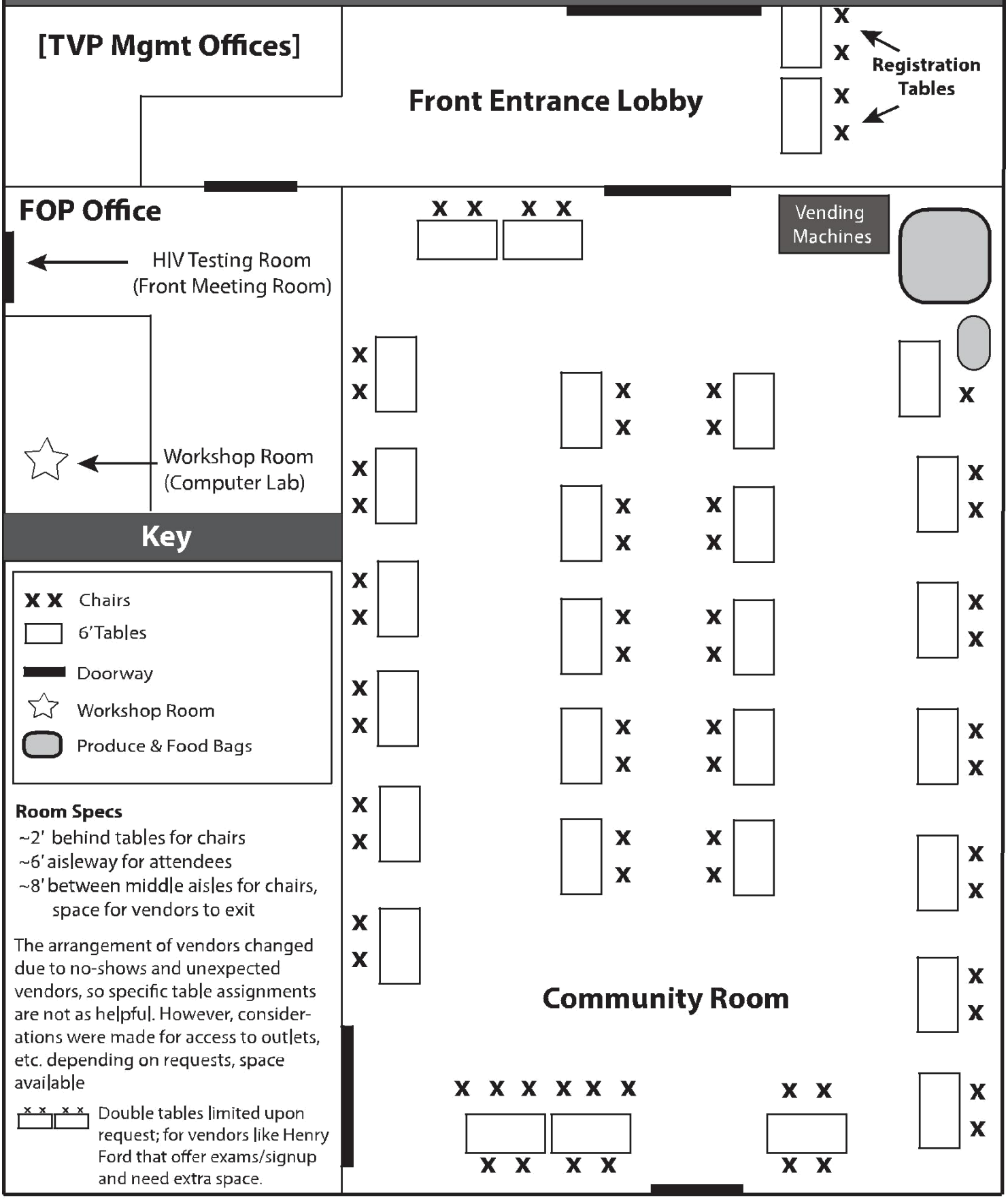
2015 Friends of Parkside 7th Annual Health Fair Planning Notes

