

ARTISTS' HEAL+H FAIR

AND GUIDE TO HEALTHCARE REPLICATION TOOLKIT

A step-by-step guide to finding and connecting artists in
your community to the healthcare resources they need



Springboard for the Arts is an economic and community development organization for artists and by artists. Since 2005, the Artists' Access to Healthcare (AAH) program has connected artists to healthcare resources through the Artists' Health Fair, Guides to Healthcare for Artists and by partnering with low-cost clinics to provide healthcare vouchers and free clinic days.

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A LETTER FROM SPRINGBOARD FOR THE ARTS

Access to healthcare is one of the biggest career threats to making a life as an individual artist. Given the challenges that come from creative entrepreneurship—including the lack of an employer-sponsored health insurance plan and sporadic and often low income—many artists think they can't access the healthcare they need. The ever-changing and complex healthcare system only perpetuates this belief.

When our small organization set out to address this issue in 2004, we had hoped to reinvent the system; to take on healthcare and health insurance. We soon discovered that we could make a big impact by helping artists navigate resources that are already available to them. We didn't have to reinvent the system. We didn't have to know everything there is to know about healthcare and health insurance. And you don't have to, either. You just have to know the people who do.

No matter which state you live in, there are public healthcare programs, low-cost health clinics and reliable health insurance brokers. And chances are, there are non-profit organizations and social workers that know the healthcare system and resources inside and out. Luckily, there is also an easily accessible format for reaching out to these resources. Health Fairs have been, and continue to be, the healthcare industry's standard for outreach and education. Most importantly, all of your work culminates in an event that brings the arts community in direct contact with these resources.

Now we can laugh at how insurmountable the task of connecting artists to healthcare seemed. Today, we have developed a great network of healthcare providers who now recognize artists as an underserved community and are working to help them get the healthcare they need. Artists have a better understanding of the resources that are available and aren't ignoring their health concerns. Such a simple event has had life-changing—even life-saving—consequences for artists in our community.

The work you do to bring an Artists' Health Fair to your community will make a positive impact that extends well beyond the day of the event. We wish you all the best as you take on this important project and hope that you will keep in touch. We'd like to hear from you about your experience using this toolkit and presenting your own Artists' Health Fair, and encourage you to reach us at aah@springboardforthearts.org.

*Best regards,
Springboard for the Arts*

KEY COMPONENTS

The Artists' Health Fair is a free event for individual artists, arts administrators and their family members. Healthcare resources at the Artists' Health Fair generally do not specialize in artists' care, but are selected with artists' healthcare needs and affordability in mind.

Don't underestimate the importance of peer-to-peer navigation. We've invited artists to attend other, non-artist-only health fairs with little success. Yet hundreds attend the Artists' Health Fair and come to us for healthcare referrals.

THE ARTISTS' HEALTH FAIR FEATURES FIVE KEY COMPONENTS:

1. TABLE SPONSORS: Healthcare providers who choose to attend the Artists' Health Fair.

Every table represents a different company or organization whose representative is available to chat with attendees.

Fee for sponsorship: \$125, or \$100 for early registration. Fee is waived for nonprofit organizations that do not have outreach budgets. Fee covers promotional opportunities, table/chair rental and the opportunity to apply to provide these additional services at the event:

Free screenings and vaccinations, such as influenza vaccinations and screenings for blood pressure, cholesterol, and glucose. If not free, these offerings should be made at little cost for attendees. Most screenings are done at the Table Sponsors' table, but accommodations may be made for those who need more privacy.

Workshops are presentations or Question & Answer sessions led by Table Sponsors throughout the day. The workshops are short, approximately 25 to 45 minutes, depending on the number of presenters and presentation spaces. Topics can be broad, such as "What is a Health Savings Account?" or "Health Reform," or they can address discipline-specific concerns, such as "Injury Prevention for Dancers."

2. RESOURCE BAG SPONSORS: Healthcare providers who have a coupon or promotional item placed in "goody bags" that are given to each attendee at check in. This sponsorship option was initially created for those who cannot attend the Artists' Health Fair, but it can also be available to Table Sponsors.

Fee for sponsorship: \$75, or \$50 for early registration. Fee is waived for nonprofit organizations that do not have outreach budgets. Fee includes promotional opportunity and it generally covers the cost of purchasing resource bags.

3. SITE SPONSOR: The venue where the event is held.

Fee for sponsorship: In-kind donation of the event space. Sponsor is given promotional opportunities in return for the donation.

4. MARKETING PARTNERS: Organizations that can help get the word out about the Artists' Health Fair via their website, e-newsletter or social media.

Fee for sponsorship: In-kind donation of promotional opportunities, given to your organization in return for logo placement in the Artists' Health Fair event program.

5. MEDIA SPONSORS: Members of the media such as magazines, newspapers and radio stations.

Fee for sponsorship: In-kind donation of promotional opportunities (ad space, radio spots), given to your organization in return for logo placement in the Artists' Health Fair event program.



TEMPLATES:

- ▶ Info-Media Sponsor
- ▶ Info-Table and Resource Bag Sponsor

(Please consult the electronic documents that came with your toolkit)

READY FOR ANOTHER COMPONENT?

