Behavioral Health is Essential To Health

Prevention Works

Treatment is Effective

People Recover
The views expressed in this training do not necessarily represent the views, policies, and positions of the Center for Mental Health Services (CMHS), the Substance Abuse and Mental Health Services Administration (SAMHSA) or the U.S. Department of Health and Human Services (HHS).
Organizing Health Fairs for Physical Wellness

Presented by Dr. Peggy Swarbrick, PAW Senior Consultant, with Teena Brooks, Office of Consumer Affairs (OCA) - NYC Department of Health and Mental Hygiene
Goal of Today’s Webinar

• We are excited to share our ideas and experiences for Organizing Health Fairs for Physical Wellness

• In this webinar today, you will learn about what a health fair is and how you can organize one to benefit others

• You will learn about just one of the many successful health fairs that takes place during National Wellness Week, the NYC Department of Health and Mental Hygiene Office of Consumer Affairs Wellness Week Kick-Off Wellness Fair

• We will cover some details about how to make a health fair happen, what you may want to consider including, and the resources you will need
National Wellness Week

• September 10-16, 2017
• Additional resources are available from www.samhsa.gov
• Contact us for technical assistance and support: paw@prainc.com
Dr. Peggy Swarbrick has been involved in organizing health fairs since 2009 in different locations around the country
Why Organize Health Fairs?

• Focusing on physical health is important since many people served by public behavioral health systems have a high rate of medical problems and risk for disease
  – Some studies have shown that people in recovery are dying 25 years earlier than others

• A health fair is a one-stop location for screenings, making it easy to access a lot of information in a single visit
  – A health fair can include resources on one or more of the 7 other dimensions
Health Fairs Can Address All Dimensions of Wellness

Emotional
Developing skills and strategies to cope with stress.

Environmental
Good health by occupying pleasant, stimulating environments that support well-being.

Financial
Satisfaction with current and future financial situations.

Intellectual
Recognizing creative abilities and finding ways to expand knowledge and skills.

Social
Developing a sense of connection and a well-developed support system.

Physical
Recognizing the need for physical activity, diet, sleep, and nutrition.

Spiritual
Search for meaning and purpose in the human experience.

Occupational
Personal satisfaction and enrichment derived from one's work.

Benefits of a Health Fair

When a health fair is specifically geared to people with mental health and substance use conditions, it provides an effective way to increase their awareness of their own health and wellness, while giving them the tools and support they need to live a longer better quality of life.
More Benefits

- People learn about their health status and health risks in a low-key environment

- It can reach people who would otherwise avoid going to medical providers due to fear, cost, or other issues
Additional Benefits

• Health fairs can empower people by reminding them of wellness habits within their control, such as what they eat, better sleep habits, and walking

• They can learn about useful strategies to deal with harmful effects of tobacco drugs and alcohol
  – By learning about wellness habits, people can make more informed choices to plan a wellness lifestyle
A Health Fair Success Story

• One peer, who became involved in a health fair many years ago, made a commitment to eliminate soda from his diet after helping at the fair.

• I am happy to share he has abstained from soda since April 2011.

• After eliminating soda and some other small habits he changed, he was able to lose weight!
A Successful Health Fair in New York State

Teena Brooks, Assistant Director of the Office of Consumer Affairs (OCA) - NYC Department of Health and Mental Hygiene
Office of Consumer Affairs Wellness
Week Kick-Off Wellness Fair

New York City Department of Health and Mental Hygiene
Goals

• Increase wellness activities for individuals with behavioral health disorders in NYC

• Promote SAMHSA Wellness Week activities and increase awareness of the Eight Dimensions.

