

AMSA-REACH Culturally Sensitive Health Fair Project-in-a-Box

Brought to you by REACH Premed coordinator 2010-2011



Introduction

Thank you for downloading AMSA's Project-in-a-Box on how to plan for a culturally sensitive health fair. The **AMSA-REACH Health Fair PIB** provides the basic instructions for organizing a health fair for minority populations. This guide suggests steps for planning, provides activity ideas, and lists the available AMSA resources. Steps in this guide may be changed as necessary to fit your needs.

This Project-in-a-Box includes the following components:

- **Facilitator's guide** - Take some time to read through the specific steps as you plan for the health fair, and refer to the appropriate supplements for additional advices and examples.
- **PowerPoint presentation** – Use the simple presentation to talk to coordinators or volunteers about the steps to carry out the health fair and discuss objectives, goals, and responsibilities.
- **Committees & Leadership**- potential committees and leadership roles for planning the health fair.
- **Premed and Medical Student Collaboration**: advice on how to set up the health fair with medical student chapters (if they are around your region)
- **Culturally sensitive history & use of interpreter WCC**- Advices and potential questions to help medical students or health professionals take a culturally sensitive history, and tips for working with interpreters.
- **HELI Health Fair Passport**- a sample physical evaluations sheet to give to health fair participants as they come to the clinic.

Facilitator's Guide- Table of Contents

STEP 1. Needs Assessment	p.3
STEP 2. Objective and agenda.....	p.3
STEP 3. Search for interested members and collaborators.....	p.4
STEP 4. Form leadership committees and assign duties.....	p.5
STEP 5. Funding.....	p.5
STEP 6. Public relations/advertising.....	p.6
STEP 7. Evaluation.....	p.6
STEP 8. PROJECT FOLLOW-UP—THE HARDEST THING TO DO	p.6

Supplementary Documents:

A Culturally Sensitive Approach

Premed and Medical Student Collaboration

Committees & Leadership

Culturally sensitive history & use of interpreter WCC

HELI Health Fair Passport (sample)

Work cited:

AMSA LPG sample 2009

TAMU Health Fair Planning Guide

http://fcs.tamu.edu/health/health_fair_planning_guide/health_fair_planning_guide.pdf

A GOOD PROJECT...

1. Is a partnership between your school's participants and other institutions in the larger community (i.e., the school's administration, a community health center, the local refugee services center, etc.).
2. Is responsive to a previously assessed need in a targeted audience.
3. Fills a gap in pre-med or medical education and service.
4. Funds itself or has a continual, established source of funding.
5. Is a learning experience for all those who participate.
6. Has longevity and lasting impact.
7. Is well documented and evaluated, so that it may be repeated and enhanced in years to come, and so that it may serve as a model to other schools and communities interested in similar projects.

We know you are excited to organize a great health fair, remember that it is never too early to start planning. These steps may help:

STEP 1. Needs Assessment

- **What are the actual needs of your intended audience? How will you assess them?** - Never assume that a population needs specific services, always talk to the social services or community partners who work within your target population first for needs assessment.
- **Call local service providers for ideas on how pre-med or med students can help.** *Examples:* social service agencies, local refugee services organization, homeless shelter, etc.
- **Meet with community contacts and form partnerships.**

STEP 2. Objective and agenda

Basic Objectives of Health Fair:

- Increase health awareness by providing health screenings, activities, materials, demonstrations, and health information.
- Increase awareness of local, state, and national health services and resources.
- Motivate participants to make positive health behavior changes.
- Provide immunizations for children, adults, minority populations.
- Teach self-care practices.
- Identify topics and participants for future extension educational health programs.
- Establish extension agents as a source for educational health programming in the county.

Write up an objective and an agenda specific to the needs of the audience:

- **What issue do you want to address?** Based on the needs assessment, *examples:* family planning, nutrition, HIV/AIDS, hygiene.
- **Who is your target audience?** *Examples:* a refugee population, HIV/AIDS among your city's Latinas, Hepatitis B among the Asian populations.
- **Who do you want involved in developing the project?** *Examples:* medical students, premeds, other health professional students and physicians, social workers, public health professionals or epidemiologists, local health department officials, community members.

- **Where will the project take place?** *Examples:* at your school, a community center, a local organization's center.
- **How many participants are you expecting?** The size of health fair depends on the location and other available resources.

****IMPORTANT CONSIDERATIONS****

- **Flexibility is key.** If your original project can't happen or isn't quite what the community needs, rolling with the punches is the best way to help the most people within the constraints of your reality.
 - E.g. if you don't have access to a medical school or it is difficult to find physicians to host a clinic, consider other activities to improve community health and awareness
- **Be aware of existing projects.** No one enjoys recreating the wheel, so do some research first!
- **Remember to be ethically responsible.** Make sure not to leave your health fair attendees hanging if you identify that they have an emergent condition (make sure they get to an ED) or chronic medical illness (provide them with culturally, linguistically, and contextually appropriate referrals and follow-up for their specific condition; having business cards of appropriate physicians or brochures of health centers is always good)
 - culturally appropriate means to understand the cultural restrictions of your patient (eg - might be better to refer a Muslim woman to a female gynecologist)
 - linguistically appropriate means that if the patient is non-English speaking, to refer them to a physician who can speak a common language with the patient, whether it be their primary or secondary language
 - contextually appropriate means to make recommendations that make sense within the confines of your patient's contextual living situation (eg - whether they afford what you are recommending, do they have insurance to cover your recommendation, etc)
- **Be appropriate and cost-effective.** Find out what screenings and vaccinations are required for your specific target population at the Agency for Healthcare Research and Quality website at www.ahrq.gov, the National Guidelines Clearinghouse at <http://www.guideline.gov/> and the Centers for Disease Control Family Health website at <http://www.cdc.gov/family/checkup/> - just because you want to do a specific easy-to-do or relatively inexpensive screening on your health fair attendee, does not mean that its warranted. Make sure to conserve resources and get the biggest bang for your buck by screening and vaccinating appropriately for conditions that are prevalent in your target population only.
- **Be culturally sensitive, respect your audience.** The best activists let the audience be their teachers.
 - **SEE DOCUMENT on [A Culturally Sensitive Approach](#)**

