How to Conduct a Health Fair Event

A work-site health fair is a great way to raise awareness and provide health information from various health organizations in your community. Employee health fairs can be small or large depending on the size and needs of your work-site. This guide will help you plan, implement, and evaluate your work-sites health fair.

1. Form a planning committee
   - Form at least 6 months in advance
   - Select a diverse group that represent the entire work-site, include management
   - Select individuals that are passionate about the wellness program

2. Assess the needs of your work-sites population
   - Consider performing a needs assessment to get employee input on topics of interest
   - Take the culture of your worksite into consideration; ponder the shared assumption, values, and beliefs of employees.

3. Set goals and objectives
   - Goals and objective will provide framework for planning and will help you evaluate how successful your health fair is.
   - Goals should be:
     i. Specific  What do you want to do?
     ii. Measureable  How much and how often will it be done?
     iii. Attainable  How will it be done?
     iv. Realistic  Can it be done?
     v. Timely  When will it be done?
   - Example: Have 75% of available employees attend the health fair on March 5.

4. Establish a budget
   - If the main goal is education, set aside money for educational resources and interactive activities that can teach skills in this area.
   - If the goal is participation, decide on incentives to entice employees to participate
   - Utilize various departments within your organization, such as your EAP provider, and non-profit agencies and your local public health unit to reduce costs.

5. Choose a date and location
   - Date considerations
     i. Schedule the health fair for mid-week to accommodate anyone who is off at the start or end of the week
     ii. Check the work-site calendar to make sure no other workplace events are being held at that time.
     iii. Avoid scheduling the health fair on holidays or peak vacation times
   - Time considerations
     i. Try to accommodate all shifts so that as many employees as possible have the chance to attend
ii. Discuss with management to see if employee may be allowed time during the work day to attend the health fair.

- Location considerations
  i. Choose high traffic areas such as a cafeteria or boardroom
  ii. Make sure it is convenient and can be easily accessed
  iii. Be sure the space is large enough to accommodate all the vendors with enough space, lighting, electrical outlets, etc.

6. Promote event
   - Start promoting 4-6 weeks beforehand
   - Make it simple and clear- use plain language and short sentences
   - Make it personal and let employees know how they will benefit by attending the health fair.
   - Identify a theme to help boost interest and make the event more memorable

7. Engage employees
   - Develop a health fair passport to encourage employees to visit multiple vendors
   - Offer incentives such as small gifts, giveaways and prize drawings

8. Health fair checklist
   - Consider establishing timelines for 3 months before, one month before, one week before, the day before, day of the health fair, and follow up after the health fair.

9. Develop an evaluation tool
   - Conduct an evaluation of the health fair to find out what worked and what could be improved next time. Consider the following questions:
     i. What did you like most about the health fair? 
     ii. What did you like least about the health fair? 
     iii. What motivated you to attend the health fair? 
     iv. What was the most important thing you learned today? 
     v. What change(s) are you planning to make as a result of attending the health fair? 
     vi. Overall I was satisfied with the health fair (agree, somewhat agree, somewhat disagree, disagree) 
     vii. What suggestions do you have to improve the health fair?

Additional Considerations:

1. If you are planning to provide food and beverages to vendors or employees during the health fair, be consistent with health promotion messages by emphasizing healthy food and beverages.