



## SCO Health Fair Planning Guide

### Purpose

This guide is meant to assist SAMS local chapters and SAMS Community Outreach Program in planning and implementing successful local health fairs. These are suggestions based on various health fair models as well as experience from the “Harvey Memorial Weekend of Service” where SAMS carried out a two-day health fair in Houston. This guide was drafted and approved by SAMS Community Outreach Programs.

### Health Fair Overview

Health fairs can be an effective way of engaging a community. Health fairs can be informational in nature, with vendors/sponsors providing health education and information about local health institutions that participants can later access. This is especially relevant if participants are uninsured or face other challenges to accessing adequate care. They can also be participatory, where appropriate medical professionals perform health screenings directly on participants. A successful health fair identifies a target community and their needs and recruits sponsors and medical volunteers to address those needs. The health fair model discussed in this guide includes screenings for participants as well as sponsor/vendor tables with which participants can interact.

### Step 1: Choose health fair planning committee

Tasks for health fair will be divided among

- Local SAMS Chapter leaders/members
- SAMS Community Outreach Committee
- Relevant HQ Staff
  - SAMS Community Outreach Coordinator, Medical Missions Staff, Media, and Fundraising

### Step 2: Determine legality of volunteer health services

Note that each state has different volunteer health practitioner laws and this should be researched while planning health fair to determine who is eligible to do screenings and give care to participants. In Texas, for example, in order for medical professionals to be covered by volunteer health provider protection laws, state law stipulates that patients must sign statements indicating that they acknowledge that health services received were performed on a volunteer basis, free of charge. (See APPENDIX A)

### Step 3: Identify target community for health fair

Potential locations :

- Low income urban neighborhoods
- Rural areas with little access to health services
- Refugee communities
- Communities recovering from disasters
- Areas with high chronic disease prevalence

### Step 4: Choose health fair goals

The health fair planning committee should determine the goal of the health fair, based on the needs of the target community and the resources available to the local SAMS chapter. The committee may want to consult local health officials, school administrators, social service agency administrators to help identify community needs. The committee should determine which screenings will be offered and what types of volunteers are needed to perform these screenings. (Examples include: blood glucose, blood pressure, A1C testing, urinalysis, etc)



Common goals include:

- Increase health awareness by providing health screenings, activities, materials, demonstrations, and information
- Increase awareness of local, state, and national health services and resources
- Motivate participants to make positive behavior changes
- Provide immunizations for children and adults.

### **Step 5: Choose venue location, date and times**

When choosing a venue, look for sites that are well known in the local community. These could be community centers, schools, prominent places of worship, and local health department sites. The committee may want to look at large events already scheduled in target community and avoid scheduling on those days to prevent low health fair attendance. Conversely, the committee may want to approach the coordinators of these events and offer SAMS services/screenings as part of an existing event. For example, back to school events can draw large crowds and SAMS could perform screenings and provide health education/information for attending students and family members.

Health fairs on weekends may be better for volunteer schedules but not necessarily for participants. Choosing a date and time frame depends on the venue schedule, local SAMS chapter, and local event schedules. For example, in Houston, the fair was held from 10-5 on Friday and Saturday inside a Houston Health Department Facility. While it was challenging to recruit volunteers for Friday due to work schedules, attendance for the fair was higher as people who happened to be in the health department facility for separate reasons heard about the health fair and came to participate. On Saturday, the facility was not open to the public, so only those who had heard about the event prior to the day attended as there was no other building traffic.

Potential Venues:

- School gymnasium
- Religious Institution / House of worship
- Health Department Service Center/Facility
- Social Service Agency
- Community Center
- YMCA/YWCA

### **Step 6: Approach potential partner organizations**

There may be organizations that SAMS could partner with for hosting the health fair. Partnerships can take various forms:

- Medical relief organizations that can assist equally with planning, recruiting medical volunteers, procuring donations, promotion, and day of logistics
- Local community organizations/associations could facilitate outreach to target community and identify community's needs

### **Step 7: Health fair volunteer recruitment**

Once a venue and date is booked, the committee should begin recruiting providers. Suggested steps:

- Create announcement/interest survey for volunteers and send to local chapter members
- Divide local chapter member list among health fair committee members and begin calling potential volunteers. If local chapter leaders are on planning committee, they may be able to recruit their fellow chapter members more easily.



