

Health Fair Solutions

Health Fairs are a time-effective way for employees to gain awareness of and be educated on various aspects of their well-being. Reasons for using a Health Fair include:

- To provide tangible evidence to employees that the company or organization for whom they work, values their health and well-being;
- To introduce new health/wellness products and/or services to the employee population;
- To reinforce a wellness theme being promoted within the company by strategically inviting exhibitors or vendors who provide services or programs that align with the theme;
- To provide an opportunity for employees to learn about common health issues and to create a non-threatening forum for asking questions;
- To create an environment of acceptability in which the employees gain information and knowledge with the support of peers; and
- To introduce a new cross-company wellness campaign by using the health fair as a kick-off event.

Health Fair Logistics:

The exhibitors or vendors at a Health Fair can include:

- Community agencies
- Volunteer organizations
- For-profit and non-profit health affiliated organizations
- Nurses and other clinicians
- Professional exercise and therapy specialists
- Internal departments*
- External suppliers of services and products**

* There may be appropriate internal departments from within the organization such as Occupational Health and Safety or facility management experts that can be highlighted depending on the focus of the Health Fair.

**Affiliated companies providing services to the workplace may also be invited when appropriate. This could include Employee Assistance Programs or protective equipment suppliers.

Ten Tips for a Successful Health Fair:

1. Decide on the applicable reasons for hosting a health fair for employees.
2. Seek the services of a professional firm such as **Wellness at Work** to assist in all aspects of the health fair to make it a valuable learning opportunity for all involved with tangible outcomes and indicators of success.
3. Create an interesting theme* for the event with health priorities clearly outlined. The theme can be tied into a season of the year, a health promotion month or week, or a topic of interest for the workplace.
4. Advertise the event in many different ways such as in the company newsletter, on the intranet, via email, posting of flyers and announcements at meetings.
5. Hold the event in a high traffic area of the office building or plant.
6. Engage members of an employee wellness committee or social committee in the process to heighten buy-in and/or use them as ambassadors to promote the event.
7. Decide on an appropriate date and timeframe for the Health Fair to maximize attendance. Typically Health Fairs are during the lunch time and range from 2 to 5 hours if shift workers are included.
8. Plan for a good mix of interactive displays with each exhibitor offering a challenge, a quiz or a handout to enhance the learning experience.
9. Ensure that safety issues are addressed such as reviewing fire procedures with exhibitors and addressing how to stay within the room occupancy limits.
10. Ensure that security issues are addressed by issuing exhibitors with visitor or identifying tags and seeking approval for loading dock or delivery entrance use.

Why Wellness at Work?

Wellness at Work provides the complete package of services for workplace health fairs. Every aspect of the health fair from creation of a theme to design, marketing, implementation, management and evaluation can be professionally provided for a stress-free event. Workplaces can choose from several approaches:

1. An externally planned and managed event with approvals at every step to ensure compliance with internal needs;
2. An integrated service with Wellness at Work working side by side with the organizing individual or committee to propose ideas, exhibitors, and themes with a follow through on organizing and managing the event; or
3. A behind-the-scenes service where all logistics are taken care of by Wellness at Work with key employees being front and centre at the event to welcome the employee participants.

In each case, the workplace uses the input and resources of Wellness at Work to create a unique employee event that will cause positive health returns both for the individual and for the workplace itself.

If you have any questions about setting up a Health Fair or wish to receive a quote, please contact us at info@wellnessatworksolutions.com.

