

Health Expo Manual



HER - Health Education Resources

ITA - International Temperance Association (Portuguese Chapter)

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Introduction

*“In new fields no work is so successful as medical missionary work.... Medical missionary work...is the pioneer work of the gospel. It is the gospel practiced, the compassion of Christ revealed. Of this work there is great need, **and the world is open for it.**” MM 239*

A Health Expo is a positive way to respond to human suffering, in this age of increased knowledge and technology. Every day we are witnesses to an increase in the number of deaths directly related to unhealthy lifestyles. Most of these premature deaths could have been prevented, and quality of life increased if simple changes took place in people’s life habits.

Many are looking for meaning in life but with increased skepticism to all traditional forms of religiosity. This skepticism often leads to an attitude of self-protection, saving one from the heartache of meaningless solutions but also reducing the chances of interaction with those who may carry the message of Jesus’ Love.

Jesus revealed His method to reach those in need. He spent much of His time caring for the physical and emotional needs of the people, and while doing this had access to their hearts. Centuries later, God counseled us that only His method would have long lasting success. He also said that Medical Missionary Work would break prejudice and be the right hand of the Gospel.

Christ’s example shows us five steps for effective ministry:

1. Mingle with those whom we want to help
2. Get acquainted with their needs and show a genuine interest in them
3. Look for means and ways to help
4. Keep their friendship and trust
5. Invite them to get acquainted with the Word of God

With this in mind, we believe that the Health Expo concept follows the evangelic commission.

Science supports the health principles promoted at the Health Expos and by the Seventh Day Adventist Church. This is important in an age of evidence-based medicine. Organizers and participants are encouraged to base their counseling and activities on solid principles of the health message and scientific evidence.

We thank Weimar Institute, Wildwood Lifestyle Center and Hospital and HER-Health Education Resources for all their work throughout the years in promoting Health Expos and develop new health education materials. This manual is based on their experience as well as the experience of ITA-International Temperance Association - in organizing many Health Expos in Portugal.

Lastly, we believe that the Health Expo concept can be adapted to the needs of the local communities while keeping true to the principles outlined in this manual. This adaptation is mandatory, in view of the diverse needs, customs and availability of resources, in the different regions of the world.

Health Expos – Promoting a Healthy Lifestyle

Governments around the world are becoming increasingly active in fighting risk factors of the most common causes of death. Cardiovascular diseases, cancer and diabetes are the most common causes of death in industrialized nations but their importance is rapidly rising in developing countries. Transmissible diseases are the major cause of death in developing countries. Of these, HIV/AIDS is also a major health problem in industrialized nations. Other medical problems such as anxiety/depression, are becoming increasingly more common and even these may have an indirect relationship with mortality, reduce quality of life and affect interpersonal relationships.

There are 8 main factors related to disease prevention and physical, emotional and spiritual health. These are: nutrition, exercise, water, sun, temperance, air, rest and trust in divine power. Each factor is addressed in detail at the Health Expo using a combination of health posters with up-to-date medical information, medical tests and health counseling. Daily health seminars on the most common medical problems incorporate practical advice on how to prevent and help those conditions using lifestyle modification.

Most health systems face budget restrictions in the area of preventive medicine, due to the high priority of curative services, to meet the needs in immediate care. As a result, there are few health professionals working in the area of preventive medicine, leaving others with little time and expertise to educate patients on healthful living.

The Health Expo involves health professionals and non-medical volunteers from the community who are interested in healthful living. The latter undergo a short training program on the principles of a healthy lifestyle and the different activities offered at a Health Expo. By doing so, effective health education can be given without the presence of so many health professionals. These, however, provide the background scientific and technical support needed at the each Expo.

It is estimated that if communities adopted the health principles promoted at the Health Expos, their mortality rates for cancer and cardiovascular diseases, for example, could drop by 60-70% and 70-80% respectively. Longevity could be increased by 6-12 years, with better quality of life. Medical costs would be greatly reduced and people could live better, healthier lives.



Organization of the Expo

The Health Expo is usually a 3-5 days event. It is open to the public and has two components:

1. Health screening stations
2. Health seminars

Health Screening Stations (HSS)

There are 8 Health Screening Stations (HSS). Each HSS is made up of 2 health panels which create the backstage for the different medical tests or other activities offered at each station.

