



EPISCOPAL CHURCH  
MEDICAL TRUST



## Health & Wellness Fair Planning Guide



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Health & wellness fairs are a cost-effective way of providing valuable health information and screening services for all your employees at a single event. It is also a way to motivate them to make positive health behavior changes and to assume responsibility for their own well being. Successful health & wellness fairs require a good amount of planning, commitment, and dedication. In return, you will be providing your employees an opportunity to reevaluate their lifestyles. It is no surprise that healthcare costs are on the rise. Holding a health & wellness fair is a strategy to contain your costs by detecting chronic conditions and preventing disease.

We hope you will recognize the valuable benefits of planning a health and wellness fair and that you will begin to coordinate your event soon. Remember, the Episcopal Church Medical Trust is here to assist you in having a successful event. Please call us at (800) 441-7118 if you have any questions or would like to request our assistance.

Faithfully,

A handwritten signature in black ink, reading "Libby Miller". The signature is written in a cursive style with a large initial "L" and a long, sweeping underline.

Libby Miller  
VP, Clinical Management  
And Member Education

## Seven Steps to Planning a Health & Wellness Fair



**1. Find a Location** - Location is key when putting together a health & wellness fair. You need a place that is easily accessible and large enough to hold your vendors and participants. It is usually easier to coordinate a health & wellness fair that will take place in a city rather than in the suburbs. So if you have a choice of locations, choose the one in the busiest area.

**2. Set a Date** - Pick a date and time where you think you'll have the biggest turn out. (Diocesan Convention, Clergy Day, Administrator's Day, Parish Day, etc.)

**3. Set a Time** - Health & wellness fairs can be anywhere from 2-3 hours long. It depends on how many people you think will attend the event, and any other activities that may be occurring during the same day.

**4. Pick Your Vendors** - A great place to start is with the health insurance carrier(s) for your diocese/group. Search the provider directory with the zip code of where the health & wellness fair will take place to get a list of the following vendors:

- Chiropractors
- Podiatrists
- Dentists
- Nutritionists

Once you compile a list of potential vendors, you will need to reach out to them. Start with a phone call and let them know that you are hosting a health & wellness fair for the (Your diocese/group) on (date) from (time) at (location). Let them know that you are looking for a (vendor) to take part in the event. **It will be a great opportunity for them to meet new clients.** You may also want to include the number of participants you're expecting for the health & wellness fair. Let the vendor know where you found their information. Don't get discouraged if a vendor declines. Move down the list until you find someone who is willing to participate in the health & wellness fair.

### Screenings and Health Information/Consultations

Finding nurses to do blood pressures, skin cancer screenings, and distribute nutrition information can be easy if you look in the right places. Start with your diocese, group, or parish. Ask around to see if anyone knows of any health ministers in your area who would be willing to volunteer. Reach out to National Episcopal Health Ministries (NEHM) for assistance in locating volunteer nurses in your region. For more information on NEHM, visit [www.episcopalhealthministries.org](http://www.episcopalhealthministries.org) or call (317) 253-1277 ext. 34.

### Holistic Health and Chair Massage

Next, you will need to find one or more of the following vendors to complete your line up:

- Acupuncture
- Acupressure
- Reiki
- Massage therapy

You'll need to do research and look for these vendors. Start looking within your parish or community and then search online. Many of these

vendors work independently and are always looking to increase their client base. Therefore, lots of times they are willing to participate for free.

**5. Advertise** - Now that you have all of your vendors, it's time to advertise your event. Create promotional flyers, invitations, or emails and distribute them to your members. Put flyers in your bulletins, newsletters, website etc. (Sample flyers and promotional materials have been included in this packet). Earlier advertising should lead to greater turnout.

**6. Follow Up** - A week before the event confirm with all the vendors. Find out if they have any questions, requests, or concerns. Provide them with directions and specific instructions. Vendors should be onsite for the health & wellness fair at least an hour before the event to set up.