STEP 3. Search for interested members and collaborators

- Member buy-in and leadership development are key factors in *taking your AMSA chapter from a one-man show to a team effort*. You can develop leadership in active members by asking for their help.
- **Hold an interest meeting.** Discuss the project, its philosophy, the steps needed to carry it out. It's best to allow input from all who attend; ideally, you can ask others involved in the project' to help lead the meeting. You want to ask, "Who is interested in this idea and would like to help develop this project further?"
- **CHECK OUT DOCUMENT on [Premed and Medical Student Collaboration](#)**

AMSA resources and network - <http://amsa.org/AMSA/Homepage/About/NationalLeadership.aspx>

- **Contact the VP of Program Development or committee chairs/coordinators.** They'd be delighted to help you brainstorm, plan and execute. Also an excellent source for ideas and activities.
 - **The REACH Grassroots Leadership Coordinator would love to help you!** Contact: Lindsay Martin-Engel, reach.grassroots@amsa.org. She can also put you in contact with REACH regional coordinators.
- **Contact your Regional Director.** This individual can help link you to all of the programming opportunities and project resources the committees have to offer—they can also link you up with other chapters in your region with similar interests.
- Find the medical or premedical regional director for your region at: <http://amsa.org/AMSA/Homepage/About/NationalLeadership.aspx>
- **Use your regional and chapter officer listserve (or Inspiration Exchange!).** Talk to other local or regional premed or medical school chapters about the health fair and see if they are interested in a collaboration.
- **Check out the projects of other AMSA chapters!**
<http://www.amsa.org/resource/projects/projectdirectory.cfm>

STEP 4. Form leadership committees and assign duties

- **Determine the chair or co-chairs, and other committee coordinators.** Develop a leadership structure that works for everyone and *divides up responsibilities*. It's best to try to give everyone interested in leadership a position with a *clear guide to the chain of delegation*.
 - **SEE DOCUMENT on Committees & Leadership**
- **Meet with leaders to assign responsibilities, develop a checklist and a timeline (DATE of health fair).** Accountability and responsibility are key factors in keeping your leaders on target. Even if you miss a deadline, it's better to be working toward a date. Otherwise, your project will be shelved in favor of tests and studying. (**Allow at least 3 month to plan and contact exhibitors**)
- **Follow up with project leaders on a regular basis.** It's great if you can offer your leaders help with trouble-shooting—and offer praise for good work and for meeting deadlines. It's nice to check in from time to time to make sure they're still enjoying their involvement with the project and the group structure.

STEP 5. Funding

- Community or vendor sponsors for the project.
- Ask your school for club or community project funding.
- Organize fundraisers.
- **AMSA local project grant and regional project grant** - ask regional director or REACH grassroots coordinator for details.
- external corporate/foundation grants (these require application months in advance because they may need to go through several review committees and this takes time)

STEP 6. Public relations/advertising

This is incredibly important, as it is the only way people are going to attend your fair! You need to get the word out about the fair to the target audience and also to volunteers.

- Design a flier
- Distribute fliers to the target community and possible volunteers. Some good ideas are announcements on local radio stations or in newspapers that serve your target community in their primary language (these may be free or have a cost so plan your budget accordingly; you may also be able to negotiate a free or low cost rate for these services so it doesn't hurt to try)
- Try contacting the school or local newspaper to see if they can come take pictures at the fair and cover the fair. Remember that you may need waivers for participants to sign who are featured in photographs as you need to ask their permission to use those photographs.

STEP 7. Evaluation

To enhance your project in future years, try asking all participants to submit to you their thoughts on "what went well" and "what could have gone better."

- Participant evaluation- a prize can be given to encourage completion.
- Exhibitors/ presenters evaluation
- Volunteer evaluation

*Note: A successful project thinks about how to advertise/get press and how to evaluate *early* on!*

STEP 8. PROJECT FOLLOW-UP—THE HARDEST THING TO DO

- **Ensuring sustainability.** You know the saying about "Give a man a fish and he eats for a day; teach a man to fish and he eats for a lifetime?" If your project is sustainable, the target audience will benefit for a much longer time! To help make this possible, you'll want to write down every step and resource you've used. Most importantly, sit down for a few moments after the project's completion to write about the challenges, what worked, what certainly didn't work and your best overall advice for leaders attempting this project in the future. Just as important is recruiting and mentoring future leadership as well as nurturing and maintaining your community partnerships!
- **Submit your project to the AMSA Local Project Database** at <http://www.amsa.org/resource/projects/projectintro.cfm>: This will expand the local project database, allow your project ideas to be recorded and catalogued in a manner that will allow a greater national needs assessment and evaluation of chapter programming, and support local initiatives by connecting them to national AMSA resources.
- **Consider publishing your project** for national use in the AMSA webpage or Resource Center (webmaster@amsa.org; pr@amsa.org), or send us a photo and description for *AMSA Focus* in *The New Physician* magazine (tnp@amsa.org)
- **It's nice to thank participants publicly** by sending an email/letter announcing the project's success.
- **Give project leaders** an opportunity to describe their experiences at the next AMSA meeting.
- **Write a letter for the dean's office file** acknowledging leaders'/participants' success. Don't forget to include any publicity that featured your event (eg - *AMSA Focus* or local newspaper article, etc)