FRIENDS OF PARKSIDE

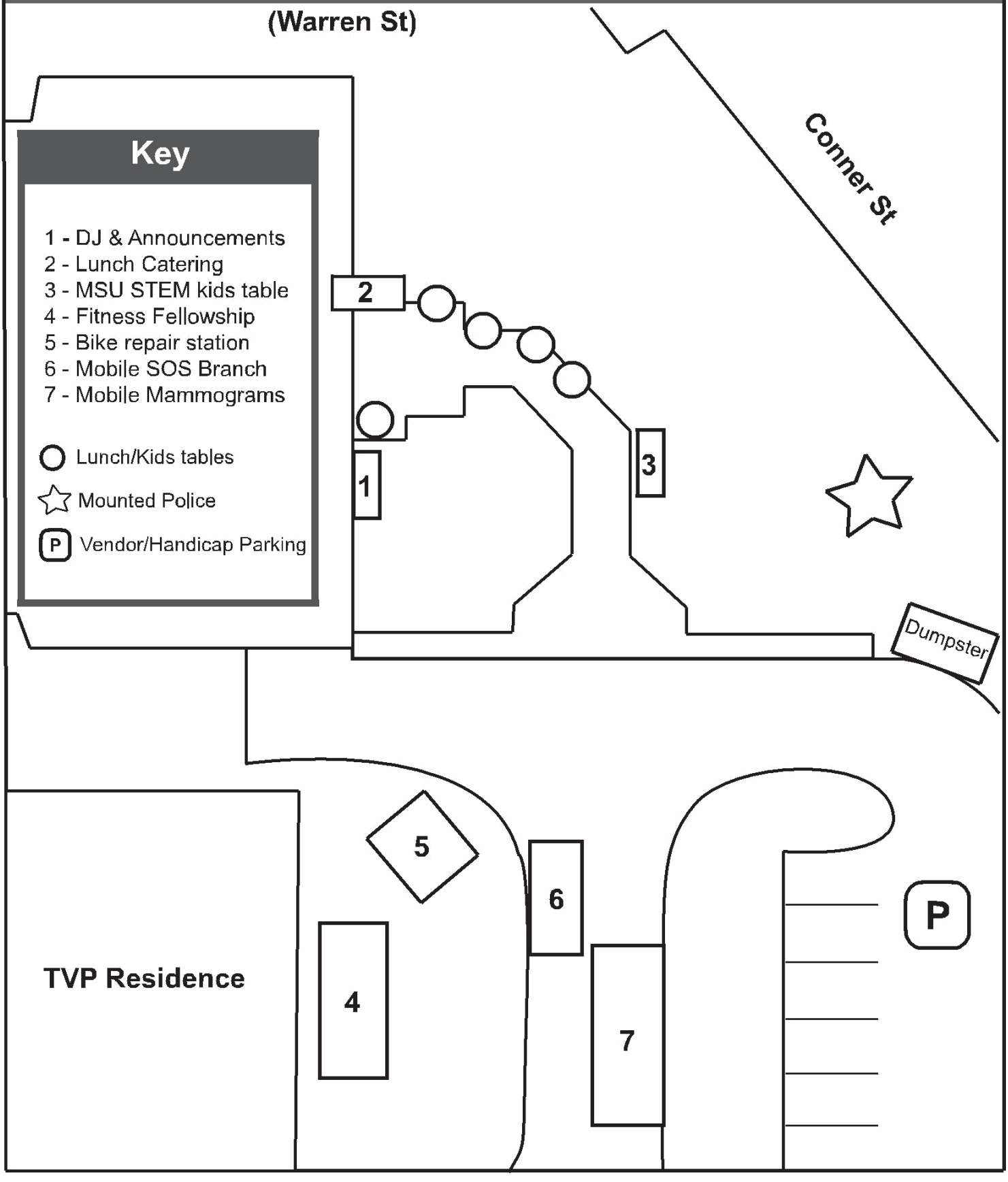
Working to make our community a great place to live, work, and do business!

A Continuation of Best Practices, Coordination Strategies, and Recommendations for Improvement

Friends of Parkside 2015 7th Annual Health Fair Indoor Layout



Friends of Parkside 2015 7th Annual Health Fair
Outdoor Layout



VI. Evaluating the Health Fair

Two surveys were administered to evaluate the impact of the event and general feedback about the experience. The digital versions of the surveys were generated through Qualtrics.

Attendee Survey

The attendee survey was dispersed via three different mediums:

- A paper survey given to attendees at the event
- A phone survey in the week following the event based on registration contact information
- A digital version of the survey emailed to attendees via Qualtrics email feature

The survey evaluated the attendees' experience at the event as a whole and gauged opinion on the variety and scope of the resources available. It also sought to record which attendees were new to the event, and which had taken advantage of resources from previous fairs.

***Ideally, this survey would be done entirely via one medium, on the day of the event. Because there are many people who struggle with navigating computers/technology, the paper survey seems to be the easiest to distribute and ensures a higher number of response less affected by this dispersal bias. This can be done by assigning volunteers to circulate throughout the event collecting responses.