• Increase access to community-based resources to promote wellness
OCA Wellness Week Kick-Off
Wellness Fair, Continued

• Expand partnerships with community-based organizations

• Decrease discrimination; and remind participants that wellness can be enjoyable!
At the Wellness Fair

- Screenings- Diabetes, Heart Disease, BMI
- Workshops- HIV/AIDS awareness, Healthy Relationships, Trauma-Informed Approaches, WRAP Plans, Yoga, Mindfulness, Nutrition
- Exhibitors- Parks & Recreation, Chair Massage, Reiki, Department of Health, CBO’s and more!!!
Lessons Learned

- Plan ahead
- Be thoughtful and realistic about evaluation
- Engage community partners in all stages of the planning process
- Have fun!!
Resources on Conducting a Health Fair

• We refer you to *A Step-by-Step Guide for Planning and Conducting a Successful Health Fair* that includes much more details about and checklists for:
  – Organizing a planning committee
  – Budgeting
  – Thinking through the details of who you want to reach
  – When and where to offer a fair, and
  – What booths or stations to include

• It also explains the importance of peer support for discussing the screening results
Main Tasks in Health Fair Planning

Next, let’s go over some of the main tasks you will need to do when planning a successful health fair.
What Can Happen at a Health Fair

- Screenings for different health issues and for learning about services and resources
  - free blood pressure screening, vision, hearing, and dental health

- A health fair offers free screenings to assess risks for heart disease, stroke, diabetes, and other medical problems many people have
Getting Started: Planning

• One of the first steps in planning a health fair is to form a committee, since there are many tasks to complete in order for the health fair to be a success.

• The committee would identify the people you want to reach with your health fair.
Planning

• Identifying the audience includes considerations like:
  – Do you want to include all of the people in recovery in a certain geographic area?
  – Do you want to limit the fair to people who use services at your agency?
  – Do you want to invite both service users and service providers?
  – Do you want to target certain groups, like people over 50 or under 25?
Planning

• Planning checklists and timelines can be useful

• You can start 3-6 months before your health fair, though we have been able to pull off some small fairs within less than a month

• Many people we have helped plan a health fair have been able to offset some costs through donations and sponsors
Planning Considerations

Activities to consider are:

- Forming the planning committee
- Reaching out to sponsoring partners
- Choosing a date and location
- Preparing the initial budget
- Preparing and distributing marketing materials
- Securing free giveaway for your event
- Finalizing the layout of stations, booths, vendor tables, etc.
Marketing

- Once you have identified the participants you hope will attend, you need to figure out how to reach them

- Marketing materials should be carefully prepared to be inviting, respectful, and accurate

- Proofread carefully and get input from the kind of people you want to reach

- Starting your planning well in advance will ensure that you have enough time to get the word out
There are many decisions you make that will affect your space needs, like:

- how many booths or stations you will have
- the number of stations that will require a private space
Space and Resources Considerations

• When choosing the venue, you also want to consider how easy it will be for participants to get there, as well as whether it has the amenities you need, such as electrical outlets, refrigeration, and running water.
  – Be sure to budget for any space-related costs.

• A successful health fair requires adequate supplies and resources.
Health Fair Stations

• Health fairs vary in the types of booths or stations that can be offered

• You may choose to include a station on:
  – local farmers’ markets
  – nutrition
  – dental health

• Some health fairs offer screenings for:
  – glucose testing and diabetes screening
  – risk factors for heart disease, such as checking for high blood cholesterol and triglycerides
Heart Health

• Because many people in recovery have hypertension, diabetes, high cholesterol, sleep apnea, and other heart health risks, you may want to include a heart health station at your fair.

• For a heart health station, you can use the well-known Framingham Risk Assessment.
Framingham Risk Assessment

• A web-based application that calculates a person’s risk of heart attack within the next decade, along with how that risk compares to the risk of other people of the same age and sex

• To do the calculation, people need to know their total cholesterol, LDL cholesterol, systolic blood pressure, and smoking status

• People also share their age, gender, and whether they use blood pressure medication

• The screening provides a useful way to educate people about how their risk of heart attack changes if their cholesterol or blood pressure goes down, or if they could answer that they do not smoke
My Life Check – 7 Steps

• My Life Check® was designed by the American Heart Association with the goal of improved health by educating the public on how best to live

• These measures have one unique thing in common: any person can make these changes

• The steps are not expensive to take and even modest improvements to your health will make a big difference

• This simple, seven step list has been developed to deliver on the hope we all have: to live a long, productive healthy life
Check Your Score with My Life Check

STEP 1: Answer questions about your *Simple 7*
- Three measurements of your blood characteristics
- Four things you do every day that impact your health

STEP 2: Choose your action plan
- Compare your current *Simple 7* with what is recommended for you
- Select the actions for your *Simple 7* that are right for your health

STEP 3: Discover your heart score
- This number (0-10) is an indication of your overall cardiovascular health based on the information you’ve given.