Add art to your event. Just remember that music and other performances shouldn't interfere with the ability of attendees and Table Sponsors to hear each other!

WHEN DO I START?

Allow 20 weeks to plan your event. It's possible to organize the event in less time. However, you'll have to enforce stricter deadlines for sponsorship that can, in turn, add unneeded stress for the Artists' Health Fair coordinator.

Please reference our Timeline Worksheet to keep on task. It's important to set deadlines for the sponsors, but also for yourself. Revisit the timeline often and add new tasks or deadlines not yet considered in your initial planning.



TEMPLATES:

► [Timeline Worksheet](#)

WHAT IS THE GEOGRAPHIC REACH OF YOUR HEALTH FAIR?

Target resources and select an audience within a thirty to sixty-mile radius. If your audience is in a rural community and it's assumed that they have to drive farther to access resources, you may choose a sixty-mile radius.

HOW MANY ARTISTS SHOULD YOU EXPECT TO ATTEND?

This depends on your community and geographic reach. Minneapolis/St. Paul, the site of our Artists' Health Fair, is home to more than 12,000 individual artists and averages 250 attendees.

To gauge whether you're reaching your attendance goals, artists should pre-register for the event. If you do not have a registration system built into your website, check out surveyMonkey.com. It's free if you don't expect more than 100 responses, and is approximately \$20/month for unlimited responses.



TEMPLATES:
► Registration Blurb

WHEN SHOULD THE HEALTH FAIR TAKE PLACE?

Fall is a great time to present the Health Fair. It's the start of flu season and flu shots at the event are a big draw. Plus, people are less likely to attend the Health Fair on a pleasant summer day.

CONSIDER WHAT DAY OF THE WEEK WORKS BEST FOR YOUR COMMUNITY.

Saturday is a good day for artists in our community. Many outreach events happen on the weekend, so this also works for Table Sponsors. A four-hour window of time (10 a.m. to 2 p.m.) accommodates artists who want to visit in the morning or afternoon.

CONSIDER WHAT DURATION OF TIME WORKS BEST FOR YOUR COMMUNITY.

Four hours is generally the maximum time duration so Table Sponsors don't feel like they've overstayed their welcome. (We recommend offering Table Sponsors refreshments and snacks to keep them happy.) If your Health Fair is in a rural community, you may scale back the duration of the event; the first and last half-hour are good places to start.

CONSIDER OTHER EVENTS HAPPENING IN THE ARTIST COMMUNITY.

Check event calendars to find a day artists are likely to attend the Health Fair. Be sure to consider those events you know historically happen, but may not yet be represented on community calendars.

CHECK THE CALENDAR!

We once made the mistake of scheduling our Artists' Health Fair on a major open-studio day for an artist co-op. Not only was it disappointing that these artists could not attend, but it also made us seem like we were out of touch with the community. Since then, we have been careful to double-check before scheduling.

HOW MANY SPONSORS ARE ENOUGH?

TABLE SPONSORS: 5–30*

Determine how many Table Sponsors you'd like at your event. This will help you select a venue and focus your planning. The amount of Sponsors you feel is "enough" depends on your geographic reach, the types of healthcare services that are available in your community, and how many hours per week you can dedicate to organizing the event. Think quality over quantity. And keep in mind, you may aim for twenty Table Sponsors, but end up with ten.

Consult the Create Your Health Fair Wish List section on page 12 to help determine your Sponsor goal. You do not need to make a comprehensive contact

list right away—but be sure to take a couple of hours to get a feel for how many resources are available in your area.

MEDIA SPONSORS: 1 OR 2

It's best to select one sponsor per media format, e.g. to be "the official radio station of the event." Also be sure to consider which media outlets are most popular with your arts community.

MARKETING PARTNERSHIPS: UNLIMITED

This depends on your geographic reach, but is primarily limited to the time you have to get promotional items to partners. We make a list of 100 arts organizations in our geographic reach and send out one email that blind copies (bcc:) all 100 organizations. With very little follow-up, we usually have fifteen to twenty Marketing Partners who are happy to spread the word.

** If you live in a small community with fewer than five local healthcare resources, you can still help artists connect to these resources without the aid of an Artists' Health Fair. Consult the Create Your Health Fair Wish List and Choose the Right Table Sponsors sections for tips on locating resources. Skip to the Making it Last section for additional ways to cultivate relationships with healthcare providers as well as ways to reach out to your arts community.*

HOW MUCH ADMINISTRATIVE TIME WILL THIS TAKE?

Our most recent full-scale Artists' Health Fair included all elements listed above and had thirty Table Sponsors. One staff member dedicated 10 to 20 hours a week to the Health Fair's administration during the four months leading up to the event. The full 20-hour workweeks were only needed at the beginning and towards the end of the event. If you are working on a smaller-scale event, ten hours per week may suffice.

CAN I ELIMINATE SOME ELEMENTS OF THE EVENT?

Eliminate resource bag sponsorship first, if you're strapped for time. The whole process (soliciting sponsorships, making sure sponsors send you the materials for the bags on time, ordering bags and stuffing bags) is equally as demanding as Table Sponsorship.

Eliminate workshops if you cannot find a venue to accommodate workshops or are looking to further reduce administrative time.

