

Slide 1: So You Wanna Host an Activity Fair? Steps and Strategies to Hosting a fair

(00:00) Gretchen: ...the community fairs that we've done with the Temple University Collaborative on Community Inclusion. I wanted to take a quick minute to introduce ourselves. My name is Dr. Gretchen Snethen, I am the assistant director for the Temple University Collaborative on Community Inclusion. A lot of my research within the center focuses on promoting independent participation and community based recreation. But, we're also interested in how engaging in the community can increase physical activity as well. So we've hosted two activity fairs over the past academic year and we're really excited to share those experiences with you and also to talk about strategies that you might use in hosting your own activity fairs. I want to introduce Brandon Sneed and Paige O'Sullivan and I will give them a brief moment to JUST tell you who they are

(01:04) Brandon: Hi I'm Brandon Sneed I am a CTRS and I work directly with people who have severe mental illness diagnoses. A CTRS is a certified therapeutic recreation specialist and I work with people to improve their health and wellness using their recreation and leisure interests.

(01:25) Paige: My name is Paige O'Sullivan, I'm also a recreation therapist and I'm currently working on the supported education intervention here at the collaborative where I help college students.

(01:36) Gretchen: So that's our team. Brandon and Paige are involved in this webinar specifically because they have intimate experience in helping coordinate and run our activity fairs. So, a lot of the questions you might have about logistics, how it was coordinated, how the actual event ran, they are going to be great resources to help answer those questions. And again as Katie said, please feel free to ask questions directly to her. You can type them in the chat box and we will be sure to answer them at the end. And then we will also be sending you the Powerpoint for this and the webinar is being recorded so you can revisit it at the end as well.

Slide 2: Discussion Objectives

(02:42) Gretchen: Another thing to reference is that this manual here, [Organizing a Physical Activity Fair](http://tucollaborative.org/sdm_downloads/physical-activity-fair-manual/), (http://tucollaborative.org/sdm_downloads/physical-activity-fair-manual/) a lot of what we reference, if you go directly to that manual you can find a lot of the resources that are in there. So we've developed this physical activity fair, and while a lot of the information is specific to physical activity, we do think that you can use this if you're interested in hosting a more general fair that was focused on accessing community resources. And again, while we talk specifically about recreation and leisure activities, these type of events could be very useful for other types of community resources that people might be interested in. So, what we're going to talk about today is really what the benefits of what hosting an activity fair might be, so why you might actually do it. And then go through some of the planning steps that you might want to do in order to plan your fair for success.

Slide 3: Previous Fairs

(03:46) Brandon: So, in our experience we had two fairs we hosted. The reason why we decided to host physical activity fairs and activity fairs were to introduce people with severe mental illness diagnoses to things that they could do in their community. So we took into account in general, there are a lot of issues that prevent people from being active, and knowledge of resources is one of them. So, we wanted to introduce people to things that they *could* do. And we wanted to take into account things that we've seen in our population of people that work with and these includes issues with transportation, issues

with finances. So we've looked at things that they could do throughout the city of Philadelphia and centrally located areas within center city. We also looked at things that were free and low cost. The people that we work with in general are often sedentary, isolated, and these are things that they can use recreation to help them get out of the house, get moving, increase their physical activity levels, and better health outcomes. We invited people like the Park and Recreation department, Indigo Bike share, the YMCA, and they led sessions. They led yoga sessions, Zumba sessions, dance sessions, they basically got up and got people moving. This was an opportunity for people to maybe increase their confidence and competence in areas of physical activity. They knew they could do it once they did it with us. They now knew some exercise they could maybe do at home. They were introduced to organizations that would facilitate these types of activities as well. So, the first fair that we hosted was specific to physical activity and the second fair that we hosted was to just community based opportunities for engagement in recreation. So in the second one we invited other organizations, like the Philadelphia library, and we hosted about 150 guests at the fairs and they came from about 10 different agencies.