STEP 4: Print or save your results

STEP 5: Return periodically to take the assessment again
- Compare your results to measure your improvement

Visit [My Life Check](http://mylifecheck.org)
Manage Blood Pressure

- High blood pressure is a major risk factor for heart disease and stroke.

- When your blood pressure stays within healthy ranges, you reduce the strain on your heart, arteries, and kidneys which keeps you healthier longer.

- Healthy lifestyle choices are essential for prevention and management of high blood pressure.

<table>
<thead>
<tr>
<th>Blood Pressure Category</th>
<th>Systolic mm Hg (upper #)</th>
<th>Diastolic mm Hg (lower #)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Normal</td>
<td>less than 120</td>
<td>and</td>
</tr>
<tr>
<td>Prehypertension</td>
<td>120 – 139</td>
<td>or</td>
</tr>
<tr>
<td>High Blood Pressure (Hypertension) Stage 1</td>
<td>140 – 159</td>
<td>or</td>
</tr>
<tr>
<td>High Blood Pressure (Hypertension) Stage 2</td>
<td>160 or higher</td>
<td>or</td>
</tr>
<tr>
<td>Hypertensive Crisis (Emergency care needed)</td>
<td>Higher than 180</td>
<td>or</td>
</tr>
</tbody>
</table>
Control Cholesterol

• High cholesterol contributes to plaque, which can clog arteries and lead to heart disease and stroke
• When you control your cholesterol, you are giving your arteries their best chance to remain clear of blockages
• Cholesterol comes from both your body and the food you eat
• Unhealthy levels usually have no signs; your medical provider needs to test
Blood Sugar

• Most of the food we eat is turned into glucose (or blood sugar) that our bodies use for energy

• Over time, high levels of blood sugar can damage your heart, kidneys, eyes and nerves

<table>
<thead>
<tr>
<th>Blood Glucose Range</th>
<th>Diagnosis</th>
<th>What It Means</th>
</tr>
</thead>
<tbody>
<tr>
<td>100 to 125 mg/dL</td>
<td>Prediabetes (also called Impaired Fasting Glucose)</td>
<td>Blood glucose levels are higher than normal but not high enough to be diagnosed as diabetes. This condition puts you at increased risk for developing type 2 diabetes, heart disease, and stroke.</td>
</tr>
<tr>
<td>126 mg/dL or more</td>
<td>Diabetes mellitus (type 2 diabetes)</td>
<td>Type 2 diabetes develops when your body doesn’t make enough insulin or develops “insulin resistance” and can’t make efficient use of the insulin it makes. It greatly increases your risk of heart disease and stroke.</td>
</tr>
</tbody>
</table>

My Life Check, Retrieved 4/8/2016 from http://www.heart.org/HEARTORG/Conditions/My-Life-Check---Lifes-Simple-7_UCM_471453_Article.jsp#.Vwe6M_krJph
Reduce Blood Sugar

• Family history, ethnic background, weight, and activity level also contribute to the development of diabetes

• There are often no symptoms in the beginning
Physical Activity

• Living an active life is one of the most rewarding gifts you can give yourself and those you love

• Simply put, daily physical activity increases your length and quality of life.

• Something is always better than nothing!
Get Active

• Physical activity is *anything* that makes you move your body and burn calories

• Aerobic exercises benefit your heart, and include:
  – Walking
  – Jogging
  – Swimming
  – Biking

• Strength and stretching exercises are best for overall stamina and flexibility
Eat Better

• A healthy diet is one of your best weapons for fighting cardiovascular disease

• When you eat a heart-healthy diet, you improve your chances for feeling good and staying healthy – for life!
Improving Diet

- Use at least as many calories as you take in
- Eat a variety of nutritious foods from all the food groups
- Eat less of the nutrient-poor foods
- Read labels
- Make informed choices

*My Life Check, Retrieved 4/8/2016 from http://www.heart.org/HEARTORG/Conditions/My-Life-Check---Lifes-Simple-7_UCM_471453_Article.jsp#.Vwe6M_krJph*
Lose Weight

• When you shed extra fat and unnecessary pounds, you reduce the burden on your heart, lungs, blood vessels, and skeleton.