Do NOT eliminate free screenings. The opportunity to receive healthcare at the event is important to artists and will encourage attendance.



HOW MUCH WILL THIS COST?

As a source of comparison, our Artists' Health Fair expenses average \$5,000, with half of those expenses dedicated to a Health Fair coordinator. You'll also be able to cover some of these expenses with fees from Table and Resource Bag Sponsors.

We've provided a sample budget to give you an idea of the costs associated with organizing the Artists' Health Fair. When it comes to each of these expenses, ask yourself: "Can this be donated?" "Can I do this myself?" "Can the Table Sponsors provide their own (such as tables and chairs)?" Be aware of the administrative time it requires to get items donated versus the cost of purchasing them. Remember you can offer promotional opportunities in exchange for donations.

Corporate sponsorships and private grants could be another source of income. However, keep in mind that you're more likely to receive this support after the first or second year of your event, once you can provide quantifiable success.



TEMPLATES:
► Budget Sample

HOW MUCH SPACE WILL I NEED AT THE VENUE?

IT'S TIME TO DO SOME MATH

1. Calculate the **number of tables** you need:

$$\begin{array}{rcl} ______ & \text{Maximum number of Table Sponsors} & \\ & \text{you'd like at the event} & \\ + ______ 1 & \text{Check-in/Welcome Table} & \\ = ______ & \text{Number of tables you'll need to} & \\ & \text{accommodate} & \end{array}$$

2. Consider the **amount of table space** you'll need. We recommend 4-feet by 30-inch tables. Tables should not exceed 6 feet by 30 inches. At the event, leave at least two feet between each table. Allow enough room for Sponsors to sit behind their table, as well as generous space in front of tables for walk-through traffic to flow.

3. Calculate the **number of additional rooms** you'll need. Consider whether you need private exam rooms available for screenings, such as confidential HIV screening or hearing tests. Next, consider space for workshops.

$$\begin{array}{rcl} ______ & \text{Additional Rooms for Private Screenings} & \\ & \text{(usually 0, 1 or 2)} & \\ + ______ & \text{Rooms for Workshops (usually 1 or 2)} & \\ = ______ & \text{Number of rooms you'll need to} & \\ & \text{accommodate} & \end{array}$$

4. Consider the **amount of space you'll need for private screenings and workshops**. Private screenings usually require a space no larger than a standard health examination room. For your presentation space(s), consider that attendance at our workshops range from three to forty-five people per session. Choose a larger space for topics deemed more popular and a smaller space for more personal discussions or Question & Answer sessions.

GEN OP TODAY, GRANTS TOMORROW

In 2010, Springboard for the Arts received a grant from Leveraging Investments in Creativity (LINC) to support our entire Artists' Access to Healthcare program, including the Artists' Health Fair. Prior to 2010, we funded the administrative expenses of three Artists' Health Fairs through our organization's general operating funds.

FIND THE RIGHT HOSTING VENUE (SITE SPONSOR)

Once you've determined the elements outlined previously, it's time to start looking for a venue to host the event. It's likely impossible to find the perfect venue, but below are some elements to keep in mind.

THE HOSTING VENUE:

- Finds the event mutually beneficial.
- Offers the space free-of-charge.
- Has adequate space for ____ tables, while still allowing proper walk-through traffic, as you've calculated on page 9.
- Has ____ number of rooms for screenings and ____ rooms for workshops, as you've calculated on page 9.
- Has adequate space for workshops (Can the rooms accommodate anticipated number of attendees, as you've calculated on page 9?)
- Can accommodate any tours of the space you need.
- Can receive the delivery of tables and chairs, usually the day before the event.
- Can be present on the day of the event.
- Is consistent with your geographic reach, as outlined on page 9.
- Has adequate electrical outlets and projector screen, if you decide to accommodate the use of projectors and laptops for workshops.
- Can supply tables and chairs, to eliminate or reduce the cost of renting these items. (Plan to supply two chairs for every table. Chairs can vary in size, but it's only fair that Table Sponsors have the same size table.)
- Is accessible for those with disabilities. Ideally, the Health Fair will be located on one level. This is convenient for all attendees, but particularly important for accessibility. If the Health Fair can't be located on one floor, is there an elevator for wheelchair accessibility?
- Has convenient transportation and parking features. Is it located on a bus route? Is there adequate parking? Is parking affordable or is it too expensive?

HIRE AN ARTISTS' HEALTH FAIR COORDINATOR

If you don't have ten to twenty hours per week for you (or a committee) to dedicate to the event, hire an intern or contractor to help. Because the task of soliciting and following up with sponsors can be time consuming and is a lot to keep track of, it's helpful to know that one person has the required time to dedicate to the Health Fair's success. While your Health Fair coordinator focuses on the details, you can look at the big picture and assess whether your vision for the event is on target.

- Knowledge of healthcare resources is not a requirement for the coordinator. Most anyone with proper customer service, organization and communication skills will be capable of organizing the event.
- The most effective coordinators are those who understand their work's positive affect on the arts community and who are passionate about the cause.
- Consider hiring a practicing artist, as most have come to understand the healthcare need firsthand. That said, anyone who is interested in medical or social work could also excel at this position.
- Whether you decide the coordinator will work remotely or at your office, he or she should work during business hours, as this is likely most convenient for you and the potential sponsors participating in the event.