- Committee should decide if non-local volunteers are welcomed
  - Caution is suggested if recruiting volunteers outside of driving distance since health fairs are short, one-time events and managing expectations of volunteers who travel long distances can be challenging
- Interested volunteers should send volunteer application and CV to designated SAMS staff who will process paperwork and manage volunteer communication.
- Sample volunteer types and roles:
  - Primary care providers and other appropriate specialties for screenings
  - Pharmacists for medication consults
  - Nurses for intake and triage
  - Medical students for day of logistics, runners
  - Interpreters (if needed)
  - Health educator to lead mini lectures or workshops

### **Step 8: Recruit sponsors, exhibitors**

Beyond health screenings provided by SAMS, health fairs also provide an opportunity for outside organizations to exhibit, provide information for local health resources, or provide a meaningful service or good for participants. Sponsors/vendors may be more willing to participate if given specific sponsor acknowledgement package

- Potential sponsors:
  - Hospitals, clinics, dental office
  - Professional medical societies/associations (American Heart Association, etc)
  - Medical/Public Health School
  - Local health department
  - Social service agencies
  - Yoga studios, Massage therapists, Fitness center/gym
  - Health nonprofits and relief organizations
  - Local pharmacies
  - Local medical supply stores
- Draft a letter of invitation to be sent to potential sponsors/exhibitors (**Appendix E, F**)
  - Include event information, projected impact of event, and direct ask for sponsorship of event
  - Be specific for each sponsor in what you are asking of them and sponsorship acknowledgement package. Examples include
    - Requesting local free clinic to table event and provide referral information and options for uninsured/low income patients
    - Yoga studios/gyms to provide mini yoga/exercise demonstrations and gift certificates as door prizes
    - Health nonprofits to provide hygiene kits, toothbrushes, etc.
    - Local hospital to table with patient educational materials
    - Disaster recovery organization to provide information for their services
- Sponsorship acknowledgement package ideas:
  - Acknowledgement of sponsorship on SAMS announcements, website, facebook, etc
  - Sponsor logos printed on event materials, promotionals, posters, educational materials
- Potential Sponsor Contacts (See Appendix G)

### **Step 9: Promote event in target community**

- Develop and disseminate posters, flyers, and mailings



- Develop and disseminate announcements for media and social media outlets
- Place flyers in grocery bags, bank statements, and other regular mailings, if possible.
- Consider calling schools, community centers, places of worship, neighborhood associations. Explain the health fair and how it will benefit the community and request them to share with their members.
- Create list of streets, high traffic areas, businesses to canvass in days leading up to fair

### **Step 10: Procure supplies**

Health fair committee should plan to procure needed supplies. Office supplies will be standard, but medical supplies will vary depending on which types of screenings offered at the health fair.

- Create supply list (Sample list in Appendix C)
- Designate committee member responsible for receiving and managing supplies
- Share supply list with sponsors and volunteers and request donations
- Purchase remaining supplies

### **Step 11: Print necessary documents**

- Program booklets for health fair participants
  - Welcome page
  - Map of fair with sponsor booths and medical stations outline
  - Schedule of fair with workshop times and areas
  - Pages with sponsor information and acknowledgement
- Triage forms (Appendix B)
  - Providers to use when performing screenings on participants
- Patient waivers (Appendix A)
- Booth signs
- Entry/Exit signs
- Sponsor logo poster
- Health fair evaluation form
  - Form for participants (**APPENDIX J**)
  - Form for vendors/sponsors (**APPENDIX K**)
- Patient educational materials
  - Ask physicians and sponsors to provide these, can print/order from online sources
  - <https://www.epocrates.com/patientresources/category/2>
  - <http://www.diabetes.org/research-and-practice/we-support-your-doctor/patient-education-materials.html>
  - <http://www.heart.org/en/health-topics/consumer-healthcare/patient-education-resources-for-healthcare-providers>
  - <https://www.cancer.org/health-care-professionals/patient-education-materials-for-professionals.html>