• You give yourself the gift of active living, you lower your blood pressure and you help yourself feel better, too!
Successful Weight Loss

• For most people, a successful weight-loss plan has two parts:
  – healthy food choices
  – physical activity

• Understanding the balance between the two can help you lose weight more easily and keep it off!
Stop Smoking

• Did you know that almost immediately after you quit smoking, your lungs and other smoke-damaged organs start to repair themselves?

• You can start getting better the day you put down the cigarettes.
Smoking and Health

- Cigarette smokers have a higher risk of developing cardiovascular disease.
- If you smoke, quitting is the best thing you can do for your health.
- Smoking is the most preventable cause of premature death in the United States.

Download the Smoking Cessation for Individuals with Serious Mental Illness infographic from SAMHSA’s Program to Achieve Wellness!
Tobacco Harm Reduction (THR)

• Any actions that decrease the risks associated with tobacco or nicotine use; or “reducing the harm” associated with cigarette smoking

• Rather than aiming for abstinence, THR moves tobacco used down a continuum of smoking alternatives to reduce risks

All of the Dimensions are Connected

• All Dimensions of Wellness are important and can help with recovery
• Think about creative ways to bring multiple dimensions into your health fair
• For example:
  – Intellectual – invite a local book store
  – Financial – invite a local SOAR team to help participants learn about SSI/SSDI
  – Environmental – ask a local business owner to join the event, bringing scented candles, oils, artwork, or other household items
Resource Booths

• It is important to have booths or resources focused on:
  – smoking cessation
  – diabetes
  – lung or heart health
  – dental health

• You can access information and volunteers from local chapters of the American Health Association and the Lung Association
Resources

- Local hospitals, medical clinics, sleep centers, and dental providers have also helped us at some sites.

- Large pharmacy chain stores and supermarkets have been very generous to make contributions.

- Local organizations like a YMCA, Rotary Club, Elks Lodge, or Chamber of Commerce may provide support, including space that is often free or very low cost.
• At the national level:
  – The National Alliance on Mental Illness (NAMI) and Mental Health America (MHA) offer health information and tips, and your local chapter may have related resources
  – The YMCA or YWCA and the Visiting Nurses Association may provide information or even may be willing to participate
  – SAMHSA’s Program to Achieve Wellness can offer additional tools and resources
Practical Resources

- It is good to have fact sheets available for:
  - Diabetes
  - Cholesterol
  - High blood pressure
  - Other health and wellness issues of interest to people you want to attend the fair
Useful Tools

Make sure any fact sheets, infographics, or other handouts provided have useful information or instructions related to a specific topic.

Stay tuned for the Understanding Your Prescription Label infographic from SAMHSA’s Program to Achieve Wellness!
Wellness Activities and Resources

- In addition to screening, we found it’s important to add some fun to your health fair!

- We have been able to offer cooking and nutrition demonstrations, Zumba, Reiki, and both a drumming and yoga workshop

- Free chair massage and free foot massages were a great addition

- Having a variety of activities helps to create a fun lively atmosphere
Questions?
Thank You to Our Presenters!

Peggy Swarbrick, PhD
Rutgers University
Behavioral Health Care
Collaborative Support Programs of New Jersey
pswarbrick@cspnj.org

Teena Brooks
Office of Consumer Affairs (OCA) - NYC Department of Health and Mental Hygiene
cbrooks4@health.nyc.gov
Thank You!

SAMHSA Contacts
Carlton Speight, Public Health Advisor
carlton.speight@samhsa.hhs.gov

SAMHSA’s Program to Achieve Wellness
For More Information or to Request TA, Contact Us:
Phone: 800-850-2523 | Email: paw@prainc.com
References


