



Bless Your Heart

Planning a Successful Church Health Fair

For any new or established health ministry, a health fair is a useful way to spread health messages to your church members. Vendors can provide information and perform health screenings such as cholesterol or blood pressure checks. You may also want to invite speakers to address health topics such as taking healthy steps for nutrition or lowering your risk for heart and blood vessel disease. The following list shows some potential vendors to consider and tips for successful planning.

Potential vendors include

1. Local clinics or hospitals providing blood pressure or cholesterol checks
2. Non-profit or government agencies promoting health initiatives, like atom Alliance partners Qsource (Indiana, Kentucky, Tennessee)
3. Weight loss facilities, gyms or spas recruiting new membership
4. Local grocers or farmers' markets offering healthy food options
5. Farm-to-work program leaders or local community garden members
6. Physical activity groups for kids, adults and seniors



10 tips for a successful health fair

- 1. Form a committee.** Your planning committee will discuss topics to cover and vendors to invite, as well as details, like date and time of the event. Think about which church members can bring their talents, like planning skills or a health-related background, to the group. Start the planning process early – it could take a year or more to plan your event.
- 2. Develop a budget.** How much can you spend on advertising/promotion for your event? Will you provide food? How will that affect your budget? Are there other costs associated with your event that you should consider?
- 3. Set a date, time and location for your health fair.** Check your community calendar to pick a date that does not conflict with other major events.
- 4. Consider your vendors.** This not only includes those you will invite but also what needs they will have the day of the event (tables, electrical outlets, spacing). It is a good idea to create and send an initial invitation letter either through traditional mail or email to explain the event and ask them to participate. This letter can be followed up with a phone call or email to address questions or to contact those who did not respond to your initial invitation. Before the event, vendors should also receive a confirmation letter with instructions for the event.
- 5. Invite guest speakers.** Depending on your location and times, you may want to invite a guest speaker to give a presentation during your health fair. The same process applies for guest speakers as the vendors. Provide the speaker with a formal invitation to attend, consider their equipment and space needs, and follow up with them prior to the health fair through a confirmation letter and phone call.
- 6. Gather volunteers.** Volunteers are essential to a successful health fair. Decide how many you need and what duties you need them to cover. Have them sign up in advance for the event. Create a work schedule. Consider setup, work necessary during the event and clean up. Also, if possible, a planning committee member should be assigned to be available at the event to answer any questions or help volunteers solve any issues that may occur.
- 7. Consider the details.** Do you need name tags or access to electrical outlets? Are there any traffic or parking issues to consider? Who will replenish food or drinks if they are provided? Do trash cans need to be emptied during the event? Who can monitor that process?

8. **Set up your health fair early.** You can have vendors set up the day before or the morning of the event. Make sure it is early enough so that everything is ready before church and community members attend.
9. **Thank vendors, speakers and volunteers.** Personal thank you notes, either through email or in a letter, will let them know you value their time and participation. You can even include a “save the date” note within your thank you letter to invite them to your next health fair.
10. **Improve Your Health Fairs.** You may want to ask your health fair attendees to complete an evaluation form as they leave the event. Feedback about their experience is useful for future planning purposes. Having attendees complete the form to be an entry for a door prize increases your response rate. You may also want feedback from vendors and guest speakers about their experience.

atom Alliance staff is here to help facilitate your efforts

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