Based on your knowledge of your clients, timeline and budget, you are in the best position to determine the vision for the event. Before you hire a coordinator, decide:

- The geographic reach of your health fair
- How many artists you expect to attend
- The date and time of your health fair
- How many sponsors you'd like to have
- How much administrative time to devote to the health fair
- Which elements of the health fair to eliminate
- Budget
- Venue

You may worry that you are “robbing” the coordinator of creative input by determining these yourself, but you are providing them with the structure and guidance needed to excel.

In an ideal situation, the coordinator will have the information and tools he or she needs to start researching and contacting potential sponsors on their first day. The person who makes the first contact with the sponsor should also be the one to follow-up. Otherwise, that potential sponsor may be confused about whom to follow-up with.

The guidelines you set allow the coordinator to work more independently and, in turn, take more ownership of the event. However, it is still your responsibility to oversee the position, so:

- Make yourself available and open to questions.
- Set a check-in time once a week to make sure the coordinator is on target and getting the support he or she needs from you.
- Create a separate email address (i.e. healthfair@springboardforthearts.org) for the coordinator to use, and re-route to your email address when the event is finished.

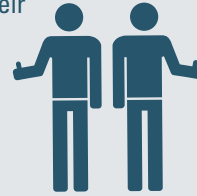


TEMPLATES:

- ▶ Coordinator contract
- ▶ Coordinator job description

MUTUALLY BENEFICIAL

In 2007, we held our Health Fair at an artists' cooperative. The co-op managers were very pleasant to work with and eager to bring this service directly to artists in their building. For us, it meant we could plan for many of the co-op's residents to attend.



CREATE A HEALTH FAIR WISH LIST

As you read through the types of resources below, envision how many of each resource you would like to have at your event. Think of this as your “Health Fair Wish List.”

LOW-COST CLINICS accept uninsured patients and use a sliding fee scale that is based on the patient’s annual income.

How to locate: Visit www.hrsa.gov and utilize the Find a Health Center tool. Google Search phrases: “free clinic,” “low-cost clinic,” “community clinic” or “federally qualified health center” + your geographic area.

Tips: The eligibility to use services and the type of services provided at each clinic will vary, so aim to have as many low-cost and free clinics at the Health Fair as possible. **Try your best to locate resources for general medical, dental, optometry, reproductive and mental health.**

Some low-cost clinics may have designated staff for these events. Job titles may include the words “Community,” “Outreach,” “Education,” “Advocate,” or “Social Worker.”

SAMPLE WISH LIST:

- 10 Table sponsors (5 low-cost clinics, 2 insurance providers, 1 chiropractic, 1 flu shot provider, 1 acupuncture)
- 2 Media Sponsors (1 print, 1 radio)
- 10 Marketing Partners (arts organizations)

FLU SHOT PROVIDER. Low-cost and free clinics are the best option for a flu shot provider at your Health Fair. Alternatively, contact a local organization that travels to workplaces and presents flu shot clinics.

How to locate: Google Search phrases: “workplace health screenings” or “workplace flu clinics” + your geographic area. In some instances, stores like CVS will also hold clinics outside of their retail space.

Tips: Depending on funding, there are three ways to make flu shots available at the event: 1) A free or low-cost clinic provides vaccinations at no charge. 2) If you have a budget to pay for flu shots, work out an agreement where the provider can invoice you after the event. 3) If you don’t have a budget for flu shots, artists can have the option to pay for their flu shot out of pocket.

While working with workplace flu shot providers can be a good option, they usually have a 25 or 30 shot minimum per clinic and charge \$24 to \$30 per vaccine. Make sure to have a contract and understand the terms of service. Fees should only be charged for the vaccinations provided; no charges should be incurred for administration, etc. Also, be sure to specify the number of flu vaccines the provider should bring. Flu shots are a popular draw to the Health Fair, so you don’t want to run out of supplies.

PUBLIC HEALTHCARE PROGRAMS, such as Medicaid and women’s cancer screening programs, provide medical coverage and reduced-cost health screenings for low-income residents.

How to locate: Visit Coverageforall.org and download their free “Health Care Options Matrix Guides” to learn about the programs available in your state.

Tips: Simply ask low-cost clinic representatives if they’re able to bring information about these programs. Often, low-cost clinics employ social workers or patient advocates who are trained to help artists apply for a variety of medical assistance programs.

HEALTH INSURANCE AGENTS AND BROKERS can help find a private health insurance plan for attendees who do not qualify for public healthcare.

How to locate: Visit www.healthcare.gov and use the tool for “exploring your pricing and coverage options.” This How to locate: Visit healthcare.gov and use the tool for “exploring your pricing and coverage options.” This gives you a good idea of which companies offer health insurance in your geographic area. You may also visit the National Association of Health Underwriter’s website at www.nahu.org and use the “Find an Agent” tool. Google Search phrases: “health insurance agent,” “health insurance broker” + your geographic region.

