



# How to Build a Wellness Fair



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# Objectives

- **Build your Framework by knowing Government Code 664**
- **Create and implement health-minded themes and activities**
- **Leverage your internal resources to promote your health initiatives**
- **Strategize to ensure success and avoid pitfalls**





# Government Code 664

- Sec. 664.060. A state agency may facilitate the development of a wellness council to promote worksite wellness.
- Sec. 664.004.
  - (a) A state agency may use available public funds for:
    - (1) health fitness education and activities; or
    - (2) other costs related to health fitness.
  - (b) A state agency may use available facilities for health fitness programs.

*Note: This is an excerpt of the Texas Government Code.*





# Begin Your Framework Early

- **Document everything (good & bad)**
- **Set goals**
- **Track your ideas and suggestions**
- **Your notes and advance work will be helpful for future events**





# Review Agency Resources

**Know the influencing factors and contacts**

**Building Liaison:  
Space availability**

**Communications:  
Event promotion  
and emails**

**Graphics:  
Poster design,  
table tents, and  
name tags**

**Warehouse:  
Table and chair  
set-up and tear  
down**

**Employee  
Programs**

**Human  
Resources/Payroll**





# Showcase Agency & Employee Programs

**Employee  
Assistance  
Program (EAP)**

**ERS Benefits  
and Providers**

**Your agency's  
HR and  
Benefits staff**

**Wellness**

**State Employee  
Charitable  
Campaign  
(SECC)**





# Involve Employees

- **Schedule a brainstorming session**
- **Form a planning committee**
- **Consider an employee survey before the event**







# Choose a Health Theme

**Builds excitement**

**Keeps your goals focused**

**Draws a crowd**

**Helps with volunteer recruitment**

**Promotes the event to exhibitors and employees**







# Wellness Theme Example

## Be the Best Superhero of Your Life



Posters



Name Tags for Volunteers assisting with the fair

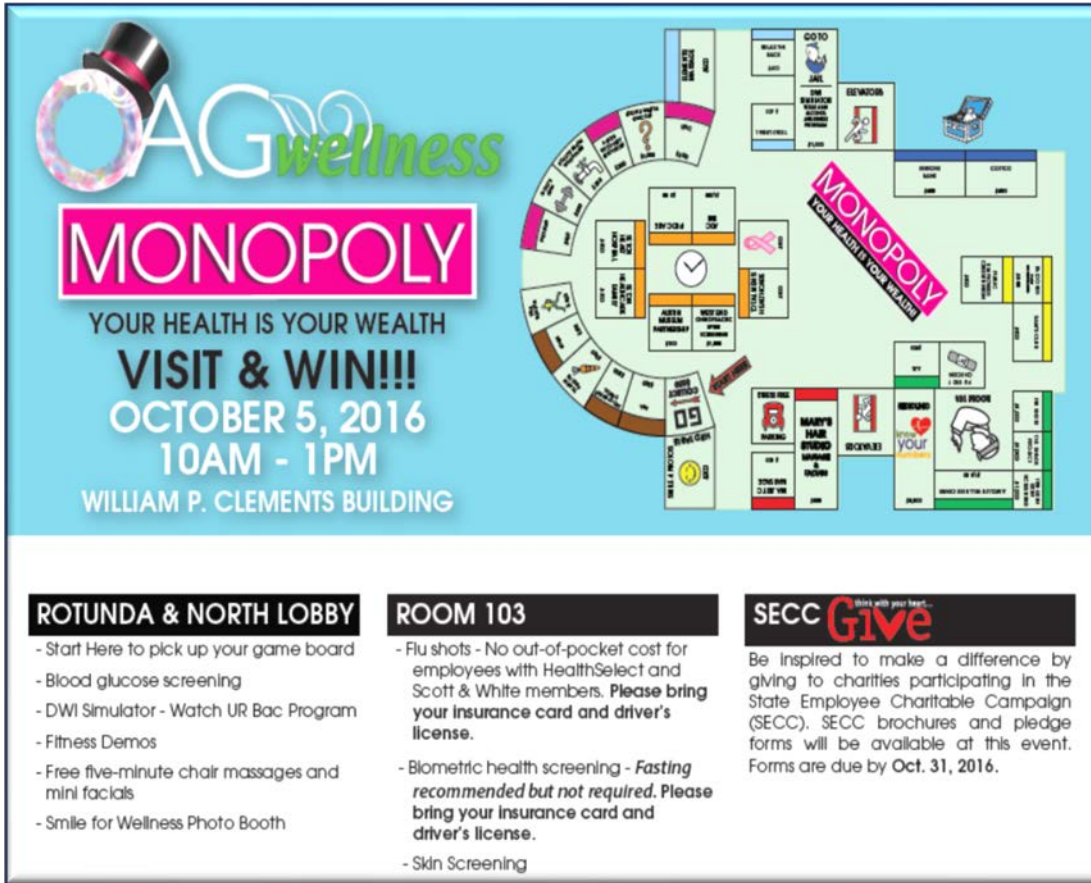


Wellness passport – used for survey and door prizes



# Wellness Theme Example

## Wellness Monopoly - Your Health is Your Wealth



**OAGwellness**  
**MONOPOLY**  
YOUR HEALTH IS YOUR WEALTH  
**VISIT & WIN!!!**  
OCTOBER 5, 2016  
10AM - 1PM  
WILLIAM P. CLEMENTS BUILDING

