

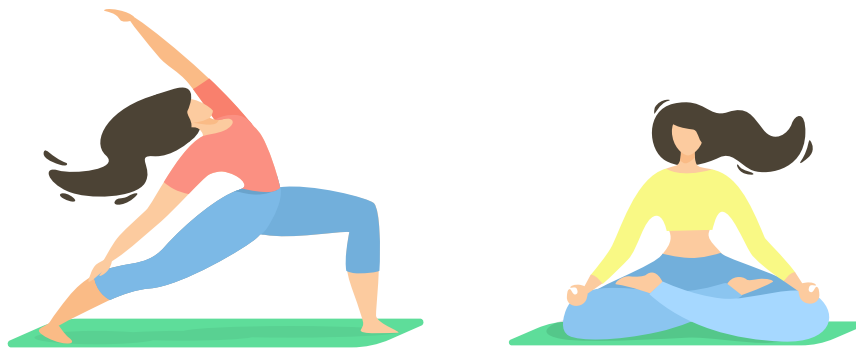
HOW-TO GUIDE FOR EMPLOYEE HEALTH FAIRS



INTRODUCTION

A health fair is a wellness event for employees to receive educational resources and learn about opportunities to improve their personal health and well-being. Through the utilization of vendors and health educators, health fairs cover a wide breadth of topics on healthy living as well as employer-specific benefit information, such as information on health, vision, and dental plans. They also bring employees together for engagement in wellness activities that aren't normally offered in the workplace to increase comradery and promote healthy lifestyles, such as pop-up fitness classes or challenges.

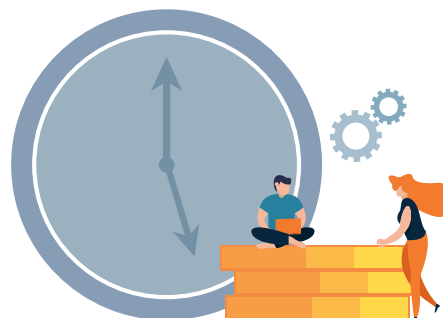
If executed properly, health fairs have the potential to engage a significant portion of an employee base; increase awareness on health-related topics and employee benefits; and kickoff other programs, such as a year-round wellness program.



The good news is that health fairs don't need to be expensive or difficult to plan. In fact, many of the vendors can be represented by free resources available in most communities. The goal of this eBook is to provide a step by step guide for companies looking to have a health fair for their employees. While it includes a basic guide to launching a health fair, it is important to remember that each organization is unique. As such, there is no one-size-fits-all solution for a health fair. Therefore, when planning a health fair it is important to consider the unique preferences and interests of employees and embrace the company's culture

When To Begin?

A health fair has many different components and takes time to plan and implement. For a successful health fair, it is important to start planning early. Ideally, start the planning process 6 to 12 months in advance as expected first-time health fairs take a little more planning and require more time. Subsequent health fairs will be much easier to execute. The proposed timeline for this guide is six months.



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TIMELINE

The diagram features a central vertical red bar. To its left, a white column contains the following labels from top to bottom: '6 MONTHS BEFORE', '5 - 6 MONTHS BEFORE', '4 - 5 MONTHS BEFORE', '3 MONTHS BEFORE', '1 MONTH BEFORE', and '1 - 2 WEEKS BEFORE'. To the right of the red bar, there are alternating light gray and white horizontal bars. At the bottom, a light gray horizontal bar spans the width of the diagram, with the label 'DAY OF THE EVENT' centered below it. Below this bar, a red rectangular block is positioned on the left side, and the label 'AFTER THE EVENT' is centered at the bottom.

6 MONTHS BEFORE

5 - 6 MONTHS BEFORE

4 - 5 MONTHS BEFORE

3 MONTHS BEFORE

1 MONTH BEFORE

1 - 2 WEEKS BEFORE

DAY OF THE EVENT

AFTER THE EVENT

1 APPROVAL

Timeline: 6 Months Before Health Fair

It doesn't make much sense to start planning for a health fair without the support of management. It may result in senseless work. Fortunately, the benefits of health fairs and the reasonable costs by which they can be conducted makes the selling process easier than other typical requests. Make sure to highlight that it is about more than just healthy living. Health fairs are also opportunities to learn about existing benefits and have colleagues interact at work in a social environment.

Pro Tip: After you get approval for year one, make sure to budget for future health fairs each year so getting management approval for a one-off request doesn't become an annual ritual.



In addition to management approval, you want management support. It will make implementation smoother, improve attendance, and connect the event to the company's culture. According to Towers Watson, to encourage employees to manage their own health and lead healthier lifestyles on their own, employers must provide wellness education, regular and targeted communications, and a workplace environment that supports and cultivates a healthy lifestyle. [Having the support of management](#) will be extremely important in implementing any wellness initiative, including a health fair, into your workplace culture.