(06:03) Gretchen: One of the other things that's actually really important for us is because we can actually tell people about these activities that happen throughout the city, we can show them where they're at, we can provide the resources and the information. But, it's a lot of information that's coming specifically from us. Where as these event fairs are an opportunity for community providers, so the YMCA, parks and recreation, to be a face and to actually interface directly with consumers. It's one thing for us to say "Hey there's all these great things!" but it's another thing for people to ask questions directly to those service providers. So, we can be seen as really more just linking, and then helping encourage people to actually go out and act on the resources that they met people from. While it seems like we could do this easier, we could do this without going through and hosting the full fair, we actually believe that this is an opportunity to make those connections and to really make sure of those things. People are more likely to follow through when they see the actual agencies and they engage and they get excited, through that engagement and not just through us telling them about things.

Slide 3: Community Based Recreation

(07:20) Gretchen: So again this is sort of a summery, this might look really familiar. We've all talked about these domains of wellness, we're likely familiar with them if you work in mental health. But again this is one of the things that we really aim to do throughout these types of fairs and events. We really want to help peak client interest. Some of the things when we work with individuals, we found that consumers sometimes aren't always aware of the things that they're interested in. So providing a large opportunity, or a lot of different resources, people are able to say "Oh that looks really interesting." or "Oh I'd like to try that." or "I haven't ridden a bike in 15 years, maybe that's something I want to try again." By providing those opportunities and connecting to consumer interests, we're hoping to tap into some of that intrinsic motivation so that people are more interested in following through and then participating independently. Obviously that physical activity fair has some connections to the physical domain of wellness, but we also know that people who are engaged in personally meaningful activities benefit their emotional wellness. They're triggering different parts of their brain so they are more cognitively engaged. A lot of activities that happen out in the community and the fairs themselves are very social, so there are opportunities for increasing that social wellness. And then when people participate in things that they find personally meaningful, they are able to express their identity in different ways. So by helping people connect to those resources, you're giving them opportunities to really express meaning and find meaning in the things that they do, express their identity through

activities. And we talk about spirituality not just in the religious sense but really in that holistic engagement and identity of self and that sort of thing. So we're really hitting multiple domains that people can start to tap into through these types of events

Slide 4: Why Hot a Community Fair?

(09:27) Gretchen: So that's kind of the benefit or sort of our drive behind why we want to connect consumers to these types of resources. But, there are other benefits of hosting these types of events. The top bullet point here really talks about introducing consumers, providers and businesses to each other. We want to make sure that consumers are aware of the resources that are out there. We also want to make sure that providers, mental health providers, are aware of the different opportunities that are available in the community. It's helpful for providers to see consumers engaging with these organizations, community based organizations, so they can see where consumers are drawn to, that those might be areas that they then know how to support, or they can help support them after the fact. We also know that by providing opportunities and giving people the choice, we're focusing on interest, we're focusing on things that people may want to engage in, instead of focusing specifically on diagnoses, or focusing on symptom management. We're trying to get people thinking about the things that they want to do. By also providing opportunities for community organizations to interface directly with consumers, we're helping to decrease some of those negative attitudes and fear that may exist in some of the community perceptions. By providing an opportunity where consumers are asking questions, they're engaging in activities, we really have the opportunity to decrease some of those negative attitudes that are out there. It's also a really great opportunity to just encourage community based recreation participation. We can, as providers, we can offer these activities, but the problem with that is when a group ends, then there is no guarantee that people, consumers, will continue to participate outside of that 6-week group. So we're using this as an opportunity to introduce those to outside organizations, outside existing opportunities, raising awareness that these things can go on independently and you don't necessarily need the mental health center to offer the event in order to participate in fun and enjoyable activities. We also used this as an opportunity, in some of the literature that we send the organizations that we invite to participate, we talk about the need to create welcoming environments, talk about sending communication directly to mental health agencies so that everyone is aware of the opportunities in their community. We also used this as a way to open lines of communications between organizations such as Park and Recreation, YMCA, libraries, where they may have staff that are concerned about interacting with individuals who have mental illness. So, we can open up those lines of communication, really try to reduce some of that anxiety and help create more welcoming environments. What we found is that organizations are really interested, they just don't necessarily know how to make those connections, they are not sure how to be the most accommodating. A lot of times what they think is best it to come into the mental health agency and offer special programming, when really it's better for them to just be welcoming and open to people participating independently just like everyone else.