The 8 HSS should be arranged in a way that facilitates the flow of large numbers of people and must take into account the physical characteristics of the hall. At times it may be necessary to have the HSS split between 2 or more rooms but this is less favorable. Here is the order we typically use and has proven to be successful:

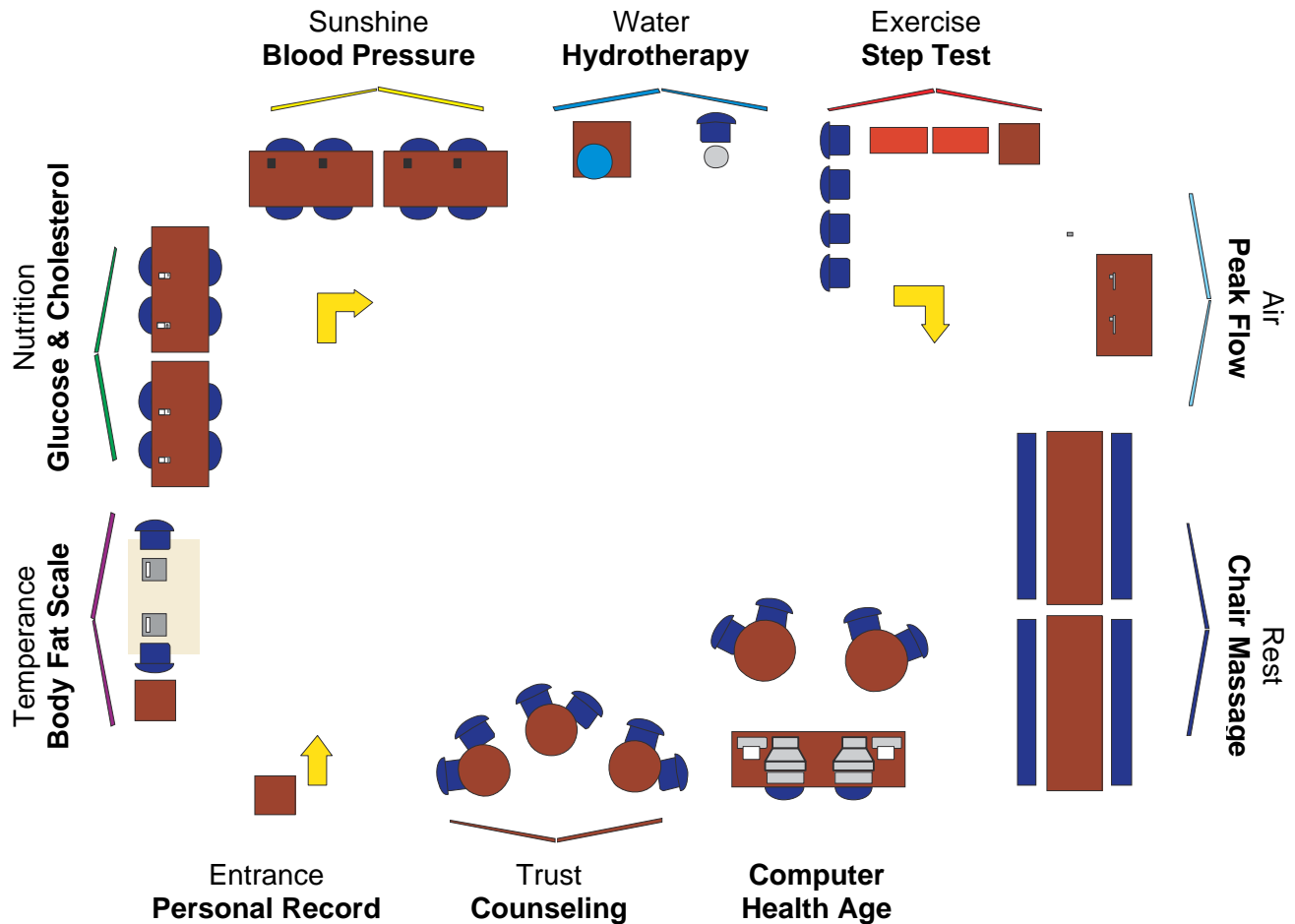
Order	Health Screening Station	Activity
1	Temperance	Body Fat Percentage BMI (Body Mass Index)
2	Nutrition	Blood Glucose (finger prick) Total Cholesterol (finger prick)
3	Sunshine	Blood Pressure Check for malignant characteristics of naevi (moles) if dermatologist available
4	Water	Hydrotherapy demonstration
5	Exercise	Harvard Step Test
6	Air	Peak Flow Meter
7	Rest	Anti-stress neck massage
8	Trust	Computerized tests: Health Age and Your Coronary Risk Health Counseling



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Arrangement of the Health Screening Stations

The mounted Health Expo panels along with tables and chairs are arranged in such a way as to make booth-like areas, where the health screening activities are conducted, (see page with photos of the expo panels and their frames; also the diagram below).



Health Seminars

Health seminars are conducted in conjunction with the Health Expos. Seminars increase the interest of the public and provide an opportunity to impart practical health information in detail and to further build confidence and contacts.