### **Step 11: Create program for health fair day**

Committee should create a program booklet for health fair participants

- Welcome page
- Map of fair with sponsor booths and medical stations outlined
- Schedule of fair with workshop times and areas
- Pages with sponsor information and acknowledgement



## Checklist for Health Fair

8 weeks before the Health Fair:

- Establish goals and objectives for the health fair.
- Select planning committee members.
- Identify target audiences.
- Select a theme, title of health fair.
- Select a date and time.
- Select and reserve the location. Ask if venue requires any paperwork.
- Identify possible services, information, exhibits, and activities, giveaways
- Prepare a budget (**Appendix H**)

\*Most health fair budgets can be covered by local sponsorship and GIK donations. Costs not covered by donations should be raised by local chapter. There may be potential for SAMS HQ to supplement costs if local chapter does not have capacity.

6 weeks before the Health Fair:

- Secure commitments from health care providers, exhibitors, etc.
- Ask exhibitors, clinicians, and other people working in the health fair to reserve the selected date.
- Select Medical Team Leader for overseeing screenings.
- Select health screenings and services to be offered.
- Decide on exhibits, activities, demonstrations, etc.
- Reserve rental equipment such as tables and chairs.

4 weeks before the Health Fair

- Order educational and promotional materials from sponsoring organizations and/or national organizations such as the American Heart Association.
- Plan and begin securing prizes, decorations, goodie bags, giveaways, etc.
- Procure/reserve office supplies
- Procure medical supplies
- Make posters, flyers, etc. to publicize the event

\*Utilize local community organizers for promotion.

- Print triage forms, waivers, signage, patient educational materials
- Locate and arrange for needed equipment (chairs, tables, and other necessary supplies).
- Receive written commitments from exhibitors, providers, volunteers, etc.
- Provide written confirmation to exhibitors, including the following:
  - date of the event
  - time (to set up booth and hours open to public)
  - location (include a map)
  - general guidelines
  - title for their booth signs (provided by either the committee or exhibitor)
  - ask exhibitors about space and electrical requirements, and to bring special equipment, such as extension cords, three-prong adaptors, etc.

3 weeks before the Health Fair:

- Publicize the event with flyers, posters, etc.
- Contact television, radio, and newspapers to publicize.



- Determine sponsor and medical station locations and general flow of health fair
- Make booth signs.
- Make a map for exhibitors and participants.
- Create the program, acknowledging exhibitors, volunteers, donors, etc.
- Make a list of items needed; these could be donated and/or purchased.
- Create the “be prepared for anything” kit
  - felt-tipped markers – large, small, different colors
  - extension cords
  - paper clips, rubber bands, tacks, pins
  - stapler and extra staples
  - scotch, masking, and duct tape
  - poster board
  - paper
  - batteries
  - emergency kit with first aid supplies
  - trash bags
  - paper towels
  - tissues
  - phone book, exhibitor and volunteer lists with phone numbers, etc.

#### 1 Week before the Health Fair:

- Continue to publicize event
- Confirm with all volunteers, vendors, and any other health fair workers.
- Print floor plan and program for health fair participants, volunteers, and vendors.
- Make exhibitor, volunteer, chairman, etc. nametags.
- Purchase perishable items and safely store them.
- Make a list of where volunteers will be assigned the day of the health fair.
- Finalize plan for the registration table and registration process.
- Finalize plan for evaluation, including distribution and collection.
- Finalize food plan for volunteers (catering, food platters, etc)

#### Day before the Health Fair:

- Set up tables, booths, exhibits, chairs, lecture spaces, activity spaces, etc.
- Bring the “be prepared for anything kit.”
- Set up the registration table, including
  - sign-in/registration sheets, triage forms, patient waivers
  - pens and pencils for participants
  - maps of exhibits and programs
  - “goody bags” for giveaways
  - assignment list for volunteers
  - Be Prepared for Anything Kit
- Set up the evaluation area, including forms for exhibitors and participants.
- Set up the food area.
- Make sure there are enough electrical cords, outlets, audiovisual equipment, etc.

\*If the space cannot be accessed the day before, plan for 1.5-2 hours set up time the day of before opening.

#### Day of the Health Fair:

- Complete set up, as needed.



