

# LIONS OF ILLINOIS FOUNDATION

## A Guide to Creating a **HEALTH FAIR** In your community



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## **WHY SPONSOR A HEALTH FAIR?**

In today's busy world, people too often disregard the signs and symptoms of an illness or health issue before it becomes a major problem. Sponsoring a Health Fair and making it easy for your local residents to gain information through screenings, advisors and education will help them to live longer and healthier lives. It will also provide your Lions Club with valuable, inexpensive or free exposure in your community and allow smaller clubs to combine efforts into one large annual event.

## **GETTING STARTED**

This guide is a combination of personal experiences and information from multiple sources. Please use it as a guide not as a definitive plan.

- Begin by securing approval of your Lions Club Board of Directors. Their approval should include all aspects of the Health Fair including maximum budget, health care participants, location and participation by other groups in your community. Have a chairperson appointed by the Board.
- Establish a committee and call a meeting of the group. Choose sub committees for set-up, public relations, registration and follow up survey, clean up and refreshments-if desired.
- Discuss ideas for the Fair. What medical or health professionals do you want to invite to participate? Do you want durable medical equipment suppliers to showcase their products? Do you want to charge them an exhibitor fee and if so, how much? (Keeping cost low will guarantee better participation).
- Please be sure to include the Lions of Illinois Foundation's FREE Mobile Hearing and Retinal Screening Unit as well as the Children's Handheld Vision Screener in your start up plan.

## **SET A BUDGET**

With the Board's maximum fund allocation in mind try to prepare a budget. The budget should include influx of dollars from your Lion's Club and estimated participant fees from exhibitors. Decide who should pay and who should be included for free.

## **ESTABLISH GOALS**

What are the needs in your community? Do you need hands-on screenings such as sight and hearing (provided by Lions of Illinois Foundation), blood pressure and diabetes testing, drug or tobacco cessation, etc. Do you need educational information on health issues, diet or mental well-being?

## **ESTABLISH OBJECTIVES**

Objectives should include the number of participants expected. Should you limit advertising and publicizing of the event to your local community or should you offer it to a wider area? Can you anticipate how many visitors will take part in each activity? How many exhibit booths can you comfortably provide?

## **DEVELOP A TIME SCHEDULE**

- Secure a location. It must be handicapped accessible.
- Establish a date and times for the event at least 3-4 months prior to the event
- Prepare and mail an invitation to providers/vendors at least 3-4 months in advance of the event. Ask about their physical setup needs.
- Obtain volunteers and staffing. Encourage Lions first and reach out to others in the community for help
- Develop and prepare brochures, advertising posters, publicity releases and other promotional materials as needed.
- Confirm attendance by follow up call, e-mail or letter
- Decide on the availability of electrical needs. Will vendors/providers need electricity? How much is available? Will the Lions Club provide extension cords (not suggested) or will attendees bring their own extension cords?
- Develop floor plan after receiving confirmation from health care providers. Do they need privacy? Do they need a dark room? Noise free?
- Advertise and publicize
- Plan games, giveaways, raffles-if desired
- Plan refreshments if providing them. Plan on types, service location and whether a charge will be made for them
- Ask Fair attendees to evaluate the Fair. Meet with your committee to review the evaluations and complete a recap for future use.
- Send thank you letters to providers and vendors.

## THEMES

When it comes to health care, there are many avenues from which to choose a theme. There are events such as **Diabetes Awareness, Healthy Vision Month, National Public Health week, World Health Day, Every Kid Healthy Week, Cataract Awareness Month, Breast Cancer Awareness** etc. Should the Fair be aimed at all ages or should it be earmarked for the aged, needy, young parents etc. Should you include the local police and fire departments for emergency preparedness? Are there local health issues that need to be addressed? Issues such as air or water borne illnesses to be screened?

- **Screenings:** Hearing and vision screenings including child screenings. Blood glucose, blood pressure, cholesterol, foot issues, oral cancer, skin cancer screening, chiropractic evaluations and others depending on the availability of the health care profession screeners.
- **Demonstrations:** There are many demonstrations that can be provided by vendors and providers. Yoga, Tai Chi, massage, exercise equipment, first aid, CPR and other health related items. A nurse/doctor/hospital information booth could be added depending on participation.
- **Health awareness:** First aid, elder care, diabetes, cancer prevention, smoking problems, women's health issues, men's health issues, vaccinations for kids, AIDS, heart disease, automobile safety, domestic violence and teen issues, oral health, mental health and coping with stress, spinal care, medical and recreation cannabis use are just a few issues you can cover. Many of these topics can be covered through literature from the individual support groups dealing with specific areas.