Seminars on preventive medicine topics, simple remedies and cooking classes are among the most popular. These seminars are approximately one hour long. The most presented topics have been: How to prevent a Heart Attack, How to prevent Cancer, Diabetes – the keys to success, and High Blood Pressure. A good idea to make the program more interesting, is to split the lecture time into a few short segments with two or three presenters. You could start with a 15 minute presentation on Heart Disease, followed by a practical demonstration on cooking heart healthy meals (10-15 min.), then concluding each evening with a series of presentations on family life (improving relationships) or how to succeed in making lasting lifestyle changes. A moderator will make some appropriate transitions. Many people

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will appreciate the variety of such a program and in addition, the shorter lectures will make it easier for less experienced speakers to keep the interest of the audience.

Schedule

The actual time will depend very much on the country you are working in. Each Health Expo runs for 4 or 5 nights, typically including a weekend. Here is an outline of a typical daily schedule:

Time	Activity	Comments
17:30	Daily preparation (if necessary)	Depending on your location you may need a considerable time for set-up. In locations where you can leave your set-up overnight, you probably do not need more than an hour daily. Ideally a coordinator for each booth should be present at this time.
18:45	Organizational Meeting and Group Prayer	All volunteers should be present at this time (with T-shirt / designated attire / name tag – whatever is used). After the prayer the volunteers should go immediately to their respective booths. Five minutes before opening the Expo coordinator checks that every booth is ready.
19:00	Opening of the Expo Screening Stations	Once the Expo coordinator has checked the booths he gives the approval to the greeter to open the door.
20:30	Closing of doors	At this time no more visitors are admitted to the screening station, but those present may continue. However, be sure that people not present at the Expo have access to the lecture hall.
20:50	Closing of the Screening Stations	An announcement is made ten minutes before closing the screening stations. Ask everybody to move to the lecture hall.
21:00	Health Lecture	In this time volunteers may take down and clean up the screening stations. Valuable testing equipment should be stored away.
22:00	Closing of Health Lecture	Give some time for questions from the audience
	General Closing	Coordinator does final check

Special Considerations

- One of the purposes of the Health Expos is to establish relationships of trust and friendship between church members and the public. For this reason, we favor the idea of having people come back to complete all the stations rather than finishing all in one day. Short sessions of two hours duration are the ideal. Running longer wears out the volunteers, and most likely a large number of visitors leave before the seminars start.
- An announcement should be made ten minutes before closing the HSS, inviting visitors to the Health Seminar in the auditorium.

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- If there is a long line of people at any particular screening station, estimate how many can finish the screening process by the end of the hour, and offer the remaining attendees the possibility of being first to be helped the following day. It is important that all the screening stations are closed in time so that people will transition to the lecture hall.
- Many times the computer tests are busy towards the end. At the closing of that HSS you can collect the filled out questionnaire forms and hand out the results after the seminar.
- Be sure that the HSS are as close to the lecture hall as you can. A large foyer/entrance hall works well. The closer the HSS are to the lecture auditorium the more people will there be at the Health Seminars. If the hall allows for that, it is even a good idea to have the screening station in the same hall, with the seats for the Health Seminar set in the middle of the hall.

Activities at the Health Screening Stations

It normally takes 45 people each day to conduct a full size health expo, (full size expos are when you are expecting more than 300 people per day for screening). Half of them run the various screening stations and the other half do the chair massage. A small expo can run with 15-30 people, half screening and half doing massage.

Since each health expo is dependant on local church members, it is important that one church member serve as the Expo Coordinator. This person will be responsible to see that all the trained church volunteers come on time each day so that the expo runs smoothly.

Welcome

Activity:

To welcome visitors and help them while they go through the different HSS.

Number of volunteers: 2-4

Comments:

A greeter gives the health expo attendees the Personal Health Record form. Explain to them that the Personal Health Record form will be marked in every screening station according to their results.



If the Expo is very busy and certain screening stations are quite full while others are not, the greeter may suggest to the visitor which screening stations he/she should go to.

Temperance

Activity:

Body Fat Scale; Height measurement

The body fat scale assesses the percentage of body fat, using a small electric current (painless) and measuring the body's impedance as the current travels through it. For correct measurement it is important for people to be barefoot. The scale gives your weight and tells your percentage of body fat. There is a handout to tell what is normal and abnormal.

Hand out the Temperance literature and the Body Fat information sheet.

Number of volunteers: 2-3

One volunteer can measure people's height.

Two other volunteers are needed if you use two scales.

This is a good place to use the younger volunteers.

