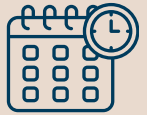


Health Fair Planning Guide

1

Event Details



Identify the date, time, location and audience.

- **Who:** Health Fairs are typically for LIUNA members. Depending on the event, retirees and family members may also be invited.
- **Where:** It can be held as an independent event or as part of an event that is already planned, like at a picnic, membership meeting or party.
- **When:** Consider the time of year and day of the week that will encourage the most participation.

TO DO: Fill out the online LHSFNA health fair request form with the date, time and location of the event at least 30 days in advance.

2

Budget & Logistics

The LHSFNA's health screening is brought to you free of charge; this includes the health fair staffing and their accommodations, health screening supplies and health education materials. However, there may be other expenses to account for.

Potential Costs to Consider:

Location rental	Admission/ parking fees	Table/chair rental
Canopy rental (to provide shade)	Additional screening or vendors	Decorations
Food and drink	Marketing	Raffles/giveaways during event



TO DO: Place orders and solicit donated items (e.g., raffle off a gift card to a local restaurant)

3

Coordinate Additional Offerings

Customize your health fair with other vendors, activities and materials.

Third Party Services to Consider:



- **Additional screenings:** Body fat percentage, height and weight, vision test, skin cancer screening, flu shots
- **Occupational health tests:** Hearing test, pulmonary function testing
- **Therapeutic approach:** Chair massage, chiropractic evaluation and posture analysis
- **Mental health and substance abuse:** Employee Assistance Program providers, alcohol and substance abuse information and treatment providers
- **LIUNA-affiliated programs and services:** Health and welfare benefits, pension benefits, training center classes, prescription drug plan, legal assistance, mortgage assistance, voter registration
- **Demonstrations:** Healthy cooking, proper lifting technique, personal safety
- **National or community organizations:** American Cancer Society, American Diabetes Association, American Heart Association, American Lung Association, American Psychiatric Association, American Red Cross, March of Dimes, Mothers Against Drunk Driving, National Safety Council, United Way
- **Family-friendly activities:** Moon bounce, face painting, clown, magician, action figure/superhero characters

Suggested Vendors

1) Health Gauge

(used by LIUNA affiliates in the Midwest Region)

- Health screenings offered: carotid artery, peripheral arterial, abdominal aortic aneurysm, height, weight, waist circumference, BMI, prostate specific antigen and thyroid stimulating hormone
- Website: <https://hgscreenings.com/>

2) Healthy Measures

(used by LIUNA affiliates in the Mid-Atlantic Region)

- Services provided: Food demo stations, activity stations and meet the expert stations covering nutrition, massage, healthy mind and mood and healthy body
- Website: <https://www.yourhealthymeasures.com/>

TO DO:

- Identify/contact potential providers/vendors
- Order LHSFNA materials at www.lhsfna.org
- Once providers/vendors are confirmed, plan layout and flow of the event
- Note: Try to hold health screenings in a low-traffic area to ensure privacy for screenings and education

4

Develop the Promotional Plan

To ensure good attendance, you should communicate early and across multiple channels.

- Include messaging about the upcoming health fair in existing communication (e.g., newsletter) and/or create standalone communications
- Identify the communication channels to use:
 - Flyers and posters
 - Meeting announcements
 - Home mailings (e.g., letters, postcards)
 - Social media
 - Word of mouth

TO DO: Distribute “Save the Date” marketing materials (e.g., the editable **health fair flyer** from the LHSFNA)

5

Day-of Checklist

Follow these steps to ensure everything runs smoothly.

- Greet providers and show them to their tables
- Begin setting up the health fair 30 minutes before the event is scheduled to begin
- Arrange for breaks and refreshments for staff
- Open the door and welcome participants with a smile
- Take pictures for social media posts
- Send pictures to the LHSFNA at Communications@lhsfna.org

TO DO: Have a successful event!



6

Follow-Up and Evaluation

Evaluate what went well during the event and what could be improved upon in the future.

TO DO:

- Have a post-event debriefing with providers, vendors, staff and the LHSFNA
- Send thank you notes to staff, providers and donors