Slide 5: Event Committee

(13:07) Paige: So now we're going to get into the event committee and what is a part of that. So there are 7 major parts of this that we actually cut up. But, these could really be done by multiple people, one person could do each one, so we just wanted to break it down into each role. The event coordinator is really the overseer of this whole entire thing. They need to make sure that they're checking in with the

schedule, the point person on the schedule, as well as the volunteers, and making sure that everything is going well. This is the person that if there's any issues that arise, we kind of send that person to. The presenter manager is someone who really makes sure the presenters understand the mission of the program. This person is going to be doing the outreach to the presenters well as coordinating the timeslots and what activities are going to go where. This could also be a role where you are focusing on the set up of the room and where everything is going to go make sure the timeslots coordinate with it. The attendee manager is someone who is going to reach out to the specific organizations that the attendees are going to, so for instance, for us we did mental health organizations. We made sure we sent out waivers, so the attendee manager sent out waivers to each of these programs so they could bring them in signed from their participants to registration to make that flow a little easier, and I will get into that in a second. This attendee manager also recruited guests, made sure that the registration process went smoothly, was the welcome person, also in charge of handling parking passes, for us since we're in a city that was pretty important, as well as being the point person for any of those attendee issues.

The marketing manager is someone who is going to reach out to news, radio, and focus on the social media portion of this. So, we did live tweeting and Facebook throughout this event. The marketing manager is someone that's going to handle that and be the point person if there is going to be local news or radio participating in this.

The donations manager is someone who is going to be finding donations and making sure they're aligned with the mission of the event. So for instance, you're not going to have candy bars at the physical activity fair. We really had just snacks that were healthy snacks, apples and granola bars, so these were aligned with our mission, of course. This is also the person who is going to send the PAC form to all of these donations of the non-profit organization.

Facility staff, for this point, we had Temple facility staff come in and make sure that everything was set up. The event coordinator can be a part of this to make sure that the room is set up as well as the presenter manager.

The volunteer manager is the point person for volunteers. The one that does outreach, the one that recruits and answers any questions and handles the training of the volunteers. And I will get into volunteers now.

Slide 6: Volunteer Details!

(16:30) Paige: So volunteers, we made sure that we identified and recruited volunteers. For us we targeted Temple University College of Public Health, specifically students, specifically recreation therapy students because they understand our mission and would really be easier to train. Volunteer roles, these included the registration. So, like I just said, we had two registration tables. We had one registration table that was focused on people that already pre-registered, already had their waivers filled out so all they had to do was sign in. And then we had another registration table that was for people that needed to register. Because we had such organizations with large groups, this really helped it go smoothly. We had a welcome team, so people that made their attendees feel welcome and answered any questions. Administrative volunteers, so this was something we added the second time around, where they started filling in attendee information in a laptop so it made our lives easier after the event. We already had all the attendee's names, email addresses, and contact information so that

we could reach out for further fairs. The Leisure Interest Survey, as you see in this picture, we had students ask about clients' leisure interests and what they like to do for fun. We're going to get more in depth with that, but we made sure we trained these individuals on how to use the leisure interest form and what forms we were going to give them based on their results. This is a really important part and because we did the first fair with leisure interest, the second fair we had way more involvement in the Leisure Interest Surveys because we centrally located it and made prizes go along with. So once you filled out a Leisure Interest Survey, you got a pedometer, so it also aligned with our mission. The volunteers also acted as presenter support, support for the actual client, so getting people up and moving, trying to engage people in the outskirts maybe, and parking. So, making sure people knew where to park and where to go for directions to the fair. To outreach this we actually used Google Forms which is part of Google Drive. It allowed us to have a simple spreadsheet once people signed up. We made sure we had a confirmation of these sign ups, a follow up email a week or two before the event saying if they're still interested, and a schedule. So, I put on a schedule prior to the event with what was going on, what they needed to wear, what they needed to bring. So everyone had their questions answered prior to the event and felt really connected. Throughout the whole event we monitored these individuals, we made sure everyone was during the Leisure Interest Survey, getting people moving, and was always there for questions, that was the volunteer manager's things.

(19:50) Gretchen: Also a lot of our volunteers were required to get hours, so this was something that was meeting a need for coursework as well. Sometimes volunteers are completing volunteer work, not just because they're intrinsically motivated, but also because they need to get those volunteer hours for different things. So part of that monitoring was to make sure that volunteers had any sort of documentation that they may have needed to take back to teachers or whomever it may be. So some of that monitoring was just to track that they actually did it and sign it.