Tips: If you contact an insurance company directly, they will send an agent who will only speak about the insurance company that they were hired to represent. If you contact a broker directly, they may be able to speak about many different insurance companies. Aim for at least two private insurance agents or brokers to be at your Health Fair.

HIGH-RISK HEALTH INSURANCE POOLS have high premiums, but offer insurance to those who otherwise cannot obtain insurance because of pre-existing conditions.

How to locate: Visit www.naschip.org/states_pools.htm to find out if your state has a high-risk pool.

Tips: It is worth noting that the federal government has “Pre-existing Condition Insurance Policies (PCHIP),” a new insurance option for those who have pre-existing conditions. It’s unlikely you’ll find a representative for PCHPs to attend your health fair, so you may include the following information in your event program:

If you have a medical condition (“pre-existing condition”) that is keeping you from being insured by private insurance providers, check out the Pre-Existing Condition Insurance Policies at www.pcip.gov that are now offered via national healthcare reform. PCIP plans

are high-deductible insurance that will cover a broad range of health benefits, including primary and specialty care, hospital care, and prescription drugs.

HEALTHCARE ADVOCACY ORGANIZATIONS support universal healthcare and fundamental healthcare reform.

How to locate: Google search phrases: “universal healthcare” or “health coalition” + your geographic location.

Tips: While the primary purpose of the Health Fair is to connect artists to already-existing options for healthcare, healthcare advocacy organizations give artists an organized outlet to advocate for their healthcare needs.

Finally, look for resources that are not typically offered at low-cost clinics. The following resources should treat people with or without insurance and offer free or low-cost (sliding fee scale) services for those without insurance:

PHYSICAL THERAPISTS are great references for injury prevention and for artists who need rehabilitation from an injury.

How to locate: Visit www.apta.org and use the “Find a PT” searchable online database.

CHIROPRACTORS are a great reference for the prevention of injuries to, and treatment of the spine.

How to locate: Google search phrase: “chiropractor” or “chiropractor’s association” + your geographic area.

NUTRITION is important for preventive care.

How to locate: Ask low-cost clinics if they have nutrition resources. Or visit www.greenpeople.org to find a health food store nearest you.

FITNESS is another important means for preventive care.

How to locate: Ask low-cost clinics if they have fitness resources. Or visit www.yogafinder.com to help find a yoga class near you.

DRUG ADDICTION RESOURCES. Many states offer free resources to help residents quit smoking.

How to locate: Google search phrases: “Quit Tobacco” or “Quit Smoking” or “Quitline” + your geographic area. Also, visit aa.org for Alcoholics Anonymous, a free association of men and women that help each other achieve sobriety and stay sober. They list their local meetings and offices online.

ACUPUNCTURE is an alternative medicine that treats patients by insertion and manipulation of needles in the body, and is popular with the attendees of our Health Fair.

How to locate: Visit www.nccaom.org (The National Certification Commission for Acupuncture and Oriental Medicine) to locate a practitioner near you.

Tips: Community acupuncture, or group acupuncture, is usually less costly than individual sessions.

HOMEOPATHY uses natural substances to treat medical ailments. In particular, homeopaths treat disease by minute doses of natural substances that, in a healthy person, would produce the symptoms of that particular disease.

How to locate: Google search phrases: “homeopath,” “homeopathy” + your geographic area.

MASSAGE therapy can be used to treat a variety of ailments. Not to mention, free chair massages at our Health Fair are always very popular!

How to locate: Visit www.amtamassage.org (The American Massage Therapy Association) and use their searchable database.

ALTERNATIVES TO LOCATING RESOURCES ONLINE

- Attend other local health fairs to learn about resources and recruit participants.
- Ask artists in your community to recommend resources.
- Ask another health fair organizer, such as a staff member at a community clinic, to share a contact list with you.

CHOOSE THE RIGHT TABLE SPONSORS

As you conduct your research, create a list of potential Table Sponsor invitees and their contact information. While your rate of success may ultimately turn out better (that’s a good problem to have), it’s not a bad idea to contact at least four potential Table Sponsors for every one sponsor that participates.

If you’re unsure whether you should invite a healthcare provider to your Health Fair, consider the following guiding principles:

Low-cost. Is there a sliding fee scale? If there isn’t, is it a reasonable price considering the artists you serve and the market?

Local. Is the resource within your geographic reach?

Arts-Aware. When you provide a snapshot of the artists you serve (i.e. occupations, barriers to healthcare, healthcare needs), does the potential Table Sponsor communicate an understanding of and interest in serving this community?

Low-cost clinics, such as federally qualified health centers, have extensive background checks for their employees. The reputation of private practices is harder to gauge. You can search your state’s Board of Medical Practice to make sure a practitioner’s license is up-to-date and to see if they’ve had any disciplinary action taken. (If so, you may simply not invite them, or contact the medical board to get more information to help make a decision.)

