



# WorkWell NYC Health Fair Planning Guide

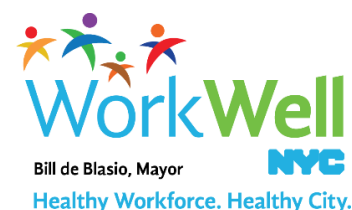
**Hello and congratulations on organizing a health fair!**

WorkWell NYC is here to help City of New York employees live well and work well! Health fairs are a fun way to bring employees together while promoting health and raising awareness of available wellness resources.

Whether this is your first time planning a health fair or your hundredth, the WorkWell NYC Health Fair Planning Guide offers practical information and strategies to help make your event a success. City of New York agencies are extremely diverse, so we encourage you to insert your own ideas, modifications, and agency personality into your planning in order to best meet the needs of your workforce.

If you have questions regarding your health fair (or if you want to share a success story!), please email WorkWell NYC at [workwell@olr.nyc.gov](mailto:workwell@olr.nyc.gov).

**-Team WorkWell NYC**



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## Planning:

***Careful planning is important for hosting an informative and well-attended health fair. As you prepare for your agency's health fair, ask yourself the questions below:***

### **PREPARATION**

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✓ **Have you picked a good time to host your health fair?**

Lunchtime is often a convenient time for employees to attend a health fair. Consider when your agency's employees take breaks and schedule your health fair around those times.

✓ **Is the space accessible for everyone?**

Try to book a space or room on the first floor if possible. If your event will be held on a higher floor, make sure it can be accessed via an elevator or ramp. Try to space tables far enough apart so that someone with a wheelchair can easily pass through.

✓ **Do you have all necessary supplies?**

Make sure you have all the supplies you need, such as tables, chairs, decorations, giveaways, speakers, signage, etc. Leave ample time for set-up and consider having materials delivered in advance if possible.

✓ **Do you have sufficient help?**

Assemble a volunteer health fair committee and assign clearly defined tasks and timelines to each member. WorkWell NYC Ambassadors and Champions may be able to assist with setting up, supporting the event, and cleaning up. If you don't know if your agency has Ambassadors and Champions send an email to [workwell@olr.nyc.gov](mailto:workwell@olr.nyc.gov).

### **WORKING WITH VENDORS**

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✓ **Have you invited vendors whose services are aligned with City employee benefits?**

If you are inviting local health care providers, make sure their services are covered by City of New York employee insurance plans. (Note: The majority of City employees are covered by EmblemHealth).

✓ **Do you know your vendors' needs?**

Make sure you know exactly what each vendor needs in terms of space, electricity, Internet access, and storage, and create a floor plan with these needs in mind. Try to spread out tables or activities that might be popular to ease congestion.

✓ **Are you sending out reminders to vendors?**

Send calendar invites and reminders out to confirmed vendors upon confirmation and again at least one week out and the day before the event.

### **PROMOTION AND PARTICIPATION**

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✓ **Have you included fun activities to keep employees engaged?**

Interactive, hands-on activities like chair massages, line dancing, cooking demos or stretch breaks can help draw in a crowd. Raffle off prizes or having giveaways available can also help attract employees to your event. If your agency's budget allows for it, you may want to offer healthy drinks and snacks.







✓ **Have you created next steps for at-risk participants?**

If you invite a vendor to offer health screenings (blood pressure, blood glucose, BMI, etc), make sure to they have a plan in place for employees whose results indicate they need additional care.

## Frequently Used Vendors:

***From employee resource groups to agency softball teams to farm shares, you may already have some health-related activities to showcase at your health fair. In order to make your health fair robust and well-rounded, you may also want to invite some external vendors. The companies, agencies and programs listed below can send representatives to health fairs across the City free of charge. Please reach out to the contacts listed for more information:***

Vendor	Offerings	Contact
	<p>WorkWell NYC can support your health fair in 3 distinct ways:</p> <ol style="list-style-type: none"> <li>1. Attend as a general vendor where we provide information and resources about wellness programs for City employees.</li> <li>2. Coordinate flu shot clinics (September-November) and Know Your Numbers health screenings.</li> <li>3. Offer lectures and coaching demos on topics such as nutrition and getting started on your fitness journey.</li> </ol>	<p><a href="mailto:workwell@olr.nyc.gov">workwell@olr.nyc.gov</a></p>
	<p>Escape offers free quit smoking counseling and nicotine replacement medications to all NYC Employees and members of their household.</p>	<p>Mark Bansfield <a href="mailto:MBansfie@health.nyc.gov">MBansfie@health.nyc.gov</a></p>
	<p>The Employee Assistance Program (EAP) provides information about their counseling and referral services to help City employees and their families address personal and professional concerns.</p>	<p>Claire Cammarata <a href="mailto:eap@olr.nyc.gov">eap@olr.nyc.gov</a> 212-306-7660</p>
	<p>Thrive NYC is a citywide initiative to promote mental health for all New Yorkers. Thrive NYC can provide information and resources about mental well-being and services.</p>	<p>Gagan Kaur <a href="mailto:GKaur@thrive.nyc.gov">GKaur@thrive.nyc.gov</a></p>
	<p>The NYC Deferred Compensation Program (DCP) provides information about different programs to help eligible employees with financial planning and saving for retirement.</p>	<p>Sang Hong <a href="mailto:shong@olr.nyc.gov">shong@olr.nyc.gov</a> 212-306-5050</p>
	<p>The NYC Health Benefits provides information and resources about the health insurance plans available to City employees.</p>	<p>Sang Hong <a href="mailto:shong@olr.nyc.gov">shong@olr.nyc.gov</a> 212-306-7392</p>