(20:25) Paige: Thanking is really important when you have so many volunteers. We made sure that we had a physical activity group specific for volunteers that participated, where they could do some sort of circuit at the end, which was a really nice thank you to them. It was deck conspiracy.

(20:54) Brandon: So Paige laid out a lot of roles that people would have. And like she said these roles don't have to be defined by specific people, different people can do the different tasks that are necessary throughout planning and executing your event. These roles are all laid out in the manual that we have, on our website, and on the first Powerpoint slide here you can find the link to our manual.

Slide 7: Mission

(21:25) Brandon: So now that you've got your team in place, you've got your committee ready to go, one of the first things you're going to want to do in getting ready to host your fair is to create a mission. The mission is going to act as a guide for everything you're going to do within your fair. You want your mission to define the purpose of your event. You want people to read it and get a really clear understanding of what they're coming for. You want it to be quick and to the point, you don't want it to be too lengthy because you do want people to see it, digest it, and understand right away. Again, this is going to drive everything you do throughout the event. So like Paige said just recently, she said that we didn't have candy bars at our event because that was not something that would encourage physical activity. What we had were healthy foods, that was something that went right back to our mission to educate, entertain, and inspire people to get moving. So everything we did was based on education, entertainment, and inspiring people to live a healthier lifestyle, not just for the day while they were with

us, but once they left. We wanted them to leave with information, knowledge, and inspiration to just get out there and enjoy their communities and improve their health and wellness. So our mission was to educate, entertain, and inspire people to get moving and the next few slides we're going to talk about how we did that.

Slide 8: Objectives to Achieve Mission?

(23:00) Brandon: So these are our objectives. Objectives you want to lay out to help you reach your mission that you've set for yourself. What we did is we had lectures, activities, information tables. These were the heart of what people came and did at our event. Our lectures, they composed of, the YMCA did a lecture on the benefits of physical activity. Gretchen did a lecture, Gretchen from the collaborative who is talking with us today, did a lecture on using your community. Do you remember...?

(23:36) Gretchen: Yeah it was really using your community to be more active. Not just talking about, oh physical activity is important, that was part of it, but talking about how it doesn't just have to be going to the gym. You know, walking to the river because there is a fair there is getting physical activity. Walking your dog is physical activity, getting out and doing yoga at the pier. So it was really helping people to think more diversely about how their community can be used to increase physical activity.

(24:11) Brandon: In addition, we also had Indigo bike share came. They didn't just talk about signing up for Indigo bike share, but talked about safe biking and the benefits of biking. Not just your physical health benefits, but it could be fun it could be an easy way to get around the community. It's a free way to get around your community once you have a bike, you don't have to pay for public transportation to and from places. So we really tried to incorporate a lot of different benefits into the activities that we were discussing in our lectures. So we provided that leisure education, and we provided tips on how to find and use community resources. The activities that we led, they were activities that were right for the participants that came in. So we tried to meet them at the level that was appropriate for their skills. So we were looking it increase their knowledge of exercises, and to increase their confidence and competence of being active in groups. So we wanted to make sure that once they were active with us, they felt a little more confident that they could go out and do it in the community. So we had different levels of physical activity, so there was a little bit higher, little bit lower. We also had people walking around acting as aids within each group. So there was a group leader and then there was several people walking around the group helping people so they could get one-on-one support as they needed it.

(25:39) Gretchen: One of the really cool things that happened during the event, it wasn't, when these activities that happened, it wasn't just sitting back waiting for the participants to be engaged, we were all engaged. So even from the coordinators of the event, to I [Gretchen] was engaged. We had people who are sometimes considered upper level professionals who might be too busy to do these types of things. We invited people who might have been personing the tables at the time. So we really tried to get everyone out and engaged in the activities. So one, there are a couple things that are important to that, it demonstrates to the consumers that "Oh, everyone is doing this. This is going to encourage me to do it," and it also not a fish bowl. We're not trying to create an environment where everyone who is attending the event to share information is standing around watching participants engage in these activities. We wanted providers, we wanted consumers, we wanted Collaborative staff, we wanted student volunteers, we wanted people from the library. Anybody that wanted to come and participate, and when people were not as bold or ready to participate, we made sure there were other people who were engaged in the activities so they didn't have to feel shy about it.