2 COMMITTEE

Timeline: 5-6 Months Before Health Fair

Everyone needs a little help! A wellness committee, which is just the type of help a health fair needs, is composed of selected members of an organization who plan, implement, and evaluate an organization's wellness program. Your wellness committee should be comprised of a diverse mix of employees who serve as representatives of the rest of the company.

Determine how you'd like the committee to be involved with the wellness fair. Have members of your committee volunteer for different parts of planning and implementing the health fair so everyone is involved in some way. Be sure to assign specific tasks with a time frame in mind so that everything is completed on schedule and efficiently.

It is important that you meet frequently (we recommend once a week) in order to ensure tasks are being completed and to tackle any problems that may arise in the planning process. This will ensure an organized and successful event!



3 GOALS

Timeline: 5-6 Months Before Health Fair

With your company's culture, mission, and vision in mind, set some clear, S.M.A.R.T. goals for your health fair. Think about the reason(s) why you want to hold a health fair and together as a committee, create clear and measurable goals that you can use as a tool in planning the event as well as evaluating the impact of the health fair after it is completed.

When creating your goals think about your target audience. It is difficult to target every demographic so thinking about one or two in particular may help you piece together concrete goals. Examples could be middle-aged men with diabetes, employees that want to lose weight, stress management/lifestyle balance, and more.

Also, think about why management approved the event. Identifying and measuring these criteria will help demonstrate value to that constituency and secure approval in subsequent years.

Other aspects to think about when creating your goals are what the end results should be. Think about what you want to get out of holding a health fair for your employees. Some examples include: increasing employee awareness, expanding knowledge of employee benefits and community resources, and motivating behavior changes. These end result goals can assist you in creating other goals for your health fair.



4 TIMELINE

Timeline: 5-6 Months Before Health Fair

A timeline is an important tool in planning any event. A timeline will help compartmentalize the project and give you the ability to see the health fair in bite size pieces making the planning process manageable and organized. It will also help with delegating parts of the project to the wellness committee and set clear expectations to the entire team.

Consider the size of the event and how many people you expect to attend. This will assist in finding the appropriate space for the event as well as developing a budget. Consider if you will need to rent or reserve a space within your building to accommodate a larger group. You want to make sure your fair is easily accessible for your target audience as well as your vendors and the size is appropriate for your target number of attendees.

Consider the amount of time you would like to allot for the event. Having the health fair during a time that is convenient for employees will encourage attendance. Think about when your employees are most available (in the office) and when they may consider taking a break for themselves. Most health fairs happen during the lunch hour and last about two to three hours, depending on the size of the event.

5 GET CREATIVE

Timeline: 5-6 Months Before Health Fair

You want this event to be memorable and successful so get creative with your wellness committee! Think about having an overall theme to go along with your health fair. Having a theme can enhance participation as well as help with promoting the health fair. Your theme could be based on your companies' mission/vision or it could also be coordinated with a time of the year or special event going on in your community. Examples include: Olympics, the seasons, national health observances, or sports and recreational activities.

Coordinate your vendors and prizes with these themes to keep everything consistent. For example, if you're doing a Fall Festival you could have some healthy food tastings that incorporate fall foods such as squashes, apples, or holiday dishes.



6 VENDORS

Timeline: 5-6 Months Before Health Fair

Your vendors will make your health fair shine. When determining which vendors you want at your health fair, think about your target audience as well as your overall goals and objectives in order to choose vendors that will best accommodate them. Make sure your vendors are well rounded and that you offer a diverse set of services and events for different interest groups.

Choose vendors that can offer your employees valuable information and benefits that they can use outside of the health fair. Vendors can offer educational takeaways such as recipes, cooking demonstrations, or tips on staying active. Takeaways are very beneficial and valuable to employees trying to incorporate a healthier lifestyle.

To save on your budget, choose between a variety of free vendors as well as vendors that you have to pay for. The following page includes a few examples of free and paid vendors you can use at the health fair.

FREE VENDORS	PAID VENDORS
Benefits, Health, Dental, Vision, Retirement, etc.	Chair Massages
Financial Wellness	Fitness Classes
Local Gym	Local Food Tasting
Health Food Store (e.g. Whole Foods)	Flu Shots
Parks and Recreation Department	Biometric Screenings
American Red Cross	Health Coaching
Public Health Department	Nutrition Classes
Police Department	Physical Therapy Classes
Fire Department	Manicure/Pedicure Station

Activities to engage your employees will also be important. Talk to the vendors and see what activities they could offer to keep the health fair interactive and to ensure a high participation rate. Keep your vision, goals, and overall theme in mind when choosing what activities to include in your fair. You will also want to determine if any of the activities will need advanced sign ups. These may include any fitness classes, massages, or flu shots. Ensure that you give ample time for your employees to sign up for these events and make it convenient and organized for employees to sign up as well.