**7. Be Creative** - A week or 2 before the health & wellness fair, start preparing signs for each table. You may also want to create sign up sheets for any vendor providing a service such as chair massage, reiki, acupuncture etc. Call your local florist or restaurants for support with food and decorations. Most of the times, local businesses and organizations are more than willing to take part in a community event. Remember, any food and beverages provided at a health & wellness fair should be healthful. That means no donuts!

## Tips on Planning a Health & Wellness Fair



Activities and one-on-one consultations at health & wellness fairs inspire more learning than a simple “look and see health & wellness fair.” There are unlimited topics to choose from. Your local community is a great place to start. Sometimes all it takes is a phone call asking for a representative to take part in your health & wellness fair. Here are some other places you may want to contact:

- Local gyms
- Self defense organizations
- Holistic care centers
- Spas
- Local EMS (Emergency Medical Services), EMT (Emergency Medical Technician), or Paramedic to demonstrate CPR and first aid techniques
- Pain management centers
- Eyeglass centers
- Podiatrists
- Local restaurants - They can sponsor your event by providing healthy snacks and maybe even a healthy food demonstration.
- Local florist - Ask for sponsorship. They can provide flowers or balloons for your event. After all you are marketing their business to the community.

## How the Medical Trust Can Support You

Although planning a health & wellness fair may be a time consuming process, the benefits outweigh the investment. Encouragement and support is needed from everyone including your bishop/supervisor. If you choose to coordinate a health & wellness fair on your own, the Medical Trust will assist you by providing you with health related brochures, giveaways, and communication materials to help you promote your event. Below is a list of items that the Medical Trust can provide you with.

## Health Brochures

- Walking for Fitness
- Walking Clubs
- Quit Smoking for Good
- Health Guidelines for Women
- Health Guidelines for Men
- Health Guidelines for People Over 60
- Blood Pressure Awareness
- Skin Cancer Awareness

## Giveaways

(Subject to change and based on availability)

- Magnifiers/bookmarkers
- Pedometers- counts your steps!
- Frisbees
- Teaspoons/tablespoons
- “Taking a Ten Minute Sabbatical” door hangers
- Emergency ID shoe tags
- Pill boxes
- “Charting a Healthy Course” wallet cards
- Personal Health Records
- Personal Medical Records
- “Small Change, Big Difference” Posters
- “Small Change, Big Difference” Activity Trackers

## Communication Tools

- Health related advertisements
- Health related flyers

## Organizing a Health & Wellness Fair Sponsored by the Medical Trust



The Episcopal Church Medical Trust is committed to helping our member organizations create a healthy workplace, raise awareness of health-related issues, and help everyone make healthier lifestyle choices.

To foster these goals, the Episcopal Church Medical Trust has created an Employee Health & Wellness Fair which is available to travel to your organization. The health & wellness fairs offer free screenings and information conducted on the following topics:

- Blood Pressure
- Skin Cancer
- Chiropractic
- Podiatry
- Dental
- Exercise
- Reiki
- Feng Shui
- Nutrition
- Acupuncture
- Acupressure
- Massage Therapy
- Physiatry
- Reflexology

## Sample Email on the Benefits of Having a Health & Wellness Fair to Send to Your Bishop/Manager

Email from: Your Name

To: Your Bishop/Manager  
Convention/Group Committee?

Re: Creating a Culture of Health for our Members

It is no surprise that health care costs are on the rise. Holding a health and wellness fair this year at (Location/Event) is a strategic approach to contain costs and to aid in the detection of chronic conditions and disease prevention. Ultimately, a health & wellness fair will help our employees to reevaluate their lifestyles.

Having a health & wellness fair at (location/event) is a cost-effective way of providing valuable health information and screening services for all our employees at a single event. It's a way to motivate them to make positive health behavior changes and to assume responsibility for their own well being.

I hope you will recognize the valuable benefits of having a health & wellness fair at (location/event) this year and that you will support me in my efforts. The Episcopal Church Medical Trust has offered us their support and expertise as collaborators in this critical mission of improved health & wellness for the Church.

Thanks in advance for your commitment. Please contact me if you have any questions.