(27:03) Brandon: In addition to that, I think it made it a lot more fun for everybody. I think it raised the energy of the room to have everybody jumping in and having fun. The intention, don't forget part of our mission statement was to entertain. We wanted this to be fun. We wanted people to walk away and say "Yoga was fun!" "Dance was fun!" "Zumba was fun!" So that they might be intrinsically motivated to do that once they left our fair.

(27:27) Gretchen: And sometimes the fun seems like it's an unimportant thing, but we're a recreational therapist by profession, and part of the fun is very intentional because when people enjoy activities they are more likely to hold onto those memories and they're also going to be more likely to engage in it in the future. So if I sat around and watched people have maybe not such a good time doing yoga, I'm probably not going to want to say "Hmm that's something that I want to try in the future." Or if people are too concerned or self-conscious not to laugh when they, sometimes I fall down when I do yoga, and I'm totally okay with that! But seeing people naturally participating who maybe aren't as high skilled as the people leading it, it really helps decrease some of the anxiety about participation. So having fun, laughing, is really the environment that we wanted to create so that afterwards people are like "Oh I want to do that again, I want to recreate that experience"

(28:30) Brandon: And some of the feedback we got from the mental health agencies was that people left this fair, went back, and their energy levels were through the roof. So that was really good feedback to help us know that we were reaching our mission. Another part of the fair where information tables, and these were just tables that were set up by the YMCA, the public library, parks and recreation department, many other agencies, where people could just get information. They could sign up for membership, they could sign up for scholarships, they could get more information about these things and how they could do them. So any information tables, the participants were also incredibly welcomed to participate in different activities that we were providing throughout the fair. So again I think the energy levels were really impacted by that. Paige had mentioned earlier that we had Leisure Interest Surveys that we set up for our guests to complete and we had recreation therapy students leading people through these surveys. These surveys, quickly defined, were just opportunities for guests to consider what they might like to do out in their community. And then the students who were facilitating the surveys would direct the guests to places where they could do these things and help them decide next steps to participation. And sometimes that was "talk to my case manager", "look at these things online" or "go over and talk to the parks and rec department" maybe for somebody who was interested in basketball, talk to the parks and rec department about where they're making basketball hoops in their neighborhood. Again all of these things you can find out more about in our manual.

Slide 8: Objectives (continued)

(30:11) Brandon: More objectives were session and event evaluations, and so we created these evaluations which were actually quick surveys asking people how did you enjoy each session, how did you enjoy the overall event, what did you learn from it. Do you think this will inform you in your future participation in activities, basically just assessing the effectiveness of the fair.

Media coverage this was really important to increase the awareness of our mission to get people more active in their communities beyond the attendees who came for the day. Snacks again we're going back to the candy bars, I feel like this has been a main theme and now I want a candy bar. But in general you want even the food to be part of your planning. So if people are hungry they're going to lose energy

there going to be focusing on wanting to eat instead of wanting to do yoga. This is also an opportunity to increase and encourage healthy eating and how it can support an active and healthy lifestyle.

(31:24) Gretchen: And honestly from our first event we didn't really have snacks available, I believe we had water available, and people wanted it and they expected it, and so they were leaving the event early to go find places on campus, so they could meet that need. So in our second event, we didn't have a lot on tables, but we did hand out bags that had apples/fruit and I believe pretzels and things that people could have so they wouldn't have to leave to get something else. We know that food motivates people.

(32:03) Brandon: It motivates me sometimes, and lastly the handouts that we created for the presenters who were leading the information sessions, we wanted to make sure that a handout was available so that they could take information with them. So the person who came and led the yoga activity she gave out a handout that had different poses on it that people could do anywhere. The information that Gretchen led about using the community, we created a community resource of community websites and places that people could go to find things that were happening in their community.

(32:42) Gretchen: And we also had some handouts I don't know if handouts are the right word, but we did send out information that we printed out in a handout that pertained directly to information about the organizations that came as well because we wanted them to remember the event, and remember when they were marketing their activities we wanted them to think about directing it to mental health agencies and being more inclusive, and that was important for us as well as continuing engagement beyond the event.

(33:15) Brandon: We also included these handouts to the agencies participating in the event and we also included gifts, and the gifts were pedometers, water bottles, and things like that which would help people consider healthy lifestyles as they use them.