7 PRIZES

Timeline: 5-6 Months Before Health Fair

Prizes and giveaways at the health fair will enhance participation and employee engagement in the event. Keeping your budget in mind, prizes can range from small giveaway such as stress balls or guest passes to local gyms and can go all the way up to a larger prize such as a Fitbit or a gift basket of health related gear. We suggest asking your vendors to provide some giveaways that will not only promote their services but also save on costs. Keep your overall theme in mind when coming up with prizes!

Arrange your prizes so there are some small, medium, and larger raffle prizes for employees to enter to win. Use a “passport card” for employees to fill out as they visit each vendor. When they visit a vendor, the vendor checks off that they’ve been to their station and they are entered to win one of the bigger prizes at the end of the fair. This keeps everyone engaged as well as ensures that most employees will visit each vendor.

8 EQUIPMENT

Timeline: 4-5 Months Before Health Fair

Equipment will vary depending on the size of the event and what is included. You will want to think about what equipment you'll need in order to provide a successful fair. Some of these include the following: tables and chairs, prizes and giveaways, tablecloths and signage, audio-visual, pens/pencils and paper, etc. Ensure you have enough equipment to accommodate all vendors. In many cases, the vendors will provide some of their own equipment. Make sure to confirm with each vendor what they will need from you at the event.



9 CONFIRMATIONS

Timeline: 4-5 Months Before Health Fair

Vendors

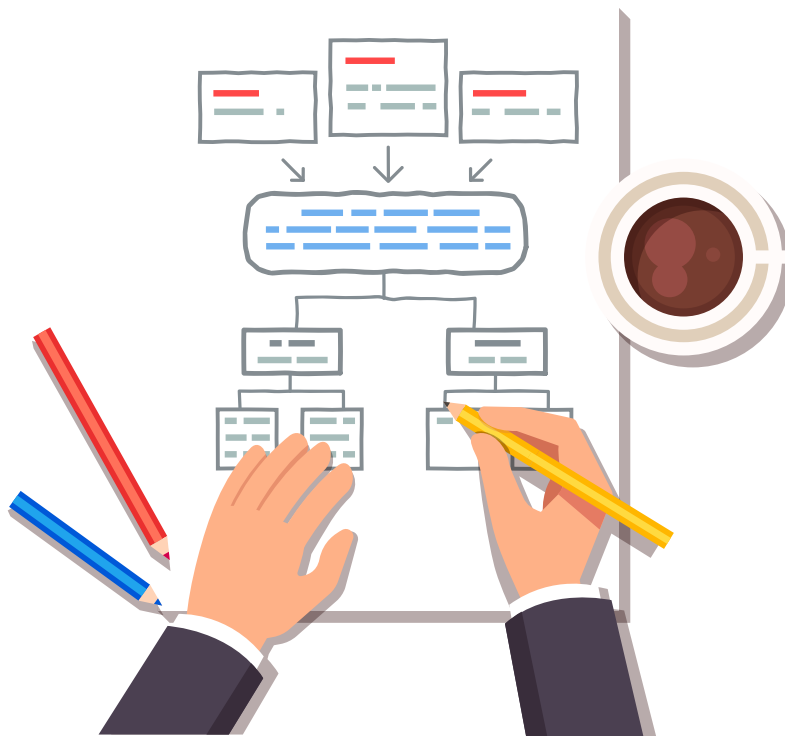
Once you have established your vendors, you will want to get firm confirmations from them regarding their participation and attendance. We suggest sending them an invitation letter that includes all information about your health fair, including time, date, location, their role, any prizes they're including, and what will be accommodated for them (chairs, table, etc.). This will ensure that they know exactly where to be, when and what they're doing, and also assist you in organizing your vendors and the activities that are being held.

Volunteers

Talk with your wellness committee and confirm your volunteers for the health fair. Volunteers can have the following roles: hospitality (welcome and directions), clerical duties, registration and sign ups, pre and post surveys, and set up and clean up. Ensure you have a few volunteers for each task for organizational purposes. Having volunteers from all parts of the organization will help build awareness for the health fair across the entire company, resulting in more participation.

Coordinator

You may want to think about having a “go to” person for the entire event... almost like a ring master. This coordinator can be in-house from your wellness committee or outsourced but keep your budget in mind. The coordinator’s role is to ensure that the health fair goes smoothly from start to finish. This person will make sure all volunteers and vendors are where they need to be and can be the “go to” person with any questions regarding the fair.