Vendor	Offerings	Contact
	<p>EmblemHealth provides information about its health insurance plans available to City employees.</p>	<p>Gary Scarmato  <a href="mailto:GScarmato@EmblemHealth.com">GScarmato@EmblemHealth.com</a></p>
	<p>MetroPlus provides information about its health insurance plans available to City employees.</p>	<p>Carlos Santiago  <a href="mailto:Santic@metroplus.org">Santic@metroplus.org</a></p>
	<p>The City and its Unions have partnered with WW (formerly known as Weight Watchers) to subsidize the cost of membership for City employees. WW can attend your health fair to discuss and promote the WW program.</p>	<p>Carly Joos  Strategic Engagement Coordinator  <a href="mailto:Carly.joos@ww.com">Carly.joos@ww.com</a></p>
	<p>The NYPD Community Affairs Department aims to help NYC employees and residents stay safe. Bureau officers can share information and resources about ways to help employees prevent crime and stay safe.</p>	<p><a href="mailto:communityaffairs@nypd.org">communityaffairs@nypd.org</a>  646-610-5323</p>
	<p>Affiliated Physicians can provide on-site, convenient preventative healthcare screenings to City of New York employees.</p>	<p><a href="#">Clinic Request Form</a></p>
	<p>The FDNY Community Affairs Department can share information and resources about fire safety and prevention.</p>	<p>Captain Timothy Smith  <a href="mailto:timothy.smith@fdny.nyc.gov">timothy.smith@fdny.nyc.gov</a>  718-999-1107</p>
	<p>CancerCare is the leading national organization providing free, professional support services and information to help people manage the emotional, practical and financial challenges of cancer.</p>	<p>Kristine Fuangtharnthip  <a href="mailto:kristinef@cancercare.org">kristinef@cancercare.org</a>  212-712-8908</p>

## Vendor Info Sheet:

***Sending details about the event to vendors ahead of time can help everyone stay organized. You may want to create a vendor info sheet to share with vendors when you request their attendance at your event.***

Consider including the following information or use the sample sheet on page 12:

- ✓ Agency name and address
- ✓ Date and time of health fair
- ✓ Room/floor
- ✓ Directions for entering the building (ex: bring government ID, enter through northwest entrance, etc.)
- ✓ Health fair point person's email and phone number
- ✓ Contact information and address where vendors can ship any materials in advance (make sure to include department/bureau/floor, if applicable)
- ✓ Expected number of attendees
- ✓ Nearby train stations and parking options (if applicable)
- ✓ Schedule and logistics for the day of

## Promoting Your Health Fair:

***Once you've booked your event space, secured vendors, and planned activities for the day, it's time to promote the event!***

- ✓ Start promoting your health fair at least one month in advance using a variety of promotion strategies:
  - Email blasts
  - Intranet postings
  - Flyers and posters in highly visible areas such as near printing stations, in break rooms, near refrigerators, on bulletin boards, near elevators, time clocks and building entrances
  - Meeting announcements
  - Newsletters
  - Word of mouth
- ✓ Get creative! Mix up your messaging as the event gets closer, perhaps highlighting a different activity or screening opportunity each week.
- ✓ Leadership support can help encourage employees to attend events. Ask committee members and managers to show their support by mentioning the health fair at meetings.

## Evaluating Your Event:

***Tracking attendance and feedback is important because it can help you plan for future fairs, provides valuable insight into your employees' interests, and can even help you build the case for developing additional wellness programs.***

- ✓ Have a sign-in sheet at the door in order to track the number of people who attended and collect email addresses for follow-up
- ✓ Consider asking employees to fill out a short one-page survey on their way out of the fair or create an online survey to send out within the week following the event. You can use the survey template on page 12 or create your own. The survey should be anonymous so employees feel comfortable sharing their opinions. You may want to ask questions about:
  - *Convenience: was the fair easy to attend? Is there a better time or date for future fairs?*
  - *Satisfaction: did employees enjoy the fair? What did they like or not like?*
  - *Education: did employees learn anything new?*
  - *Motivation: why did employees decide to come to the health fair?*
  - *Health behavior change: Do employees intend to change any health behaviors as a result of the fair?*
  - *Include blank space for feedback - employees may have concerns or interests you didn't consider.*
- ✓ Get feedback from your vendors. Consider sending a thank you note along with a brief survey. These individuals likely attend many health fairs each year, so they may have valuable insight!



# Health Fair Resources



## Health Fair Sign-In Sheet

Agency\_\_\_\_\_ Location \_\_\_\_\_Today's Date\_\_\_\_\_

## Health Fair Vendor Info Sheet

**Agency name and address:**

**Date and time of health fair:**

**Room/ floor:**

**Directions for entering the building (ex: bring government ID, northwest entrance, etc.):**

**Health fair point person's email and phone number:**

**Contact information and address where vendors can ship any materials in advance (make sure to include department/bureau/floor, if applicable):**

**Expected number of attendees:**

**Nearby train stations and parking options (if applicable):**

**Schedule and logistics for the day of:**

## Health Fair Participant Survey

1. Was today's health fair easy for you to attend? (circle your answer)  
YES / NO
2. Is there a better time or date if the health fair were to take place again?  
YES / NO (if yes, describe when) \_\_\_\_\_
3. Were you satisfied with today's health fair?  
Extremely satisfied  
Somewhat satisfied  
Somewhat dissatisfied  
Extremely dissatisfied
4. Did you learn anything new today? If you did, please describe briefly
5. Do you intend to change any health behaviors as a result of the fair? YES / NO  
If yes, what do you plan to change?
6. Do you have any additional comments or feedback about today's health fair?