Minnesota Board of Medical Practice

Searchable database (check for Disciplinary Action)
www.docboard.org/mn/df/mndf.htm

South Dakota Board of Medical & Osteopathic Examiners

Online license verification system
(check for Board Action)
www.sdbmoe.gov/Public/Services

North Dakota State Board of Medical Examiners

Online physician and physician assistant search (check for Disciplinary or Licensure Action)
www.ndbomex.com

Iowa Board of Medicine

"Find a Physician" tool
(check for Public Board Information on File)
www.medicalboard.iowa.gov

Wisconsin Department of Safety and Professional Services

Individual Credential Search (check Orders)
www.online.drl.wi.gov/LicenseLookup/LicenseLookup.aspx

CONTACT SPONSORS

Healthcare providers want to connect to underserved communities. When you contact organizations to participate in the Health Fair, keep it light and short and speak from your heart. Take a quick look at their website before making the call to make sure you understand who you are talking to and why you would like them to be a part of the Health Fair. (You may not express this to them, but it gives you confidence that you know who you're talking to.)



HEALTH FAIR VULTURES

You may be contacted by a healthcare provider who wants to participate in your health fair, but isn't low-cost, local and arts-aware. It's your responsibility to direct artists to resources that are relevant to their needs; don't be afraid to say it's not a good fit.

DURING THE PROCESS OF RECRUITING SPONSORS, REMEMBER TO:

1. USE THE SPONSORSHIP FORMS

No one wants to hear every detail about your Health Fair verbally. Send them the forms and allow them to process the information at their convenience. Remember that you may choose to waive the Table Sponsorship fee for those organizations, such as community clinics or other nonprofit service organizations, that don't have a budget for outreach events. We do not recommend including this on the sponsorship form, but you can mention this over the phone or via email.

2. MAKE DEADLINES AND ENFORCE THEM

Deadlines give you a reason to follow-up with organizations. If you stick with them, you should only need to reach out to solicit participation from each organization a maximum of three times: a) get them the sponsorship forms, b) remind them of the early registration deadline, and c) remind them of the final deadline. With each "nudge," be polite, remind them of how much you'd love for them to participate in the event, thank them, and make yourself available to answer any questions.

3. KEEP TRACK OF YOUR CONTACTS AND COMMUNICATION

Make a spreadsheet and keep track of all of your communication in this one place. Without this, it can be difficult to keep track of whom you've talked to and whom you still need to follow-up with. Keep notes like, "Spoke with Keith 8/19. He is interested, but will check with his supervisor."

If a provider decides not to participate, don't take it personally. Be thankful you've learned more about that resource and developed a contact at that organization. Chances are, they'll be a part of your next Health Fair!



TEMPLATES:

- ▶ Registration Form-Media
- ▶ Registration Form-Table/Resource Bag
- ▶ Sponsor Solicitation Email Templates

PROMOTE THE EVENT

Once you know the date, time, general features and registration process for your Health Fair, it's never too early to start getting the word out. Consider the following vehicles for promoting your Health Fair and devise a promotional game plan with deadlines.

POSTCARDS

A graphic designer creates a postcard that we print and send out a month before the event. Postcards are also used as a promotional tool to leave at local cafes and art venues around town. To give you an idea of the cost, we ordered 2,500 postcards for \$85 + shipping, then sent out 915 postcards for a postage rate of \$256.20. Some good, inexpensive online postcard printers include:

www.vistaprint.com
www.overnightprints.com
www.uptime.com
www.gotprint.com
www.psprint.com
www.modernpostcard.com
www.4by6.com

EVENT FLYER

If you don't have a graphic designer and aren't familiar with design software, create a flyer by hand or use software such as Microsoft® Word. Remember to keep it simple. It doesn't have to be flashy to get the point across. Distribute flyers around town.

PRESS RELEASE

Email the release to both the news media and to event and community calendars. Be sure to visit media websites as well, since they may have online submission forms you can fill out for your event to be included in calendars.

MEDIA SPONSORS

Your Media Sponsors will donate advertising in return for inclusion in your Health Fair promo materials.

ADVERTISEMENTS

If you have a budget for advertisements, you may place ads in addition to those being donated by your Media Sponsors, i.e. in local publications or on Facebook.

MARKETING PARTNERS

In exchange for their logo in the event materials, Marketing Partners will share information about the Artists' Health Fair via their website, e-newsletter or social media.

THE INTERNET

Of course, you should share information about your Health Fair via your own website, newsletter and social media.



TEMPLATES:

- ▶ Artists' Health Fair Logo
- ▶ Postcard
- ▶ Flyer
- ▶ Press Release
- ▶ Leaderboard
- ▶ Media Coverage Example

ATTRIBUTION NOTE

We'd be most appreciative if you featured this language somewhere on your organization's press releases, websites, promotional materials, etc.

This local project is modeled on The Artists' Health Fair in Minneapolis/St. Paul, Minnesota, created by Springboard for the Arts.

A link back to our website would also be appreciated for any online presence: www.springboardforthearts.org.

SCHEDULE WORKSHOPS

Once you have your Table Sponsors on board, you can schedule workshops. Workshops range in duration from 25 to 45 minutes, depending on the number of sessions and presentation spaces. Sessions do not have to run the entire day. Conversely, if you have too many sessions for the allotted time, you may have to select which ones to keep. Remember to:

- Leave at least 15 minutes in between presentations for the previous session to wrap up and/or the next session to set-up.
- Never schedule presentations to begin within the first or last half an hour of the event.