10 PREPARING PROMOTIONS

Timeline: 3 Months Before Health Fair

By this step, you should have your blueprint for your health fair in place. The date, time, hours and all volunteers, staff and vendors should be established. These next three months will focus on planning out promotional and educational material and reserving your in house materials for the event.

Educational And Promotional Material

Every culture is different so brainstorm with your wellness committee on the best ways that your employees will receive information regarding the health fair. Use volunteers and the talent of your peers to create educational and promotional materials for your health fair. These materials should not only be informative but also eye catching with only necessary information on it so it is not too wordy. Use graphics and big letters to catch their eyes and don't forget to incorporate your theme into your promotions!

Reserve In-House Materials

You'll want to make sure all of the in-house materials are reserved far in advance. Ensure that all of your tables and chairs, trash receptacles, writing materials, table clothes, etc. are reserved for the day of your event. Think about having extra materials just in case the event is an even bigger success than you anticipated.

11 LAUNCHING PROMOTIONS

Timeline: 1 Months Before Health Fair

It's time to promote your health fair! Publicize the event in house through various ways of communication, such as though:

- Emails
- Company intranet
- Posters/Flyers
- Company newsletter
- Paycheck insert
- Banners
- Word of mouth
- Company meetings

Try to get your whole committee involved in promoting the event as well as senior management for extra support. When management is involved and supportive, employees will feel more empowered to participate in events as well as taken care of. This support signals the importance management places on the event.

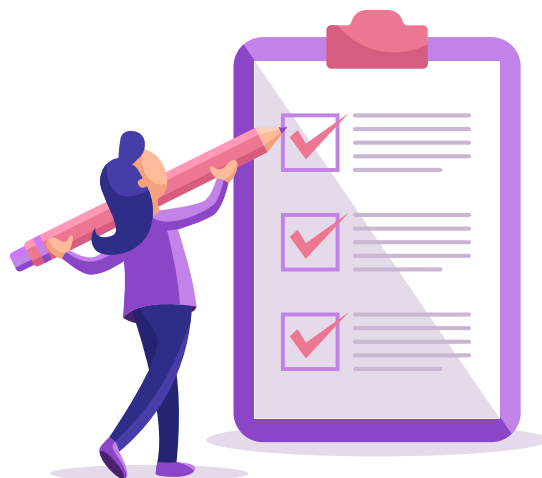
12 FINAL CHECKLIST

Timeline: 1-2 Weeks Before Health Fair

The week prior to the event you'll want to check, recheck, and check again. Confirm your vendors once more and see if they have any questions regarding the health fair. Secure all of your volunteers and coordinators and make sure everyone knows their role prior to the event. Be prepared for any last minute changes and plan accordingly with your committee to ensure smooth sailing.

Send out a reminder email to all employees reminding them of the event and include any sign ups in the email so employees can register for activities.

The day before the health fair, you will want to set up all of your equipment so it's one last thing you'll have to worry about on the day of the event. Have an all hands on deck meeting with your committee where you set up your event space.



It is really important to stay on top of your vendors and keep all lines of communication open so both parties are informed. Send a final email to your vendors confirming the following:

- Parking information
- Contact person
- Other attendees
- Security check in instructions, if any

This information will be valuable to them so they know exactly what is going on and where they need to be. This will also assist you in your organization for the day of the event.

On the day of the event, make sure all vendors are greeted and escorted to their places and know whom to contact with any questions that may arise. Ensure that vendors know where their tables are, where the bathrooms are, and where they may find extra equipment if needed.

13 AFTER THE EVENT

Send Thank You Emails To All Vendors

No later than one week after the health fair, send a thank you letter to the vendors thanking them for their participation. It is important to have good communication with them to ensure a healthy relationship for future partnerships and events you may have.

Evaluations

It is always important to see if your health fair was a success. Create two evaluations, one for vendors and one for employees with questions pertaining to their participation in the health fair. Send the vendor evaluation with the thank you email and ask for a response by a certain date.

For employees, establish an easy way for them to participate in the survey and request a time for a quick turnaround. Once you receive all surveys, meet with your wellness committee to analyze and interpret the data. Determine what worked and what didn't for the success of future health fairs. Be prepared to have to submit this to management as needed.

ABOUT WELLABLE

Wellable operates next-generation wellness challenges and health content technology platforms and complements these solutions with on-site services, such as fitness classes, seminars, health coaching, and more.

The technology's flexibility allows organizations to customize and configure a program to meet their needs and objectives while providing a rich experience for end users. Wellable works with employers and health plans of all sizes across the world, with active users in more than 23 different countries.

Visit us online at www.wellable.co and follow us on social media!