- Be ready one hour before opening
- Direct and instruct volunteers.
- Collect evaluations.
- Collect triage forms.
- Clean up.

Follow-up after the Health Fair:

- Send thank-you letters to exhibitors, volunteers, and donors.
- Check with health agencies doing screenings to make sure follow-up is done for all lab results.
- Tabulate evaluation results.
- Determine and document possible improvements for the next health fair.



## Appendix A: Example Patient Waiver

### INFORMED CONSENT TO PERFORM HEALTH SCREENINGS

I, \_\_\_\_\_, hereby consent to participate in the Health Fair Activities provided by the Syrian American Medical Society at \_\_\_\_\_(location). I understand that this health screening does not start a patient/medical provider relationship. I understand that my healthcare provider today is a volunteer with the Syrian American Medical Society and is not administering care for or in expectation of compensation.

I also understand that as a volunteer healthcare provider, the medical health professional is immune from civil liability for any act or omission resulting in death, damage, or injury as long as the volunteer acts in good faith and in the scope of his or her duties within the organization in providing the healthcare services.

I understand that all records will be stored in a HIPAA-compliant data system. In addition, I understand that it is my responsibility to follow up with my primary healthcare provider if recommended by the results. I understand that health screenings are being provided at NO COST TO ME. The nature of these health screenings has been explained and I was able to ask questions.

\_\_\_\_\_

Patient's signature

\_\_\_\_\_

Date





## Appendix B: Triage Form

Name:	Location:
Age:	Male / Female
Language:	Note disability:

Height	Weight	Blood Pressure	Pulse	LMP	Temp

<b>Current Symptoms/ Main Complaint:</b>	
<b>Current Medications:</b>	

<b>Diagnosis:</b>

<b>Treatment Plan:</b>
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**Medication:**

**Dose:**

**Instructions:**

**Quantity dispensed:**

**LOT #:**

**Expiration date:**



## Appendix C: Sample Supply List

<b>Medical Supplies</b>	<b>Office Supplies</b>	<b>Gift Bag Ideas</b>
Stethoscopes	Pens	Healthy snacks
Sphygs + BP cuffs	Trash cans	Dental care products
Glucometers + test strips + lancets	Trash bags	Hair care products
Thermometers (forehead or ear/mouth with caps)	Sharpies	Skin care products
Tape measure (Sewing style)	Markers	Nail care products
Wall sticker height chart	Extension cords	First Aid Kits
Adult weight scale	Paper clips, rubber bands, tacks, pins	Water bottles
Otosopes and caps	Stapler and extra staples	Pill holders
Alcohol swabs	Scotch, masking, and duct tape	Personal hand sanitizer
Antibacterial gels	Poster board	Pedometers
Germicidal wipes	Paper	
Cotton Balls	Batteries	<b>Activity Supplies</b>
Gauze	Emergency kit with first aid supplies	Jump Ropes
Tongue depressors	Paper towels	Hula Hoops
Bandages	Tissues	Yoga Mats
Gloves	Clipboards	Coloring books
Sharps containers	Adhesive name tags	Colored Pencils
Pen lights		



## Appendix D: Sample Outreach Flyer



# HEALTH FAIR

providing **free** primary care services,  
student physicals, chronic disease  
education, and more



**Saturday, September 8, 2018**

**10:00am - 5:00pm**

Kashmere Multi-Service Center  
4802 Lockwood Drive  
Houston, Texas 77026



The Syrian American  
Medical Society



**HOUSTON HEALTH**  
DEPARTMENT



## Appendix E: Sample Exhibitor Invitation Letter

Subject: (Health Fair Name) Request for Exhibitors

The Syrian American Medical Society is hosting the (name of health fair) on (event's title, date/time) in conjunction with (partner organization names). This event will be held in the (event's location). The target audience for this event is (provide your target audience); however, the community will be welcome to participate. The objectives of the fair include (see example below; event's objectives):

- To increase health awareness and disease prevention for (target community) by providing health screenings, educational information, and related activities.
- Provide disaster preparedness information.
- Increase awareness of local, state, and national health services and resources.
- Motivate participants to make positive health behavior changes.
- Teach self-care practices.