## CHECKLIST

You can create your own checklist to fit your needs. Here are suggested topics. Add topics as needed in your community.

- Get started
- Establish a committee and sub-committees
- Establish theme
- Decide on Location, date and times
- Contact vendors and providers
- Solicit donations of gifts, snacks, food, drinks and other free items
- Design floor plan
- Plan refreshments (if desired)
- Promote and advertise event
- Prepare name tags and signs
- Assign tasks to volunteers
- Double check electrical needs
- Provide persons to give breaks to volunteers (as needed)
- Create an evaluation sheet
- Plan registration table
- Send thank you letters to providers and vendors
- Hold follow-up meeting to discuss evaluations and to plan for next year.

***AS SOON AS YOU HAVE ESTABLISHED A DATE:***

**SCHEDULE THE FREE MOBILE SCREENING UNIT.**

**SCHEDULE THE CHILDREN'S HANDHELD SCREENER.**

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Please go to our website at  
**[www.LionsOfIllinoisFoundation.org](http://www.LionsOfIllinoisFoundation.org)**

To schedule the screening unit.

## SAMPLE INVITATION LETTER

*Date*

*Provider/vendor address*

Dear \_\_\_\_\_

The \_\_\_\_\_ Lions Club is planning a community health fair to be held on *(date)* \_\_\_\_\_ at *(location)* \_\_\_\_\_. We invite you to join us in providing this valuable service to our community. This year's theme for the Health Fair is \_\_\_\_\_.

We will be holding a raffle for the participants and would welcome any gift you could provide for the raffle. Participants will have the opportunity to visit your booth and partake in any service you may offer. We will provide a table, two chairs and any other items you may need to participate.

To register your intention to participate in the fair please complete the attached information form and return it to: *(name)* \_\_\_\_\_ *(address)* \_\_\_\_\_ *(e-mail)* \_\_\_\_\_ or *(telephone)* \_\_\_\_\_ by *(deadline date)* \_\_\_\_\_.

We look forward to working with you on this most worthwhile event. If you have questions you may contact me at the above.

Sincerely,

*(Chairperson)*



## SAMPLE REGISTRATION FORM

Organization\_\_\_\_\_

Address\_\_\_\_\_ Contact\_\_\_\_\_

Phone\_\_\_\_\_ Fax\_\_\_\_\_ E-mail\_\_\_\_\_

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Description of booth/service\_\_\_\_\_

Screening Service\_\_\_\_\_

Material to be distributed\_\_\_\_\_

Promotional giveaway items\_\_\_\_\_

Raffle Prize Donation (if applicable)\_\_\_\_\_

### Set up requirements

One table and two chairs will be provided.

Extra tables\_\_\_\_\_ extra chairs\_\_\_\_\_

Electrical needs\_\_\_\_\_

Other\_\_\_\_\_



# EVALUATION FORMS

(For participants and vendors)

1. Did you find this year's Lions Health Fair to be valuable to you? Why or why not \_\_\_\_\_
2. What did you like best? \_\_\_\_\_
3. What feature would you like to see next year? \_\_\_\_\_
4. Was the Lions Health Fair location suitable for you? \_\_\_\_\_
5. Did you learn anything new concerning health issues? \_\_\_\_\_
6. Do you feel you benefited from the screenings or vendors today? \_\_\_\_\_
7. How did you hear about the Lions Health Fair? \_\_\_\_\_

**RATING:** Poor 1      Fair 2      Good 3      Excellent 4

Thank you for participating from the \_\_\_\_\_ Lions Club!

**NOTE:** Your committee should meet after the Health Fair and discuss the evaluations. Separate the ratings from vendors from those of participants. Prepare "thank you" letters for vendors/providers. Discuss changes to format, location etc. for next year.



## **SUGGESTED VENDORS/PROVIDERS**

- Lions of Illinois Vision and Hearing Screening Unit
- Local medical doctors, dentists, optometrists, and other health care professionals
- Alzheimer's Association
- Arthritis Foundation
- American Heart Association
- American Red Cross
- Asthma Foundation
- Cancer Society
- County Health Department
- Diabetes Association
- Epilepsy Foundation
- Local Hospitals
- Lung Association
- Salvation Army
- Veteran's Administration
- YMCA
- YWCA

Other health related persons or businesses that are locally active. Other sight and hearing related individuals or businesses. You can also contact your local United Way for more suggestions.

**GOOD LUCK!**