



Promote healthy living with a health fair

A health fair is a great way for your employees to get the information and tools they need to live a healthier lifestyle. Health fairs can also offer important screenings to detect health issues early, before they become serious. They are also a great way to connect your employees to valuable health resources.

A health fair requires a significant amount of work but with proper planning it can be a success. Use the following checklist and timeline to help plan for your event. If you need additional help planning your health fair, contact your Independence Wellness Coordinator.

Be creative!

Choose a theme for your health fair that fits your organization and employee needs, or plan a health fair in conjunction with a monthly health observance.



Promoting your health fair

Think about how information is distributed within your organization. Start with a method of communication that typically works well. Promote the event at least four weeks in advance. Here are some promotion ideas:

- Company intranet
- Email messages
- Voicemail messages
- Company newsletter
- Paycheck stuffers
- Banners
- Word of mouth
- Company meetings
- Flyers
- Posters/table tents displayed in your building or office entrance, cafeteria, restrooms, staircase, copy room, elevators

Choosing vendors

Choose vendors who can offer your employees the greatest benefits. Vendors should all have a positive health message. Some vendors to consider include:

- Your wellness team
- Independence Blue Cross
- American Heart Association
- American Lung Association
- American Diabetes Association
- AAA/driver safety
- American Cancer Society
- American Red Cross
- Alzheimer's Association
- County health department
- Local running store, yoga studio, or fitness club
- Local fire, police, hospital, home health agency
- Local hospital system
- Weight management program
- Dietitian
- Habitat for Humanity
- Dental health organization

Consider screenings

Screenings help build awareness of health risks and provide information on how individuals can make changes in their lifestyle to enhance their health. Most screenings take several minutes, so allow extra time for participants to attend these booths. Suggestions for screenings include:

- Blood pressure
- Cholesterol
- Glucose/diabetes risk assessment
- Body Mass Index
- Hearing
- Vision
- Derma Scan

Demonstrations and activities

Add fun and interest to your health fair by offering demonstrations, free information, and samples such as:

- Chair massage
- Employee health interest survey
- Preventive health and self care
- CPR/first aid
- Yoga/mindfulness
- Healthy cooking/farmer's market
- Office ergonomics
- Office safety
- Recycling
- Exercise equipment
- Running shoe fitting station
- Flu vaccine
- Substance abuse
- Recreational safety
- Bike helmet fittings



Encourage participation in the health fair by offering health-related incentives, prizes, and raffles.

Get started

Use the checklist below to help you plan for a health fair. The checklist includes a timeline so that you can get a good idea of how much time you need to prepare and the types of tasks you need to complete leading up to the event.

Incentives

Incentives and raffle items are a great way to build participation and motivation. Consider items that are health-related. Ask vendors who are participating in your health fair to donate an incentive or raffle item.

At registration, provide participants with raffle tickets that they can place in individual raffle drawings. Prizes can be raffled off throughout the day to boost excitement and continuous participation or at the end of the event to allow each participant equal opportunity to win.

6 to 12 months before the health fair

- Obtain approval from senior management.
- Obtain executive sponsor.
- Organize a team to help plan the fair. Assign specific tasks.
- Select month, date, time, and location.
- Establish timeline.
- Select a room that comfortably accommodates the largest possible number of employees and one that they can get to at a convenient time of day.
- Identify possible services, information, exhibits, and activities.

3 to 6 months before the health fair

- Secure commitments from vendors.
- Solicit donated items.
- Secure volunteers (to take pictures, greet vendors, etc.)
- Reserve the correct number of tables and chairs for each vendor (most don't bring their own).
- Locate electrical outlets for screenings.
- Create vendor name displays to be placed at each vendor's table.
- Create a vendor needs-assessment form. The form should include event date, setup time, directions, parking information, and contact name for the day of the event.

3 months before the health fair

- Prepare a budget. Don't forget to budget for vendor fees, parking fees, decorations, food/beverages, incentives or prizes, etc.
- Estimate number of attendees.
- Order supplies/materials/giveaways.
- Begin securing prizes, decorations, goodie bags, giveaways, etc.
- Reserve trash cans.
- Secure parking for vendors
(most will need easy access to drop off things that morning)
- Coordinate design and printing of posters, flyers, etc.
- Plan room layout. Consider the traffic flow and potential lines for screenings.

45 days before the health fair

- Confirm vendors.
- Send personal invitations to management.
- Assign vendor display areas based on electrical needs.

30 days before the health fair

- Begin to promote the health fair to employees
(this is critical to ensure participation).
- Distribute "Save the date" flyers/paycheck stuffers.
- Hang posters and other promotional pieces.
- Hold a pre-event meeting for the health fair committee and volunteers.
- Double-check all supplies ordered.
- Distribute needs-assessment form to vendors and find out how much time they need to set up.
- Begin pre-registration for screenings, if applicable.

Timeline

It's best to begin planning six months to a year out from the health fair to ensure success.

DON'T FORGET FOLLOW-UP!



When the fair is done, make sure you get feedback so you can evaluate what was successful and where you can improve.

One week before the health fair

- Re-confirm attendance with all vendors.
- Make vendor, volunteer, chairman, and all other participant name tags.
- Purchase perishable items a few days before event.
- Make a list of where volunteers will be assigned the day of the health fair.
- Finalize plan for the registration table and registration process.
- Continue to promote the fair to employees.

Day before the health fair

- Set up tables, booths, exhibits, chairs, rooms.
- Set up the registration table, including sign-in/registration sheets, pens/pencils, name tags.
- Set up food area.
- Make sure there are enough electrical cords, outlets, audiovisual equipment, etc.
- Begin final promotion of the fair to employees.

Day of the health fair

- Conduct final promotion of fair to employees.
- Direct and instruct volunteers.
- Be ready at least one hour before opening to meet vendors for set up.
- Greet vendors at the entrance and familiarize them with important areas.
- Make arrangements for break time and/or lunch for vendors.
- Be sure a volunteer periodically walks through the fair to assess employee/vendor needs.
- Clean up area when necessary.
- Refresh registration and refreshment tables throughout the health fair.
- Make sure to thank vendors, donors of prizes, and volunteers.
- Estimate attendance.

Additional suggestions

- Set up the health fair the day before, if possible, to avoid any last-minute problems.
- Create a map for attendees to locate information tables, specific vendors, screenings, and other services.
- Give each vendor representative and health fair volunteer a name tag or direct them to their table.
- Keep extension cords handy.
- Keep extra tape, scissors, pens, markers, poster board, and other supplies handy.
- Develop an evaluation form for attendees to provide feedback about the health fair.
- Notify vendors of WiFi capabilities.

Follow-up

- Collect evaluations and feedback and document opportunities for improvement for next health fair.
- Send thank-you letters to exhibitors, volunteers, donors, and sponsors.
- Send a follow-up report and results of the employee evaluation to management.



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