations





07 | Offer rewards



Rewarding employees for engaging in their health and well-being can be extrinsically motivating and can increase event participation. Choose rewards that resonate with your population. If rewards are not included in your budget, offer community-based rewards or ask your vendors to contribute to a raffle drawing.

Incentive Ideas

- + Gift cards
- + Activity tracker
- + Reusable water bottles
- + Mugs
- + Fitness equipment
- + Cooler or backpack
- + Passes to local recreational facilities
- + Tickets to events
- + Paid time off





08 | Manage logistics



Logistics refers to the details of planning your event. There is a lot to consider when planning a health fair. Examples are discussed below and outlined in the Timeline section of the Appendix (page 22).

Space and Event Map

Vendor needs will vary. For example, some may request electrical access and/or a wall behind them for their displays. Request information from each vendor on what their needs are. A Vendor Needs Template is available in the Appendix (page 30). Provide each vendor with an event map (floor plan) prior to the event letting them know where they will be setting up their booth and how much space they will have. Include details on parking, loading/unloading, restrooms and any other important details.

Screening Tests

If health screenings will take place at your event such as blood pressure or body composition, be mindful to place these vendors in an area where test results can be discussed quietly and privately. Vendors may request a private room for screenings. If you are able to accommodate this, make sure to hang signs to direct traffic so they do not get missed.

Giveaways

Ask vendors who are participating in your event if they can bring giveaway items to hand out at their booth or an item for a raffle prize. Collect all raffle prizes from the vendors as they arrive and consider storing them at the registration table so participants can see what they might win. Give all participants who attend the health fair a raffle ticket or create an event passport (discussed below). Prizes can be raffled off throughout the event or at the end of the event.

Additionally, offer a bag for participants to carry items they collect at the health fair. A vendor may be able to supply bags. These can be given to participants at the registration table.

Passports

You may want to create a health fair "passport" or card to encourage participation. Participants that visit a predetermined number of booths and return their completed passport are entered in a drawing for a raffle prize. Be sure to also provide a stamp for each vendor to stamp participants' passports.

Emergency Kit

Put together an emergency kit that contains supplies you or your vendors may need on the day of the event. A list of supplies you may want to include is available in the Appendix (page 23).

Event Flow and Signage

Hang signs directing participants and vendors throughout the health fair. If vendors are in separate rooms, be sure participants know so they do not miss booths. Also, indicate where the bathrooms and registration table are.

Wi-Fi

Have Wi-Fi information available for vendors on the day-of the event. If Wi-Fi is not available, communicate this information to your vendors prior to the event so they can plan.







09 | Develop communications





Communications Plan

Effective communication is essential to inform your employees about your event, generate buzz and create enthusiasm for participation. Work with your planning committee to determine the best methods for communicating with employees – you'll need a diverse strategy to connect with your population.

Develop a schedule for when each communication will be sent - start early and communicate often through various methods.

Information to include in your communications:

- + Event details
- + Event theme
- + Activities
- + Rewards, if applicable
- + Contact information for questions

Methods of communications:

- + Email
- + Flyers
- + Postcards
- + Newsletters
- + Intranet
- + Social media
- + Team meeting announcements

Download templates in the Appendix





Communication Tips

Here are a few tips to help spread the word:

- + Modify the communication materials so they resonate with your employees and the organization's culture
- Use a variety of communication methods
- + Get the messages to leaders supervisors, wellness committee members, wellness champions and make it easy for them to share the information
- Make it social. Use an organizationwide event –like an all-staff meeting –to help launch the campaign
- + Consider tying it to an incentive or promotion

Engage Show employees the organization's commitment to well-being. As your host your health fair, remember to consider day-of logistics.





Host your health fair



Managing the Event

See the Timeline section of the Appendix (page 22) for specific day-of event actions.

Wellness Coordinator Role

On the day of the event, you'll need to oversee your planning committee and volunteers. Your role is to make sure everyone has the resources they need for a successful event. If a committee member or volunteer is absent the day of the event, find coverage for their duties.

Wellness Committee Members' and Volunteers' Role

Your wellness committee members and volunteers are responsible to carry out their assigned duties and tasks. Committee members and volunteers should also be available to assist with last-minute tasks as needed.