Vendor Survey

The vendor survey was emailed to vendors in the weeks following the event. The purpose of this survey was to assess vendor perception of the event and better understand the experience of each vendor to better know how to address their needs in future events.

***As with the attendee survey, response numbers will be much higher, and therefore more accurate in representing feedback, if the survey is administered the day of the event. The most convenient way to do this is to provide a printed survey to vendors at registration, to be returned before leaving the event.

VII. Evaluation Results and Assessment

7th Annual Friends of Parkside Community Health Fair Evaluation Results

149 Adults and 183 children registered for the event. A total sample of 36 responses were received for our Attendee Survey. The results below are based on the data collected in the survey.

1) Attendance

- **46%** of surveyed attendees were first-time participants
- **54%** had attended at least one previous health fair
  - *Years listed:* 2014/13 (x2); 2011/12/13/14 (x2); 2014 (X4); 2012
- Of those who had previously attended, **88%** reported continued use of resources they had connected with at the fair.

2) Rating of Overall Experience

- **29%** "Good"
- **81%** "Excellent"

3) How Attendees Heard About the Event

- **33%** Flyer
- **23%** Friends
- **10%** Phone Call
- **30%** Email/Text
- **4%** Banner

4) Who Attended the Event with Survey Responders

- **20%** Friend
- **25%** Child
- **5%** Boy/Girlfriend
- **40%** No one
- **10%** Other

5) Did Attendees Find Vendors Beneficial?

- **100%** Yes

6) Most Noteworthy/Positive Aspects of the Event

- Information, attentiveness of staff/volunteers to needs, learning about individual needs

7) Suggestions for Improvement

- More activities for kids, advertise workshops more clearly, make the event longer

8) Additional Topics/Screenings Desired

- More pediatric-specific services, immunizations, male-specific health resources, eye health resources

9) Workshop Attendance

- **15%** Yes
- **75%** No

10) Would you attend again next year?

- **100%** Yes

11) Are you a member of the twice-monthly food distribution program?

- **20%** Yes

7th Annual Friends of Parkside Community Health Fair Vendor Feedback Results

Thirty-four vendors attended the event. A total sample of 8 responses were received for our Vendor Feedback Survey. The results below are based on the data collected in the survey.

1) Attendance

- **43%** of surveyed vendors were first-time participants
- **57%** had attended at least one previous health fair
  - *Years listed:* 2013/2014

2) Event Day Experience and Expectations

- Overall experience as a vendor:
  14% Good **86%** Excellent
- Number of people attending the fair:
  30% Good **70%** Excellent
- Number of people interacting with your agency's booth:
  30% Good **70%** Excellent
- Number of people signing up for services offered by your agency:
  30% Fair **30%** Good **56%** Excellent
- Opportunities to network with representatives from other agencies:
  30% Good **70%** Excellent
- How well the event met your expectations:
  30% Good **70%** Excellent
- How helpful/available staff and volunteers were to assist you:
  100% Excellent

3) Hosting workshops:

- 29% of responders hosted a workshop (4 total workshops were offered).

- Workshop Experience and Feedback
  - Attendance for your workshop: 100% felt it was poor
  - Availability of volunteers to help with setup: 100% felt it was very good
  - Equipment/Space available for use: 100% felt it was very good

- Issues to address in order to improve workshop experience and attendance:
  - Not enough announcements
  - DJ speakers not clear/not loud enough to be heard by attendees
  - Workshops close to lunch time had lower turnout
  - Specific topics (i.e. prenatal care and resources) didn't have enough attendees present at fair; maybe tell people at registration

4) Positive/Constructive aspects of event:

- Networking with other agencies
- Opportunity to interact with community and hear their concerns so we can better help/support the efforts
- Very well organized, nice group to work with
- Able to educate those unsure about adult vaccines
- Volunteers friendly and accommodating
- Lunch was nice

5) Areas to be improved upon in future events:

- Letting people know about workshops in advance
- Potentially expanding the event to be longer
- Specific services from pediatric-focused agencies or dietician
- Lower the volume of the music played by DJ booth outside
- Better advertising of workshops, maybe promo on flyer

6) Interest in participating in future events:

- **100%** would participate again

7) Feedback on potential participation fees for future events:

- General willingness: 60% Willing 30% Hesitant
- Appropriate Price: $25 (1) $50 (2)

8) Early Notification?

- **100%** Yes