Your agency or business is invited to showcase your services at this event by providing educational information, screenings, or health awareness activities.

If you are interested in participating, please respond to this email with confirmation.

For more information, please contact \_\_\_\_\_ (contact person's name)  
at \_\_\_\_\_ (email address & phone number).

Sincerely,

Name and Title

Syrian American Medical Society

*The Syrian American Medical Society (SAMS), is 501c3 medical relief organization that is working on the front lines of crisis relief in Syria and beyond to save lives and alleviate suffering.*



## **Appendix F: Sample Donation Request Letter**

Name of Potential Donor Address  
City, State, Zip Code

Dear \_\_\_\_\_:

In response to the (specify issue and target audience), The Syrian American Medical Society is conducting a health fair that will be held on \_\_\_\_\_ (date) in \_\_\_\_\_ (city). I would like to request the donation of \_\_\_\_\_ and/or your monetary sponsorship of this educational event. (Explain how donation will be used).

We hope you can attend and participate in the health fair to witness all of the hands-on educational activities that will be conducted throughout the day. If your agency would like to table the health fair, spaces are still available!

Thank you for your willingness to assist with this valuable project. (Describe sponsorship acknowledgement package).

Sincerely,  
Your Name  
Syrian American Medical Society  
(Enclose any promotional flyers.)

*The Syrian American Medical Society (SAMS), is 501c3 medical relief organization that is working on the front lines of crisis relief in Syria and beyond to save lives and alleviate suffering.*



**Appendix G: Potential Sponsor Contact Lists**  
**National Organizations:**

<b>Organization</b>	<b>Contact</b>	<b>Email</b>
Americares		
Medshare	Susana Gutierrez	sgutierrez@medshare.org

**Texas Specific:**

<b>Organization</b>	<b>Contact</b>	<b>Email</b>
MD Anderson Cancer Center	Samiira Abdullahi	saabdullahi@mdanderson.org
United Health Partners	Renee Isiahiliza	cep@unitedhealthpartners.org
Houston Health Department	Judith Ramiro	judith.ramiro@houstontx.gov
Carnaval Dental		

**Appendix H: Sample Budget**

<b>Item</b>	<b>Amount</b>
Facility fees (Rental, security, custodial)	
Printing (Promotional materials, patient education materials, programs, forms, waivers, etc)	
Office Supplies	
Medical Supplies	
Giveaway items	
Refreshments (Volunteers, Exhibitors, Staff)	
Other	



## Appendix J: Health Fair Evaluation for Participants

Thank you for participating in the <insert company name> health fair. To help us assess the value of this program and its components, as well as to help us serve you better in the future, we are asking you to take some time to answer the following questions. Thank you for your help.

### 1. How did you become aware of the health fair?

- promotional flyer
- email
- word of mouth
- senior management
- poster

### 2. How would you rate the health fair overall?

- Excellent  Good  Average  Poor

### 3. How would rate the professionalism of the service staff?

- Excellent  Good  Average  Poor

### 4. In which events did you participate? (Check all that apply)

- <Insert name of event>
- <Insert name of event>
- <Insert name of event>

### 5. Has your participation motivated you to change an unhealthy behavior?

- Strongly agree  Agree  Disagree  Strongly disagree

### 6. If offered again, I will participate.

- Strongly agree  Agree  Disagree  Strongly disagree

### Comments:





**Appendix K: Health Fair Evaluation Form for Vendors/Sponsors:**

Exhibitor/Organization: \_\_\_\_\_ Booth number:  
\_\_\_\_\_

Your Name: \_\_\_\_\_ Phone Number:  
\_\_\_\_\_

1. Please rate the following aspects of the \_\_\_\_\_ County Health Fair:

	<b>Excellent</b>	<b>Fair</b>	<b>Poor</b>
<b>Attendance</b>			
<b>Pre-planning</b>			
<b>Management</b>			
<b>Facilities</b>			
<b>Location of booth</b>			
<b>Booth space</b>			
<b>Publicity</b>			

Comments or suggestions for change:

2. If another health fair was held, would you participate?    Yes            No
3. Please estimate the number of participants with whom you actually spoke:
4. Please estimate the number of publications handed out from your booth:



Thank you for your participation in the health fair.