**ROTUNDA & NORTH LOBBY**

- Start Here to pick up your game board
- Blood glucose screening
- DWI Simulator - Watch UR Bac Program
- Fitness Demos
- Free five-minute chair massages and mini facials
- Smile for Wellness Photo Booth

**ROOM 103**

- Flu shots - No out-of-pocket cost for employees with HealthSelect and Scott & White members. **Please bring your insurance card and driver's license.**
- Biometric health screening - *Fasting recommended but not required. Please bring your insurance card and driver's license.*
- Skin Screening

**SECC Give** Give with your heart.

Be inspired to make a difference by giving to charities participating in the State Employee Charitable Campaign (SECC). SECC brochures and pledge forms will be available at this event. Forms are due by Oct. 31, 2016.



Brand your logo

**DONNA HALLIBURTON**  
is Inspired to Play...



**MONOPOLY**  
YOUR HEALTH IS YOUR WEALTH!

Sample Name Tag

Sample poster and wellness Passport



# Wellness Theme Example

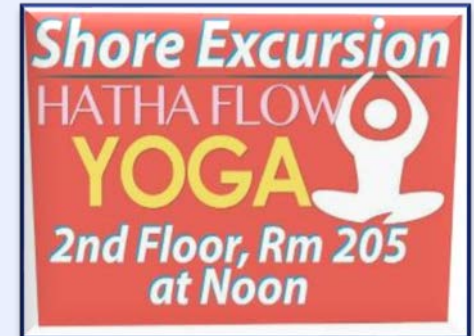
## Get Your Health In Shipshape



Poster



Wellness Passport



Poster



Smaller area Poster



Name Tag with Theme





# Line up Exhibitors

## Begin 6-8 months in advance

- **Wellness exhibitors are key resources**
- **Employee Benefit providers**
  - **Blue Cross Blue Shield - Naturally Slim, Real Appeal, and Airrosti**
  - **Access providers through [www.ers.texas.gov](http://www.ers.texas.gov)**
- **Massage therapists**
- **Exhibitors can help with giveaways, activities, and screenings**





# Add Wellness Activities

- Blood Drive
- Basic Health Screenings
- Chair Massages
- Wellness Demonstrations
- Theme-based Photo Booth
- Google or Pinterest for more ideas





# Wellness Activities



**Flu Shots**



**Spa Treatments**



**Photo Booth**







# Monthly Health Topics

- Monthly topics can impact which exhibitors can attend
- Be mindful of holidays and major events in your area







# Potential Themes

- Home Run to Health
- Wellness Rocks
- Catch the Wellness Wave
- Super Heroes
- Boardwalk to Better Health
- Healthy, Wealthy, and Wise
- Fitness Fiesta
- Treasure Your Health
- Don't Gamble with Your Health
- Sports Related Theme
- Haunting Hustling





# Organize Confirmations

- Track each exhibitor's response and the resources needed
- Useful for setting up, promoting, and more
- Add all activities to the list

Exhibitors	Services	Contact	Web site/Contact/notes	Post it	Parkit	Table	Chairs	Electric	Add	Door Prize	Discount
Farmhouse Delivery	Farmhouse Delivery brings produce,	Casey casey@farmhousedelivery.com	<a href="http://www.farmhousedelivery.com">www.farmhousedelivery.com</a>	1	1	1	2				waived
Scott & White Health Plan	Benefits & Wellness information	Debbie Harvey, 512-930-6045,	<a href="https://ers.swhp.org/">https://ers.swhp.org/</a>		1	1	2	1			
Employees Retirement System of Texas	Employee Benefits	Melinda Land, 512-867-7462	melinda.land@ers.state.tx.us;			1	1	2			
A&M Agrilife Extension Service, Texas	Nutrition & wellness programs, "Portion	Sonia M. Coyle	<a href="http://agrilife.org/1cstraviscounty/news/">http://agrilife.org/1cstraviscounty/news/</a>				1	4			
Austin Public Health	Disease Awareness	Jessica.Stradford@austintexas.gov or	<a href="http://www.austintexas.gov/department/epide">http://www.austintexas.gov/department/epide</a>								
Cori Webb Massage Therapy	Chair Massage										
H.E.B. Pharmacy	Flu Shots, Blood Pressure and Sugar, and	Upasna Sekhar, c: 314-223-9125,									
SECC Activity	SECC Activity	Lawrence Gonzales									
				6	25	34	28	6	3	12	3
WPC max	46										
Rotunda = 23 tables											
Room 103 = 15											
CSD max	21										
Cafeteria = max 15											
Room 138 = max 7											
Room 110 = max 1											