(Your closing signature here)

To ensure a good turnout for the health & wellness fair, the Medical Trust will help you promote the event. If you are interested in planning a health & wellness fair, you must complete the health & wellness fair application located on the following page and return it to the Medical Trust as soon as possible. The Medical Trust is limited to hosting six health & wellness fairs each year. These events are based on a first come, first serve basis. In order for us to provide the proper services for your event, you must contact the Medical Trust at least four months prior to your scheduled date. Health & wellness fairs sponsored by the Medical Trust are easier to put together in a town/city than at a camp or conference center. If you have any questions, please call Libby Miller at (800) 441-7118.





**EPISCOPAL CHURCH  
MEDICAL TRUST**

445 Fifth Avenue  
New York, NY 10016  
(800) 223-6602  
www.cpg.org

## Medical Trust Sponsored Health & Wellness Fair Application

Submit this form only when requesting for the Medical Trust to travel to your organization to host an employee health & wellness fair.

Diocese / Group \_\_\_\_\_

Address \_\_\_\_\_

Administrator \_\_\_\_\_

Phone \_\_\_\_\_

Email Address \_\_\_\_\_

Health & Wellness Fair Date \_\_\_\_\_

Time of Health & Wellness Fair  
(*max of 3 hours*) \_\_\_\_\_

What Type of Event?  
(*Clergy Day, Convention, etc.*) \_\_\_\_\_

Location of Health & Wellness Fair  
Address \_\_\_\_\_

What type of center?  
(*Hotel, Parish etc.*) \_\_\_\_\_

Estimated Number of Attendees' \_\_\_\_\_

Will any workshops be taking place during the health fair?  
\_\_\_\_\_

Aside from the service information in this packet, is there any other service you would like to see at your health fair?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Do you have National Episcopal Health Ministry nurses in your diocese?  
\_\_\_\_\_

**Return to: Episcopal Church Medical Trust  
Attn: Libby Miller  
445 Fifth Avenue  
New York NY, 10016**





# **Your Diocese/Group Health & Wellness Fair**

**Date**

**Time**

**Free Heart Tape Measures & Total Health Assessment  
Questionnaire for first 50 attendees!**

Don't miss the chance for free health screenings. Set aside some time on [DATE] and [TIME] for the [GROUP NAME] Wellness Fair to include:

- Chiropractic Consultation
- Dental Consultation
- Sports & Orthopedic Rehabilitation & Physical Pain Consultation
- Chair Massage
- Blood Pressure Screening
- Holistic Health
- Life Coach
- Acupuncture & Aromatherapy
- Skin Care

## **Door Prizes**

- ½ Hour Massages
- Holistic Health Phone Consultation
- Skin Care Gift
- Teeth Whitening Kit
- Life Coach Phone Consultation
- Aromatherapy Gift



# Health & Wellness Fair

**Date**

**Time**

Our Health & Wellness Fair is a great way for you to learn more about how to make healthy living choices and to meet local health care professionals. Door prizes will be raffled off. Please join us for free health screenings and information conducted on the following topics:

**Chiropractic**

Stress relief...back and neck pain management

**Men & Women's Health Check List**

Information on important topics on Men & Women's Health.

**Podiatry**

Let's talk about those shoes...and the truth about that pedicure!

**Dental**

Consultation that is painless & will make you smile.

**Stress Reduction/Blood Pressure**

Learn meditation techniques & get your blood pressure checked.

**Acupuncture**

Alternative and Ancient...Can your body heal itself?

**Massage**

Skin Care & Massage & Beauty

**Physiatry**

Physical Pain Evaluation...Pain is not a normal part of your day...Let the good doctor help.

**Nutrition Information**

Diet Comparisons/Healthful Eating Tips

**Holistic Health**

Find out what options are available to you with Holistic Health strategies.

## Door Prizes

- 2-½ Hour Massages
- Holistic Health Phone Consultation
- Skin Care Gift
- Teeth Whitening Kit
- Life Coach Phone Consultation
- Aromatherapy Gift





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