Slide 9: Internal Goals

(33:32) Gretchen: Beyond things that were directly connected to our mission, as an agency and as a collaborative on community inclusion we had some interests as well that we wanted to achieve from this type of event. And this is something as your planning your own event you can start to think about your internal goals, what other motivations do we have to do this type of event, and one of the things that we wanted to do was to increase contact but also maintain some of the contact that we have. So we are primarily a research and training center and we have a lot of research studies and we reach out to a lot of mental health agencies in the community, to ask if we connect to consumers and do surveys and all of that. And this is an opportunity for us to give back to those organizations as well, and we wanted to increase contact with those agencies and maintain contact, and we wanted to be seen not just as the people who come in and ask questions but also as a organizations that is available as a resource for mental health providers and consumers. We also felt that this was an opportunity for career development these events have been run entirely by our staff, and our interns as well, and in the past year we've had recreational therapy interns come in and this gives them the opportunity to coordinate and manage an event and communicate on different levels with community organizations, mental health providers, and consumers. We also provided an opportunity for students to interface with those same organizations and groups of people in a different way than just learning about them in the

classroom. So it was a way for us to offer an opportunity for career development. While we didn't necessarily look at this as an opportunity for revenue, you may have that opportunity built in particularly if you have any fee associated with attending. This wasn't something that drove us but it is something to consider when you're hosting these types of events. We also want our name to get out there, so this was for us to offer an event and news media are more likely to respond to these types of activities, then say when we get a journal article published. So this was our way to have some publicity around the issues and benefits of community engagement, and the things that are really important to us and drive our mission as a center. This was a way for us to get this information out in a way that was more exciting and to engage with the public to explain who we are, what we do, and why we do the things that we do.

Slide 10: Decisions...Decisions...

(36:42) Brandon: We are now going to talk about the general decisions that you will have to make when planning your event. The first thing we have on our slides, is VIPs and targeted outreach. This is where you'll have to decide the really important groups and people that you want to participate and be involved in the fair. You want this to be a success, for us we got in touch with all the agencies that we wanted to be there to see if they were available during that time, and that there weren't any big events occurring in those agencies that were going to keep them from participating. We got in touch with staff members, because the line staff us who were working on it we might not know when our board of directors or our CEO is going to be there, and we want to make sure that we're not creating an opportunity that they cannot be involved with. We also checked in with some people who were interested in participating from the Mayor's office to make sure we had a date that worked for them, these are important figures that we wanted at the event. We also reached out to people who had participated in the past, when we did the second one, the first one we had the YMCA and a couple yoga groups, we had a lot of people who brought a lot of energy and excitement to the event and we wanted to make sure that for our second event they were available for, so we reached out to all of them before we set our date and time. Paige and Gretchen are reminding me that Hooter who is Temple's mascot and the owl who you have seen in previous pictures on these slides, we also made sure Hooter was available because he is a lot of fun, and he actually did yoga with us which made a lot of people happy, and he stuck around to take pictures until people were done with him.

So the next thing you want to think about is the date and time, this has actually been a challenge for us, we're working with mental health agencies that are bringing a lot of people to these events, and they are bussing a lot of people to these events. So we really had to take into consideration the dates and times that they were available, that they could come out and participate, and we had to make sure that we're respectful of the other things that they have to do throughout the day. So we had to make sure that the date and time was possible for these mental health agencies based on their programming. So the location, we were lucky we are located at Temple University and we have a really central and easy to locate location with lots of parking, and that's something that you want to take into consideration, think about how people are going to get there, how easy directions are going to be get to the location. Think about buses and car parking do you have parking, is it paid parking, these are things people are going to want to know before coming for the activity. Do they have parking passes? We had to arrange for have parking passes available for people when they came, and again train or buses, are your people going to be able to reach you by train or bus. And again, talking about the parking passes, that's something you

wanna consider: who's getting a parking pass? We didn't charge our vendors who came out to advertise what's going on in their agencies, so we didn't think of them as the parking pass recipients, the parking pass recipients would be more the guests. Sometimes these things... that was a little more fluid, but that was definitely the focus, was getting guests there.

(40:29) Gretchen: And particularly the agencies that might be bringing, you know, 30 or more people – and one, it's difficult to find parking for large vans like that, so we wanted to make sure that that wasn't a deterrent to attending.