Set-up

Complete as much set-up the day before the event as possible. Set-up should be complete at least an hour prior to the event start time. Checkin with your committee members, volunteers, and vendors to be sure they have what they need.

Supplies

Keep extra supplies at the registration table including the emergency kit detailed in Appendix (page 23).

Prizes

Collect door prizes from vendors, if applicable, and store in designated place until the raffle is held.

Food and Beverages

Monitor the refreshments and replenish as needed. Let vendors know if and when they can eat too.

Attendance Tracking

Track how many people attend the health fair by having all attendees check-in at the registration table.

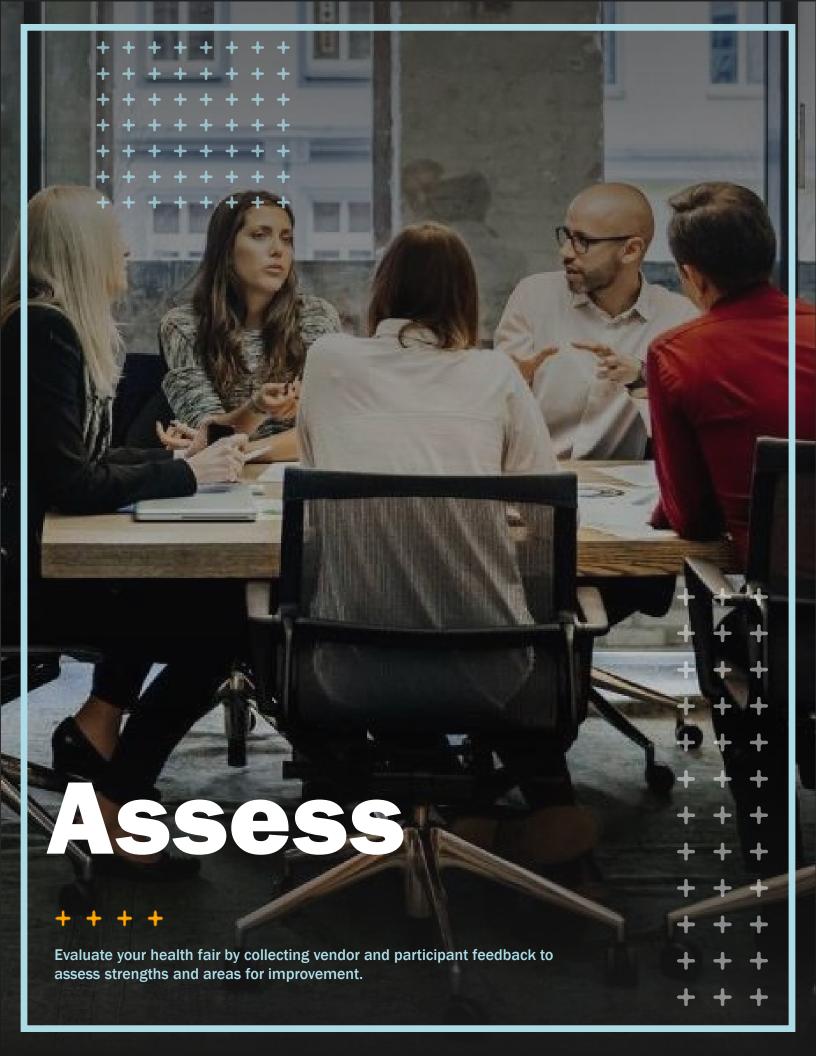
Evaluation

Distribute and collect evaluation forms from vendors and participants. Have a clearly labeled box for people to return their completed forms.

Considerations

- + There will likely be changes or things that come up on the day-of the event. Try to have a contingency plan and be flexible.
- + Make brief notes throughout the event. What questions or unexpected issues arose? This will help with your evaluation.
- + Decide if you want to raffle off the door prizes throughout the event or after the event.
- + Consider offering a raffle prize for everyone who returns an evaluation to increase the response rate.









Evaluate your health fair



It is important to assess your health fair to understand if the event met its goals, determine event strengths and identify improvement opportunities. In addition to the attendance metrics, you'll want to solicit feedback from vendors and participants. Distribute paper forms at the event or send an email to attendees within 24-hours of the event. Have a clearly labeled collection area or box where people can return their completed evaluations before they leave. Vendor and participant evaluation forms are available in the Appendix (pages 31 & 32) of this toolkit. You may also create the surveys in an online survey platform to distribute electronically if preferred.