If you're scheduling presentations for more than one space, consider:

- Which session(s) require tech equipment and which room(s) are tech-capable.
- Which sessions feature more popular topics and which room holds more attendees.
- If you suspect a presenter could be longwinded, save them for the last session of the day.

CREATE THE EVENT PROGRAM

The event program is a booklet given to attendees when they check-in at the Health Fair. It gives attendees an idea of the resources, screenings and workshops at the event. It also acts as a brochure with Table Sponsors' contact information and is used to acknowledge the Site, Media, Marketing, and Resource Bag Sponsors that helped make the event possible.

In your toolkit, you will find an example of our event program, which is created in Microsoft® Word. It is printed two-sided, in a landscape format and then folded down the middle to create a booklet. You may choose to use this as a guide, or create your own.

T **TEMPLATES:**
 ▶ Event program (Part 1 and 2, plus Read-Only version)

FINAL PREPARATIONS FOR THE BIG DAY

IN THE WEEKS LEADING UP TO THE EVENT:

- ❑ Consider the Health Fair layout and where the check-in table will be located. Place related resources (i.e. community clinics) next to each other for easier navigation. You may decide to create a layout map to give to Table Sponsors and volunteers
- ❑ Remind volunteers you have recruited to help that day. Consult the following paragraphs on Event Set-up and Coordinator and Volunteer Roles.
- ❑ Create nametags or other designations, such as T-shirts or pins, to make Health Fair staff visible.
- ❑ Create table tents for Table Sponsors. These can be placed on tables before the sponsors arrive (assigned seating) or sponsors can use them to claim and advertise their own table.
- ❑ Stuff resource bags. This can be a grueling and time-consuming task when done alone. So, recruit some helpers, start an assembly line, pop on some music or watch a movie and enjoy!
- ❑ Make any signs you feel are needed to help artists navigate your Health Fair (e.g. workshop schedule, directions to the check-in table, bathrooms)
- ❑ Print an attendee list and a sign-up sheet to collect contact information from walk-ups.
- ❑ Print programs.
- ❑ Purchase food and beverages for Table Sponsors.

Make a checklist as you go and, in the days leading up to the event, pack up items you need to bring.

HERE'S A LIST TO GET YOU STARTED:

- ☐ Event programs
- ☐ Resource bags
- ☐ Table Sponsor layout/locations
- ☐ Table tents
- ☐ Food and beverages for Table Sponsors
- ☐ Attendee list
- ☐ Sign-up sheet
- ☐ Pens and pencils
- ☐ Signs
- ☐ Tape
- ☐ Scissors
- ☐ Any table, chairs or linens you are providing
- ☐ Nametags, etc., for Health Fair staff



TEMPLATES:

- ▶ Table tents
- ▶ Sign samples (screenings and presentations)
- ▶ Sign-in sheet

FOLLOW-UP WITH TABLE SPONSORS AND ATTENDEES

TWO WEEKS BEFORE THE EVENT

Follow-up with Table Sponsors to communicate some helpful information for the day.

FIVE TO SEVEN DAYS BEFORE THE EVENT

Send out an email to registered attendees. This serves as a reminder and provides some helpful information for the day.

THE MORNING BEFORE THE EVENT

Email Table Sponsors with any last-minute details. Let them know with whom to check-in and on what phone number they can reach you that day. This email provides an excuse to give sponsors a last-minute reminder about the event.



TEMPLATES:

- ▶ 1 Week Attendee Reminder
- ▶ 2-Week Table Sponsor Check-in

COORDINATOR AND VOLUNTEER ROLES

Congratulations! This is what you've worked so hard for. The following bits of advice will help you create a smooth and enjoyable experience for sponsors and attendees.

COORDINATOR'S MISSION: TO MAKE TABLE SPONSORS FEEL WELCOME

This begins when sponsors arrive and the coordinator meets all the people they've been communicating with over the past months.

The coordinator should:

- Be stationed at the entrance and greet sponsors as they arrive.
- Shake sponsor's hands, thank them for coming, and direct them to their table.
- Check in with sponsors during the event and let them know where they can find their workshop space, food and beverages.
- Be available to answer any questions sponsors may have.

WELCOME TABLE VOLUNTEERS' MISSION: TO MAKE ATTENDEES FEEL WELCOME

Volunteers should:

- Greet attendees and thank them for coming.
- Have attendees sign in. Those who did not pre-register should provide their name and email address.
- Give attendees an event program and resource bag (if applicable).
- Provide attendees with any additional information about the day.
- Be available to answer any questions attendees have throughout the day.

If using technology such as laptops and projectors for presentations, have at least one volunteer on hand for technical troubleshooting.

WHERE'S MY TABLE?

If you have a large event, have a couple of volunteers on hand to walk sponsors to their tables so the coordinator can remain at the door. Alternatively, give Sponsors a map of the layout and label tables with table tents prior to their arrival. Devise a system in advance to make sure the welcome process runs smoothly.

JANE DOE

EVENT SET-UP

If you have the luxury, set up the evening before. This will allow you time to recover should you run into any layout snafus or forget any materials. If you can't set up in advance, plan to arrive at least three hours prior to start time. Make sure all prep (i.e. tables, chairs, linens, table tents and signage) is completed at least a half an hour before you've told Table Sponsors to arrive.