(40:45) Brandon: The budget and revenue is something you're definitely gonna have to think about. We're again lucky that we're on Temple's campus and we were able to get a space that was pretty inexpensive, but it's something you wanna consider. How much are the – do you have to get – what are they called, licenses for street fairs or things like that, how much do they cost? And you have opportunities to bring in some money, do you wanna offer food or items that people can buy at your fair? Again, like Gretchen said, this was not a main concern of ours at our fair, but you might wanna think about it. You might wanna think about at least breaking even for your fair so it's not a cost deterrent for your agency to put it on again in the future.

(41:28) Gretchen: And the other thing, in terms of space, if you don't – we're lucky in that we can rent out rooms pretty easily and pretty affordably, but the other thing is – to partner with different organizations. It doesn't necessarily have to be mental health agencies hosting these types of events, it could be YMCAs or it could be a mental health agency connecting with a community organization who may have some of those spaces. And that's an opportunity for them to, one, feature their space and their resources specifically, but it also allows them to have something that they can donate if they don't have finances that they can donate or they don't necessarily have gifts or trinkets or water bottles or those types of things that they can donate. But donating space can be a huge benefit, and so you can think creatively about how you can meet those needs, and use your community resources as well.

(42:22) Brandon: Yeah these events are definitely a collaboration, and if you can collaborate on everything, from beginning to end, it could save you a lot of time and headache.

And the final thing that we have on this slide is indoors versus outdoors. There are benefits to both. If you're indoors, you're not gonna attract walk-by, you're not gonna inspire the community to see what's going on and to get moving based on what they see. But if you're outdoors, you know, you risk the rain, or cold, or whatever the weather may bring. So in general, you want to weigh those pros and cons and make your decisions based on that.

Slide 11: Legal Considerations.

I'm not gonna go too into these, they're important for you to work this out with your team. Some of the things that we need to – again, you can find all of these in the manual and bring some to your committee – in general, we needed to really think about, because we were providing physical activity, we wanted to know, what is our insurance covering was one of our main focuses. We found that our insurance did cover our physical activity fair participants. And the other thing that was important was that, we have a lot of people around who have certificates in CPR, which we didn't need, thank goodness, but in general having people around who could help is great.

(43:52) Gretchen: And something also, with the photo releases, because we were taking pictures that we had intended to share on social media, we wanted to make sure that that information was communicated to all of the participants because we recognize that we were hosting an event that was inviting mental health consumers and agencies, and so we wanna make sure that people knew that we were taking pictures of the event and sharing it, and also, if people didn't want to have their picture taken, that there was a way that our photographer could easily identify those folks. And we had like, a sticker that those folks were able to wear that would sort of indicate that they didn't want their photo taken, because we didn't want it to be mandatory.

Slide 12: Communications.

(44:30) Gretchen: And again this is a summary of all the types of different communications that we had, we wanted to make sure that the event ran as smoothly as possible, and that it was successful for participants at all levels. So we wanted to let participants and staff know what types of clothes they should be wearing, because it's a physical activity fair high heeled open toed shoes may not be the best choice, and the same thing for our consumer participants that yes this was an information fair but there were also opportunities to get moving so people could come prepared for it. We also wanted to give them information so that they felt confident that when they stepped into the building, they knew where they were going, they knew how to get there, they knew how long they were going to be there and all those logistical types of questions. We wanted people to know that there was some food available but that we weren't providing lunch, because we wanted the consumers and agencies and providers to be aware of. We also wanted them to know that it was an accessibility facility, that it had an elevator in case there were individuals with wheel chairs. We wanted to make sure that there was contact information in case they had any questions, we wanted to make sure that if they called us on the day off that it wasn't a phone that was linked to an office somewhere, but rather it was a cellphone where they could reach us. And so again all of these are summarized in that manual but we wanted to reiterate so you can think through all the types of communications and the things you want to make sure people know, beforehand and when you are planning the event.

Brandon: This is going to be important too when you're writing up all your communications to think about these when you're including a media release or flyers when you're recruiting people through email, these are things people are going to want to know; what they should wear, and where it is going to be, and if they're going to bring their own food, it's all important information.

Slide 13: Wrap Up.