Vendor Feedback

Request information from vendors about their experience, employee engagement, topics of interest to employees and recommendations for future events. See Appendix (page 31) for a template.

Participant Feedback

Use specific questions to see what motivated participants to attend the health fair, which activities they found interesting, and which topics they would like to learn more about at future events. Make sure to incorporate questions that will help you understand whether or not you met the goals you set during the planning process. See Appendix (page 32) for a template.

Planning Committee and Volunteer Input

Hold a debrief meeting soon after the event for the planning committee and volunteers to discuss the employee and vendor feedback, what went well at the event, and what improvement could be made. Document this information for future events.

Prepare For Future Events

After your event is done, write up a short narrative of how it went:

- + Highlight the number of vendors, number of attendees and whether or not you met your health fair goals
- + Include any employee or vendor testimonials, anonymously
- + Record your budget and final costs of the event
- + Note any issues that came up during the event and how you solved them
- Include recommendations you have for future events
- + Keep contact information for all vendors so you can invite them to participate again

All of this information will come in handy when you begin planning your next event!



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Timeline



6 months before event

- + Acquire leadership approval to host a health fair
- + Determine your budget
- + Form a planning committee and assign responsibilities
- + Establish goals and objectives
- + Determine target audience employees, families
- + Determine date, time, location and reserve location

3 months before event

- + Choose a theme
- + Select activities
- + Recruit vendors
- + Recruit day-of volunteers
- + Consider giveaways/prizes request donations from vendors and community partners
- + Consider food/beverages

2 months before event

- + Finalize event details activities, vendors, giveaways, food
- + Schedule any services e.G. Biometric screenings, flu shots, etc.
- + Send vendors the vendor needs template see appendix (page 30)
- + Reserve equipment tables, chairs, tablecloths, trash bins, etc.
- + Make map of event with vendors/services
- + Determine communication strategy consider flyers, postcards, emails, social media, team meetings, etc.

1 month before event

- + Send a save the date note to employees
- + Create communication materials
- + Create evaluation surveys and distribution/collection plan
- + Make list of supplies needed see checklist in appendix (page 23)
- + Create signage for each table/vendor

1-3 weeks before event

- + Start communicating the health fair with posters, intranet, postcards, team meetings, social media, emails, etc.
- + Purchase non-perishable supplies/items
- + Order food/beverages
- + Notify security of external partners attending event
- + Hold pre-event meeting with volunteers
- + Create day-of event schedule (volunteer schedule/roles, etc.)
- + Print programs
- + Send event reminder to vendors (include all important details/logistics)

Day before event

- + Set up tables, chairs, etc. For vendors
- + Set-up reception table include maps, giveaways, day-of schedule, evaluation forms, extra supplies
- + Confirm food/beverages delivery/pick-up

Day of event

- + Finish set-up, plan to be ready at least one hour prior to opening
- + Request vendors arrive 15-30 minutes prior to the event. Direct them to their assigned table; assist with set up as needed
- + Manage volunteers
- + Monitor event flow, participation, etc. Attend to unmet needs. Make note of future opportunities/requests
- + Distribute and collect evaluation forms (if done onsite)/email
- + Manage clean-up after event
- + Estimate attendance

After the event

- + Send thank you to vendors & volunteers
- + Analyze evaluation surveys and share with leadership and wellness committee
- + Document opportunities for future events





Health Fair Set-up Checklist



Adapt this list to meet the specific needs of your event.

+ + + + + + + + +

Vendor tables

- + Table
- + Chairs
- + Tablecloths
- + Vendor signs
- + Stamps/stickers (if doing passport)

Room set-up

- + Trash bags, trash bins
- + Speakers/music
- + Decorations
- + Electrical cords

Food/Beverage supplies

- + Napkins
- + Food/beverages
- + Plates/bowls/cups
- + Utensils

Reception table

- + Vendor list/contact information
- + Name tags
- + Bags for participants to carry health fair materials
- + Giveaways/Passports
- + Raffle tickets and raffle ticket basket
- + Camera
- + Evaluation surveys vendor and participant
- + Educational materials
- + Emergency kit:
 - + First aid kit
 - + Tool kit (screwdriver, hammer, nails, pliers)
 - + Paper clips
 - + Markers
 - + Tape
 - + Scissors
 - + Poster board
 - + Stapler and staples
 - + Tacks/pins
 - + Paper towels
 - + Kleenex/tissues
 - + Rubber bands
 - + Batteries
 - + Extension cords



