



Student-led Health & Wellness Fairs: Attempting to Increase Awareness of Local Health Services

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Background

Student-led health and wellness fairs have the potential to increase awareness of local health services for all community members. Previous research on student-led health fairs have found that such events can have a measurable, positive impact on members of the community it serves (Squiers, Purmal, Silver, & Gimpel, 2015). The purpose of USCB's annual Health & Wellness Fair is to increase health awareness through education and prevention. The purpose of this project was to evaluate vendor and attendee satisfaction of 2016 participants.

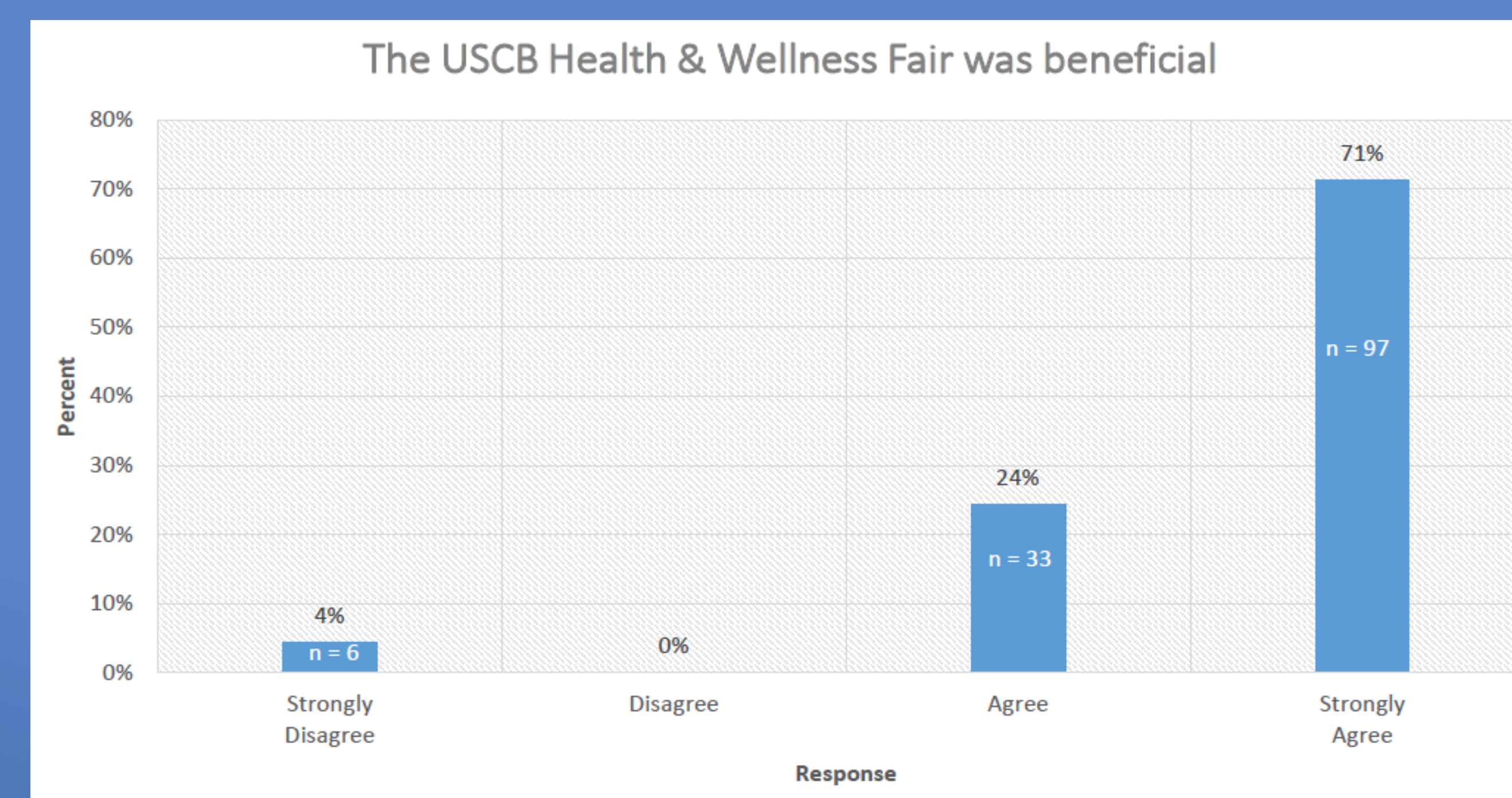
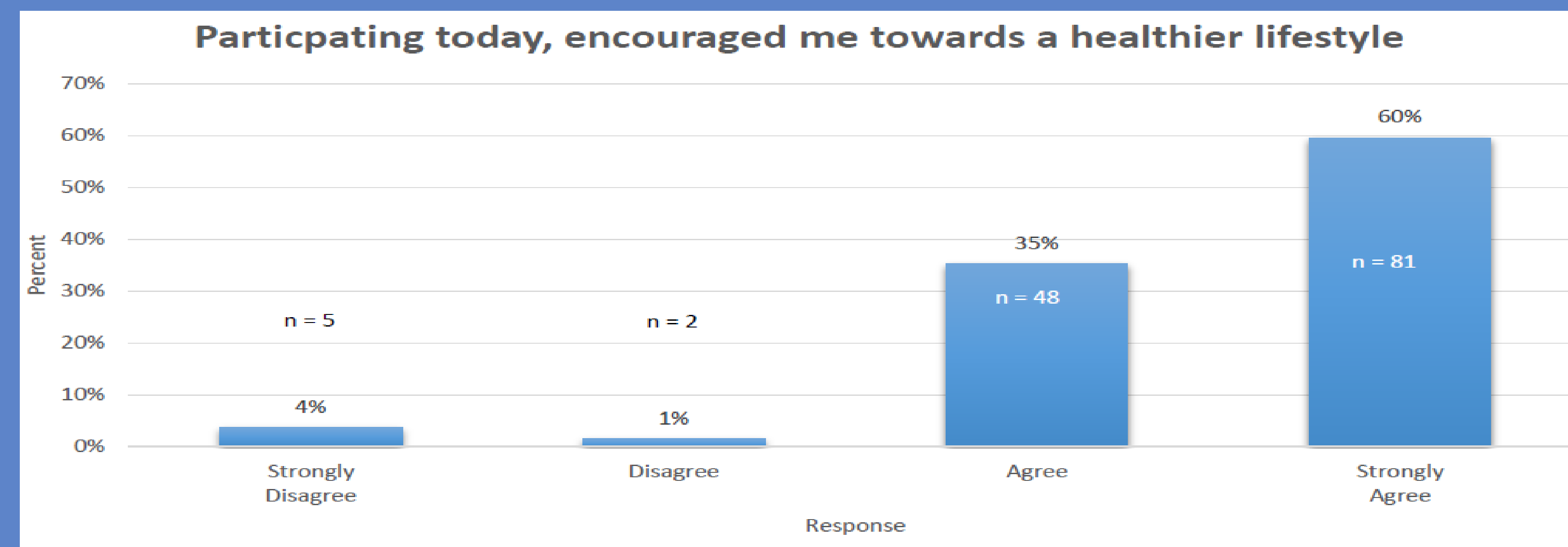
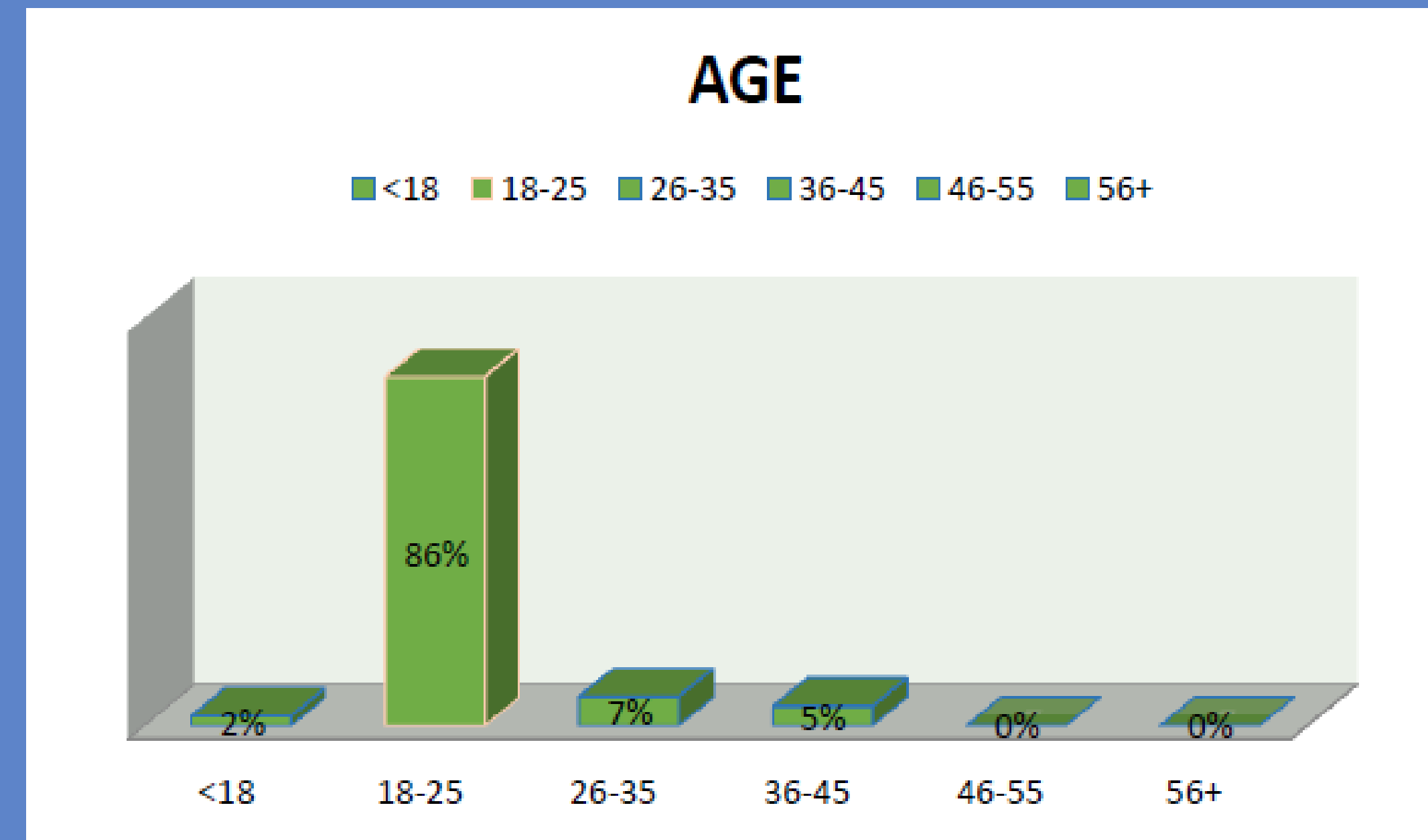
Methods