(46:55) Gretchen: Once your event is over, it's easy to be like yep we're done, "woohoo high five let's go home", but really make sure you take the time to thank everyone. Send thank you letters to the mental health agencies that brought consumers, if you know of consumers who came independently and you have their contact information follow up with them because that is a really engaging and interactive and will encourage them to come back. Send thank you's to the volunteers who took the time out of their day to make the event happen, make time to thank internal staff because this is different than day to day activities so take the time to thank them for taking time out of their day. Make sure that you share any type of pictures and videos that can be part of that thank you so they can see themselves having fun and engaging in those types of things. Send thank you letters to the community organizations that took time to bring things and host activities, and it's really important to share that information and to let them know that you really appreciate that they were there and that they took time out of their day to

engage and really their participation really made the event successful, and their participation really allowed for the mission to be met. And to let them know that they were an integral part of the activity fair. Make sure to add information if you have a website, if you have social media these types of events are great for highlighting fun things, which people like to see more. Some of our day to day work might not be as exciting to visually look at, but these types of events are great photo opportunities, are great ways to promote your mission, your agency, and all of that. So make sure that you take the time, it may take some time to make these things great and presentable but make sure you take the time to do that because that will be great and particularly if you're a nonprofit and you have a board, they're going to want to see those things if they were unable to attend. Reach out and look for ways for continued collaboration, this is really important to us because we want to inspire other organizations to do these types of events. We would want to say if the YMCA or a Local Parks and Rec was there saying hey this is great we want to make sure that we are continuing conversations so that we can continue involving individuals with mental health conditions, we want to make sure that we have something set up to continue those conversations. And as a staff internally we make sure to have a Wrap-Up meeting so we're able to process through what we thought went really well and those areas that we might need to improve so that for like example for our first fair we encouraged folks to do the waiver beforehand but we didn't stress that, so when we had large groups show up, they were standing in a huge line to complete these waivers, and it created a traffic jam that took away from some of the event because they weren't able to get in quickly. And that was something we could make changes for, for our second event and by having that Wrap-up meeting gives everyone the opportunity to talk about what went really well, and what should be changed for the future.

Slide 14: Questions.

Gretchen: Ok so that is really what we've done in terms of activity fairs, again we would love to open it up for questions. Katie is helping to coordinate those. If you have any questions please feel free to type them in the comments, and we will respond to them as they come up. Some of the questions that we may have had in the past about activity fairs have centered around why take the time to do these types of events why not just give them information, and we think that activity fairs are the type of event that is fun to go to and there are also a little bit memorable, and they may spark that engagement vs just seeing the information printed on a piece of paper or seeing the information on a screen somewhere. And this actual interaction, you know we go a little old school, and not just rely on media and technology but we think those face to face interactions are important and encouraging in raising awareness. Other questions have been about physical activity because we don't just focus on those high energy expenditures, we focus on just getting out and being active.

Brandon: Another great benefit of hosting an event like this is offering opportunities for career development.

Gretchen: Sorry I muted us and I believe Brandon was talking and you may have heard some of it but really this is an opportunity for career development both at the student level and at a staff level who maybe haven't had the same experiences with managing these types of events, and so it was a great way to allow staff to challenge and diversify their roles in different ways. So to be respectful of time we have only a couple of minutes left, if you don't have any questions and it doesn't look like we've had any so far, we do have our contact information here, please feel free to reach out we're very excited about these types of events, we would love to see other organizations hosting them in the future, so if you do

have any questions or you're like yes I want to do this, please use the manual, look through it, and reach out to us letting us know that you're doing it and if you have any questions about hosting your own event.

At the follow up we will be sending a PowerPoint, a link to physical activity fair resources, and once we get the audio transcribed from today's webinar we will be sending out a copy of the webinar as well. So thank you for taking time to participate today and I'm going to pass it back to Katie to see if she has any last comments.

Katie: Hello everyone thank you everyone for joining us today, I just want to remind you in addition to sending out the PowerPoint and the webinar information, that you can find a lot of our resources including the manual that was referenced in this webinar at our website which is www.tucollaborative.org so that would be a place to find a lot more resources and other information about physical activity and issues for people who have serious mental health conditions and also if you wanted to connect with anyone at our research center, that would be a way to get in touch with them. So thank you everyone for coming out and joining us today, we really appreciate it!