Communication Templates



Regularly communicate with employees in relevant and meaningful ways

To support your communication efforts, we've developed materials to help you plan, promote, and evaluate your event. Several of the resources are fillable pdf's designed for you to complete with your event details. Any of these materials can be customized by importing the file into design software and then adding your organization's name or logo.



Flyer

Print copies and hang in common areas such as elevators, stairwells, bathrooms, lunch rooms, etc.



Vendor Invitation

Send to potential vendors to invite them to your health fair.



Postcard

Print copies and hand out during team meetings or leave in visible common areas.



Vendor Needs E-mail

Email vendors prior to the event to confirm details and determine what space and equipment they need.



E-mail

Send as an attachment to all employees. To use the "Add it to my calendar" button, create a calendar appointment for the event, save this as an .ics file, and then attach this file to the button as a hyperlink.



Vendor Evaluation

Print copies for the day-of the event and/or email to vendors after the event.



Web Content

Incorporate content into organization's social media accounts, blog, intranet or newsletter.



Participant Evaluation

Print copies for the day-of the event and/or email to participants after the event.





Date:

Time:

Location:

For questions, contact:

+ + + + +

Join us!



Date: Time: Location:

Questions?
Contact:

+++++

+ +

: :

+ + + + +

Join us!



Date: Time: Location:

Questions? Contact:

+++++

+ +

+ +

4 4



Date:

Time:

Location:

Add it to my calendar

For questions, contact:

+ + +

+ + +

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Web Content



Hello!

Join us for [Organization name] health fair!

[Add a sentence or two about your health fair – theme, vendors, activities, prizes, etc.]

Date: Time: Location:

Hope to see you there!

Questions?
Contact [contact information]





Vendor Invitation Email Template



Hello!

You're invited to [organization's name] health fair!

[Add a sentence or two about your health fair – theme, goals, etc.]

Date:

Time:

Location:

Let us know if you are able to participate!

Please RSVP by [date] to [contact information].





Vendor Needs Email Template



We look forward to seeing you at [organization name's] health fair

Please reply to this message informing us of your needs:

- + Please provide contact information for the individual(s) attending the event:
- + Do you need an electrical outlet?
- + Do you need a tablecloth?
- + How many chairs do you need?
- + Do you have any other special equipment or space needs?

Please review the following information regarding the event:

- + Date:
- + Event time:
- + Set-up time:
- + Location:
- + Room:
- + Check-in instructions:
- + Wi-Fi username and password:
- + Dress code:

(Optional) Light refreshments and snacks will be provided.

If you have any questions or are unable to attend the health fair, please contact: [contact information].

Vendor Evaluation Form

Thanks for participating in

We value your feedback. Please take a few minutes to share your thoughts on the event.

1. Please rate the following aspects of the health fair:

	Excellent	Good	Fair	Poor
Planning				
Attendance				
Event Management				
Facilities				
Booth/Table Space				

2	Fstimated	number	Ωf	attendees:
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- 3. Most commonly asked question(s):
- 4. Would you attend future health fairs with us?
- 5. Recommendations for future events:

Participant Evaluation Form

Thanks for attending We value your feedback. Please take a few minutes to share your thoughts on the event. 1. How would you rate the event overall? (circle one) Excellent Good Fair Poor 2. Do you plan to make any changes in your health and well-being as a result of the health fair? 3. How will you use the information you received at the health fair? 4. How did you hear about the health fair? 5. What motivated you to attend the health fair? 6. What did you like about the event? 7. List your favorite activities/vendors: 8. Would you attend a health fair in the future? (circle one) Yes No

9. What topics would you like to learn more about at future events? (circle all that apply)

Financial Well-being Health Screenings

Other:

Stress Management

Preventive Care

10. Additional comments or suggestions:

Nutrition

Physical Activity





We all deserve True Health



For questions about implementing a health fair, contact

WorkplaceWellness@providence.org

