



## Health Fairs: Seven Critical Points

1. **Show employees you care.** Smart and successful companies realize that when employees know the company cares about them, they perform better. Organizing an on-site preventive screening communicates to your staff that their health is important.
2. **Health screenings are essential.** Effective wellness programs start with a comprehensive screening. For your employees to make meaningful lifestyle changes and improve their health, they need to know their numbers—total cholesterol and HDL; glucose; blood pressure; and BMI or waist-to-hip ratio. Testing is quick and painless, and your employees receive results within minutes.
3. **Health education is integral.** Your screening partner should provide professional health educators who will coach employees individually. The screening can identify key health risks, but health educators are needed to provide employees the tools they need to make critical behavior changes.
4. **Effective event promotions are vital.** Needless to say, no health fair can succeed without participation. Employee engagement is the name of the game. Your screening vendor should help you design effective communications that publicize the event and make it seem inviting.
5. **Always include an element of fun.** A chair massage or healthy cooking demonstration are just two ways to bring your employees to the door and keep them coming back each year.
6. **Expect aggregate reporting.** All health screening programs should include aggregate reporting on the overall findings. Additionally, your screening partner should provide recommendations that will help you determine the future direction of your wellness program and track your return on investment.
7. **Experience matters.** Contract with an outside company that specializes in delivering high-quality screenings on-site. The convenience, privacy, and cost-effectiveness cannot be beat.