# Organize the Layout

- Utilize the corners – put chair massages or discreet screenings in these areas
- View the Health Fair from the exhibitor's view
- Apply your theme to the set-up
- Be mindful of exits and potential fire hazards
- Anticipate long lines at popular locations



Sample layout with Monopoly Theme



# Promote Your Event

- **Seek out influencers in your agency**
- **Offer smaller wellness activities leading up to the fair**
- **Encourage emails from senior leadership**
- **Hang posters throughout the worksite**
- **Use Eventbrite**
- **Double-check your agency resources**

Work





# Plan for Next Year

- **Make note of what worked and what did not as soon as the event is over**
- **Send thank you emails or host an event for your employee teams and exhibitors**
- **Plan follow-up events for any well-attended activities at the fair**
- **Organize data received from the employee Wellness Passports**

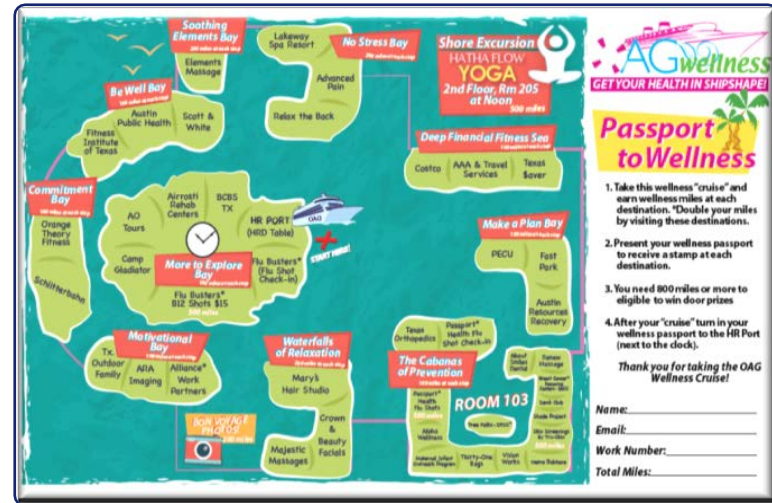
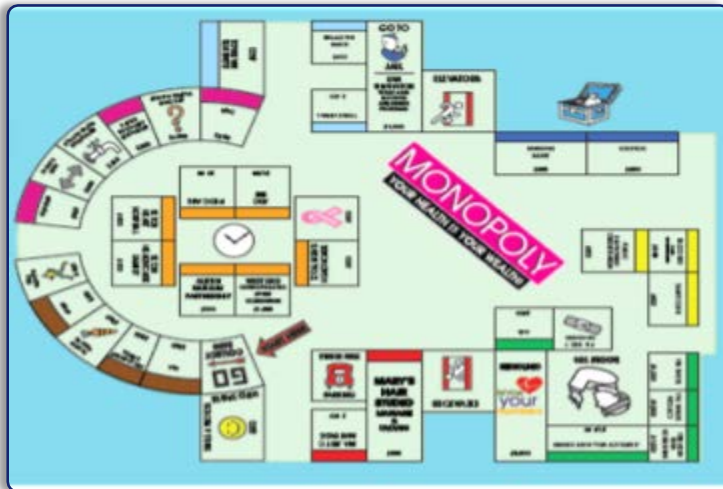






# Get the Most out of Your Planning

- Review last year's notes and avoid what did not work
- Build future success by adding or revamping popular items
- Identify wellness needs and program opportunities for future implementation



The 2016 & 2017 Wellness passport layouts are identical.  
Only the theme has changed



# The Foundation

## What you offer will be the foundation of your success:

- Exhibitors are a wealth of resources
- Invite exhibitors to join the theme
- Encourage interactive activities and screenings
- Request exhibitors to offer employee discounts
- Request door prizes







# Key Points for Building a Successful Fair

- **Search the Internet for detailed event planning guides**
- **Create a win-win connection for employees and exhibitors**
- **Collaborate with other agencies (see Government Code 664)**
- **Make it fun!!**





# Sources

<https://www.2020onsite.com/blog/13-tips-for-throwing-an-awesome-health-fair>

<https://app.healthfairconnections.com/health-fair-themes>

<https://www.ers.texas.gov/>

<https://healthselect.bcbstx.com/content/benefits-coordinator-resources/index>

<https://www.healthwisehealthfairs.com/themes.html>

<http://www.wellness.state.tx.us/>



# Questions?



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***Thank you!***

