

HOW TO PLAN A COMMUNITY HEALTH FAIR



6 TO 12 MONTHS BEFORE THE HEALTH FAIR:

PLANNING COMMITTEE

- Create a planning committee for your event. Select committee members and one or two co-chairpersons that will commit to leadership and the success of your event.

GOALS & OBJECTIVES

- Write down your goals and objectives for the health fair.

AUDIENCE & PURPOSE

- Think about why you are holding your health fair, who you are trying to reach at the event and what you would like to accomplish.

THEME

- Select a theme – whether it is based on a health or safety issue, the time of year or other themes from within your community organization.

DATE, TIME & LOCATION

- Narrow down a date and time for your event. Then select and reserve the location or venue as early as possible.

ACTIVITIES & SERVICES

- Identify possible services, activities, information and exhibits that would be add to an informative and fun environment for your event.

BUDGET

- Once you have identified the date, time and location, the goals and objectives and the activities and services you will make available at your health fair, create a budget.

EVENT SUBCOMMITTEES

- Assign planning committee members to different responsibilities or subcommittees, such as:
 - LOGISTICS:
 - Reserving the venue; Coordinating resources, on-site setup and parking;
 - PUBLIC RELATIONS:
 - Making sure the public knows about your event by creating flyers and announcements on radio, social media, television, community events and even e-mail; Creating partnerships with other community organizations; and,
 - ACTIVITIES AND SERVICES:
 - Deciding on what activities and services will be provided at the health fair; Contacting and confirming vendors who will attend to provide those services.

3 TO 6 MONTHS BEFORE THE HEALTH FAIR:



VENDORS

- Confirm the attendance of healthcare providers, exhibitors and vendors for the health fair.

VOLUNTEERS

- Recruit volunteers to assist the subcommittees if you are running behind on your timeline or responsibilities.

PHOTOS

- Assign a committee member or volunteer to take photos on the day of your event.

ORGANIZE SETUP

- Assign a subcommittee or several volunteers to welcome and direct service providers and vendors on the day of the event.

EQUIPMENT

- Reserve sound equipment and other rentals if needed. Reserve enough tables and chairs once attending vendors are confirmed.

3 MONTHS BEFORE THE HEALTH FAIR:

HEALTH INFORMATION MATERIALS

- Order educational materials from health organizations. ([web link](#)) ([web link 2](#))

PRIZE INCENTIVES

- Begin securing prize incentives, goodie bags and giveaways.

TRASH BINS

- Reserve trash receptacles for the day of your event.

SUPPLIES & DECORATIONS

- Secure trash bags, table cloths and venue decorations.

MARKETING

- Create posters, flyers and promotional materials to publicize the event.

PRINTING

- Duplicate printed materials such as registration and evaluation forms.

VERIFY CONFIRMATIONS

- Receive written commitments and confirmations of vendors, service providers, exhibitors, volunteers, rental equipment and special guests.

CONFIRM EVENT DETAILS

- Provide written confirmation to vendors, service providers and exhibitors to include the following information: date of the event, setup times and event start and end times, location/address of the event with a map and general guidelines.

EXHIBITOR SETUP

- Be sure to request the official organization names for booth signs, and ask the exhibitor to bring special equipment such as extension cords, three-pronged adaptors, etc. Ask the exhibitor about any space or electrical setup requirements.

1 MONTH BEFORE THE HEALTH FAIR:

REVIEW PROGRESS

- Meet with committee chairs to review progress towards implementation of plans.

PUBLICIZE

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

FLOOR PLANNING

- Plan booth, exhibits and classroom locations.
- Create booth signs.
- Create a map or floor plan for exhibitors and participants.

PROGRAM

- Create a program agenda. Be sure to acknowledge exhibitors, vendors, volunteers, donors and sponsors.

EXTRA ITEMS

- Make a list of items that still need to be purchased or obtained.

1 WEEK BEFORE THE HEALTH FAIR:

CONFIRM ATTENDANCE

- Confirm event details and the attendance of all participants (including volunteers, committee members, exhibitors and special guests or media).

PRINTING

- Print maps and program agendas.

- Print nametags for exhibitors, volunteers, committee members and all participants.

PERISHABLE ITEMS



- Purchase perishable items and store them safely until the event.

VOLUNTEERS AND STAFF

- Create a list of volunteer assignments for the day of the health fair.
- Finalize a plan for staffing the event, including a command center table.

REGISTRATION & EVALUATION

- Finalize a plan for vendor/exhibitor registration (usually at a sign-in table) and setup instructions.
- Finalize a plan for event evaluation, including distribution and collection of evaluation forms or surveys.