



# Health Promotion Events

## A Planning Checklist

Lexington-Fayette County Health Department

### Two months before event:

- Pick a focus
- Prepare a budget
- Check with other organizations re: other events going on
- Check on space availability
- Finalize the time/day of event
- Invite vendors
- Plan activities
- Recruit volunteers to help
- Create flyer and posters and print
- Create an evaluation and print

### One month before event:

- Advertise with:
  - Newspaper
  - TV
  - Passing out flyers
  - Newsletters
  - E-mail
  - Bulletin
  - Other:
- Confirm/remind vendors
- Order food from caterer and/or shop for food
- Reserve tent, tables and chairs as needed

### Day of the event:

- Set up room
  - Decorations up
  - Tables and chairs ready
  - Tent up, as needed
  - Posters/Signs up
- Prepare food
- Set up registration table

### After the event:

- Vendor evaluations completed
- Vendor thank you notes sent
- Participants thanked
- Internal “debrief” on event outcomes for future planning

## Notes



# Health Promotion Events

## A Step by Step Planning Guide

Lexington-Fayette County Health Department

### 1. Pick a Focus

Are you focusing on a specific disease or general health? Who is your target audience? Give your event a fun name that would appeal to your audience.

### 2. Budget

Find out what your budget is for the event and plan accordingly. Most of your money will be spent on decorations, food, advertising and door prizes. Keep in mind you can get a lot for free by asking vendors to donate items.

**Three hours is a good length of time for a health fair.**

### 3. Planning the Time & Day

This depends on what services you are providing and who your target audience is. See the following examples:

- If offering cholesterol screenings, it's better if attendees are fasting. Morning hours are best.
- If a healthy lunch is being provided, plan to have the fair around lunch time.
- For employees at your company, choose a time and day that would least likely interfere with their job responsibilities.
- For churches, Sunday morning after services (if a healthy lunch is provided) may be the best time.
- Combining your health fair with open enrollment or giving flu shots to your employees/members is a way to ensure a good turnout.

Plan for about 30-50 people walking through per hour, so if you expect more than 500 people you may need more time. It is difficult to get vendors/community agencies to commit to a long health fair.

Check with other community organizations to see if there are other events scheduled for the same day. This may “compete” with yours and cause attendance to be low. On the other hand, you could partner with other groups and combine events.

### 4. What Types of Booths/Vendors are you Interested in Having?

Fairs with health screenings or services are generally more popular. Interactive health fairs are more effective and more fun for participants. If at all possible, have interactive booths. Most of these screenings are best done in a quiet, private area, if possible.

#### Typical screenings/services are:

- Blood pressure checks
- Blood sugar checks
- Cholesterol checks
- Foot screening for those with diabetes
- Hearing screens
- Vision tests
- Spine/posture screen
- Body fat analysis
- Low-fat milk taste test
- Chair massage
- Bone density



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## 5. Contacting Vendors

There are several community agencies that often send representatives and participate in health fairs. After deciding what type of booths you are interested in, contact vendors that could provide those services. Several months notice is best because of the volume of requests that vendors receive.

- When contacting a company, ask if they have a community education department or staff person that you could speak with.
- Send a follow-up letter to confirm their agreement to participate and let them know where and when to set up. This is always appreciated.
- Ask vendors to donate a door prize.

## 6. Other Activities

Physical activity games, door prizes, cooking demonstrations, dance demonstrations/lessons are some of the ways to make your fair more fun for participants.

## 7. Advertising

Make a flyer to advertise the event and distribute to your target audience.

### Possible methods of advertising are:

- Postal service mail or email
- Attach them to paycheck stubs
- Ask utility company to include in bill
- Newspaper ads
- TV promotion on a local news show

- Announce in church services or bulletins and newsletters.

### Make sure you create signs to advertise on the day of the event. You need:

- A sign at the door/entrance with the event name and directions to the room where the event is taking place.
- Signs that are clear and easy to read.
- Something to draw people's attention, like balloons, attached to the sign.
- Signs for each of the tables with the name of the booth.
- A sign at the registration table to direct people to that table first.



Decorations help the room look more inviting.

## 8. Room Set Up

The space needs to be easily accessible and big enough to accommodate all the vendors.

Generally, you are responsible for providing tables and chairs for the vendors. Tablecloths (paper, plastic or cloth) are nice. Electrical outlets and extension cords may also be needed by some vendors.

### Other tips to think about:

- If outside, you should provide a tent for shade and side curtains if vendors will be bringing handouts (so they don't blow away).
- Background music is great, but make sure it's appropriate for the target audience and not too loud.
- Make sure parking is available for vendors and instruct them on where to unload.
- If the fair is spread out among several rooms, providing a map to attendees is helpful.

## 9. Providing Food

If you are providing lunch and/or snacks, please keep the health focus consistent and offer healthy items. This is a great way for participants to learn that healthy foods can taste good too. Offering hot dogs, chips and soft drinks sends an inconsistent message to your audience.

**Keep in mind, offering food prepared on-site may require you to apply for a food handlers permit. Check with the Environmental Division of your Health Department to see if this is necessary.**

### Some suggestions for healthy foods are:

- Box lunches with lean meat sandwiches (such as turkey or roast beef on whole wheat bread with toppings such as lettuce, tomato, cucumber, etc...)
  - Keep the condiments on the side and offer low-fat alternatives like mustard and low-fat mayonnaise.
  - Include a fresh fruit cup, baked chips and an oatmeal cookie.
- Popcorn with very little or no butter (Have a shaker of "Molly McButter" or "I Can't Believe It's Not Butter" spray.)

- Baked chips
- Fresh Fruit
- Veggie platter with low fat dip
- Bottled water (have in a cooler/barrel with ice)
- Fruit and Yogurt Parfaits (1/4 cup low-fat vanilla yogurt layered with thawed frozen fruit such as blueberries, strawberries and mandarin oranges, topped with a tablespoon of low fat granola)
- Smoothies made with frozen fruit, yogurt and 100% juice
- Trail Mix (You can make this yourself by mixing whole grain cereals like Cheerios with raisins, peanuts, pretzels, soy nuts, Peanut M&M's...just be creative.)

## 10. Evaluations & Thank You Notes

After the event is over, thank the vendors properly with a card or letter. Include an evaluation for them to fill out. These will help you plan better for next year.

Thank your target audience for coming and making the event a success. This helps to promote the message further and develop a sense of team spirit (among employees, for instance). A "thank you" note could be placed on posters, in newspapers or other organization communications.

## Notes