GRATITUDE AND EVALUATION

THANK YOUS

Immediately following the event, send out a letter to sponsors and volunteers thanking them. The templates we provide are purposely lean. Add your own personal touches about the sponsor's individual involvement and/or about the Health Fair itself.

SURVEYS

In a separate email, send Table Sponsors a survey to gauge their experience at the event and learn how to make the event even better. Make sure your Sponsor spreadsheet is up-to-date with the correct contact information as well as any notes about the sponsors involvement or ideas you have for next time.

You'll also want to email Health Fair attendees to thank them and invite them to fill out a survey. Besides being a great way to learn how to improve the event, this will serve as proof — a.k.a. “quantifiable success” — that the Health Fair has helped artists learn more about their healthcare options.



TEMPLATES:

- ▶ Survey Email Template
- ▶ Surveys (Attendees and Table Sponsors)
- ▶ Thank-You's (Marketing Partner, Media Sponsor, Table/Resource Sponsor)

WHAT'S NEXT?

Once you present the Health Fair, you have a responsibility to make the information you've learned available much longer than that single day. You will undoubtedly receive a few emails from artists who couldn't attend the Health Fair and are still looking for information. **Get the resources down on paper to help you feel comfortable in your role as a connector to healthcare resources.** There's no pressure to know about all these resources off the top of your head. With it written down, you can feel confident you've presented artists with an accurate snapshot of the resources you know about.

As soon as possible, make a document with the following information:

1. Resource name (those who came to the Health Fair and those you discovered along the way)
2. Brief description of resource
3. Contact information for resource (website, phone number, etc.)

Remember to keep healthcare on the minds of artists by making this healthcare referral list available and sharing resources in your e-newsletter, website and blog. Such efforts remind and encourage artists to put their health first.

BECOME A GUIDE TO HEALTHCARE PARTNER

Available for artists in Minnesota, North Dakota, South Dakota, Iowa and Wisconsin, the Guides share connections to local resources while providing more context and advice on finding the right combination of resources. It's kind of like a portable Health Fair, downloadable for free 24/7. We keep a pulse on the federal healthcare system and the Twin Cities healthcare community, but we feel it's important for cities to make their own local connections to healthcare resources. If you'd like to partner with us on the Guide to Healthcare or are interested in starting your own Guide, please email aah@springboardforthearts.org.

HOW DO WE BUILD RELATIONSHIPS WHEN WE'RE NOT ORGANIZING THE HEALTH FAIR?

The Artists' Health Fair is an essential tool for building relationships with healthcare providers. So, what happens when that tool goes away? Luckily, the process doesn't change much! Healthcare providers must be low-cost, local and arts-aware. If they aren't, refer the provider to other organizations/communities as you see fit. If they are a good fit, offer them the following opportunities:

- **Guide to Healthcare listing:** Include them in your referral list of healthcare resources.
- **Health Fair for Artists exhibitor opportunities:** If you aren't currently planning a Health Fair, add them to the invitation list for next time.
- **Provide a discount for artists:** Often, healthcare providers can offer a coupon or discount code to the artist community. This limited-time partnership helps you gauge the healthcare provider's interest in serving your community and is a great way to monitor the popularity and quality of the resource. Ask artists to contact you for the coupon or discount. Then, ask artists to follow-up and tell you if they had a positive or negative experience.

These three opportunities help you build a relationship with the healthcare provider and evaluate whether to pursue a deeper partnership. Here at Springboard for the Arts, we partner with five medical, dental and alternative care clinics in the Twin Cities on our **Artists' Access to Healthcare (AAH) program**. The program provides uninsured and underinsured artists with vouchers to use, like a gift certificate, towards services at the partner clinics. We also work with these clinics to present Free Health Screening and Vaccination Days.

*If you're interested in starting an AAH voucher program in your community, please ask about our **replication toolkit for the AAH Voucher Program and Free Clinic Days**.*

DITCH THE DEAL-OF-THE-DAY

Any discounts offered to artists should be in addition to low-cost services that are available year-round. While temporary offers (like you see on Groupon) can sound attractive, artists who need ongoing care may be in a vulnerable position, paying rates above what they can afford or hurriedly trying to find another healthcare provider.



SHOULD WE PRESENT ANOTHER HEALTH FAIR?

If your organization is dedicated to helping artists in your community access healthcare resources, the Health Fair is the best way to maintain your existing relationships and connect to new ones. We continue to present an Artists' Health Fair once every two or three years. You may consider presenting smaller, subject-specific events based on the needs of your community (such as health insurance) if another larger-scale Health Fair isn't feasible.

ADDITIONAL HELP

This toolkit is intended to walk you through the process of organizing a Health Fair and establishing ongoing healthcare resources for artists in your community. If you have questions not addressed in this toolkit, please email aah@springboardforthearts.org. We are happy to answer your questions or, if applicable, suggest additional consulting services.

You, too, can provide additional help to our organization and other organizations joining in the effort to help artists get the healthcare they need. We hope that you will share your feedback about using this toolkit and presenting your own Artists' Health Fair by emailing aah@springboardforthearts.org.