Four USCB bodies, the Health Promotion Club (HPC), Student Nursing Association (SNA), Athletics and Student Life co-planned the 2016 4th Annual Health and Wellness Fair. The HPC evaluated those considered as active participants of the day's events.

A master list of local health businesses and organizations was used to send invitations to potential local health and wellness vendors. Alternative strategies to invite potential vendors included in-person and over the phone conversations. In total, 37 vendors participated and evaluation surveys were used to determine satisfaction among health and wellness fair participants.



Special acknowledgement to the Health Promotion graduating class of 2016 for their role and participation in this research.



Objective

- To assess participant satisfaction with the 2016 Health and Wellness Fair regarding these four areas:
- Awareness of local resources available
 - Perceived benefits of the Health and Wellness Fair
 - Encouragement to live healthier lifestyle
 - Relevance to current and future health needs

Results

There were 136 "active participants" active being those who interacted with at least 10 vendors. Majority of active participants were students (93%), female (85%) and 18-25 (86%). A strong majority (74%) "strongly agreed" the Health and Wellness Fair educated them on new local useful resources to better their health, that it was beneficial (71%), and encouraged them toward a healthier lifestyle (60%).

Conclusions

Students and vendors were highly satisfied with the event. Students were satisfied in that they found the health fair to be beneficial and learned of new local useful health resources. Vendors were satisfied with the set-up and organization of the event along with the networking opportunity presented. Students, faculty, staff, and participants accomplished the goals set by the health promotion club, making this event successful.