

## Getting a Better Return on Investment (ROI) for Your Corporate or Community Health Fair

June 25, 2013

### Resource List

The Centers for Disease Control and Prevention defines a health fair as “an event where organizations have an opportunity to disseminate health information to the public at booths and/or to provide health screenings” - *CDC, 2013*.

We want to re-define health fairs as an avenue where community health, public health, and corporate wellness professionals provide information, tools, and resources which will engage participants, encourage healthy behaviors and support lifestyle changes for improved health!

Check out the following websites:

Activity Ideas for Health Fairs provided by Montana State Library

[http://msl.mt.gov/WhatsYourStory/Campaigns/Special\\_Projects/Health\\_Fair/planning/ct\\_sp\\_hf\\_13\\_booths.asp](http://msl.mt.gov/WhatsYourStory/Campaigns/Special_Projects/Health_Fair/planning/ct_sp_hf_13_booths.asp)

Interactive activities and ideas provided by Wellness Proposals

<http://wellnessproposals.com/health-fair-wellness-fair-planning-guide/activities-and-ideas/>

Community Health Fair ideas provided by the Livestrong Foundation

<http://www.livestrong.com/article/32219-community-health-fair-ideas/>

Strategies for a Successful Health Fair presented by 7company LLC

<http://www.7company.com/files/Health%20Fair%20Tips.pdf>

Top 7 Ideas for a Health and Wellness Fair

<http://healthfulpage.com/ideas-for-health-wellness-fair>

Your source for science-based dairy nutrition & health information provided by the American Dairy Association

<http://www.drink-milk.com/health-wellness/health-fairs.aspx#.Ucios4rD-M8>

A health fair planning guide provided by Texas A&M Agrilife Extension

<http://fcs.tamu.edu/health/hfpg/Health-Fair-Planning-Guide-with-Appendix.pdf>

Health and Wellness Fair Planning Guide created by Highmark Blue Shield

[http://www.athighmark.com/ccToolkitBS/files/pdf/worksite-wellness/HW\\_ReadMe\\_BS.pdf](http://www.athighmark.com/ccToolkitBS/files/pdf/worksite-wellness/HW_ReadMe_BS.pdf)

Health Fair Planning Guide developed by Blue Cross Blue Shield Illinois

[http://www.bcbsil.com/employer/pdf/blueresource/health\\_fair\\_planning.pdf](http://www.bcbsil.com/employer/pdf/blueresource/health_fair_planning.pdf)