Comments:

- Write the body fat results and weight on the Personal Health Record.
- Clean the surface of the scale after every use with alcohol.
- Optionally, you can use a hand held body fat analyzer. It measures mainly the upper body fat composition, while the body fat scale focuses on the lower body regions. For best results measure with both and take the average.
- Some additional activities include using a 4-foot long inflatable cigarette, which lists all the poisons. Also, a jar illustrating cigarette tar is interesting. Another activity uses a pair of temperance goggles, which cause visual distortion, loss of balance, and lack of control similar to that experienced by those under the influence of alcohol. (These last three items may be ordered from The Health Connection, www.healthconnection.org or telephone 1 800 548-8700).



Nutrition

Activity:

Glucose and Cholesterol Screening

Number of volunteers: 2 - 6

If circumstances make it necessary to charge for the glucose and cholesterol testing (usually just to cover the strips), you may only need 2-4 trained nurses, doctors, or lab technicians to do the tests. However, when you offer this testing for free, be sure you have sufficient personnel, like 6-10 at a large Expo.

Write their results on their Personal Health Record form.



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Comments

- The glucose and cholesterol strips are fairly expensive. Perhaps in some instances you may be able to find a sponsor willing to cover the costs for this testing. When you find it necessary to charge, be sure to state clearly on the advertising that there will be a small charge for this service, and all the others will be free.
- It has been our experience that these two tests attract many people and are an open door for health education. However, it is possible to have a Health Expo without these tests or with the glucose test only (much cheaper).
- Some countries are very sensitive to blood being handled in public places. Become familiar with the laws governing that area and ensure that those conducting these tests take the necessary sanitary precautions to protect themselves and those they are screening. Be sure you have only trained nurses, doctors or laboratory technicians working in this HSS.



Sunshine

Activity:

Blood Pressure

Number of volunteers: 2-4

Use at least two people taking blood pressures if possible as this booth always proves to be very popular.

Comments:

- Be sure to set up the booth on a quiet place if you use manual blood pressure cuffs.
- Talk to people and help them to relax, before you measure their blood pressure



Water

Activity:

Simple Natural Remedies (Hydrotherapy demonstration)

Demonstrate the value of drinking plenty of water.

Have water and cups for people to drink freely

Number of volunteers: 2-4

1 Person demonstrates a hot footbath using a second person as a live model.

1 Person is in charge of giving out cups of water. You may need more staff at a larger Expo.

Comments:

- Write the name of the hydrotherapy demonstration on their Personal Health Record form.
- Hand out the Water literature
- It may be easier if water is not used for the demonstration as this can be messy. Use an empty foot basin and wrap someone up as the “patient.” Asking for a volunteer from the audience to be the “patient” will increase audience participation.
- Offer the visitor a cup of water. Then ask them how many cups (or liters) they drink per day. Then figure out how much they should drink based on their weight (see the chart). Talk with them about the importance of drinking water and give some practical recommendations.
- An additional activity can be using the so-called “germ” powder. This activity illustrates the importance of thoroughly washing one’s hands. Order the powder and the ultraviolet light from The Health Connection, www.healthconnection.org or telephone 1 800 548-8700



Exercise

Activity:

The Harvard Step Test

Number of volunteers: 2-5

You need one volunteer for each step. If you run the tests simultaneous like described below, you may consider an additional person to lead out.

Comments:

Use people to administer this test who enjoy exercising.

We have found that if you are using several steps (or one long step) that it actually works better to test people simultaneously. For each person you test, have one staff checking their resting pulse. When everyone is ready to begin the step test, have one person demonstrate the appropriate rhythm used when stepping up and down the step. At a command everybody starts. If one staff person standing in front of those being tested will also do the movements with them, it helps keep everyone coordinated throughout the test. At the end of the three minutes the staff should be ready to immediately take each participants pulse and record it. Then seat the participants and measure their recovery pulse after five minutes.

Using a metronome, having a big clock upfront or playing recorded music that has a beep for each step up and down is very helpful to keeping everyone stepping at the appropriate pace.

There are certain medical conditions where the administration of the Step Test is not recommended. They include the following:

- Angina pectoris (intermittent chest pain due to a lack of oxygen supply to the heart muscle)
- Heart attack
- Cardiac arrhythmia (abnormal rhythm of the heart)
- Stroke
- Heart failure
- Asthma
- Exercise induced epilepsy
- Pacemaker
- Using Heart or Blood Pressure medications

We recommend that the person doing the exercise screening should either inform each participant of the above precautions or have them read and sign a printed copy of the advisory; a printed copy is provided in the Appendix.

Write their results on the Personal Health Record form.

Hand out the Exercise literature



Air

Activity:

Peak Flow Meter

This test is used to indicate lung function, measuring an individual's ability to push air out of their lungs.

Number of volunteers: 1-2

Two people each with a peak flow meter can administer the test.



Comments:

Write their results on their Personal Health Record form.

Hand out the Air literature.

Rest

Activity:

Anti-Stress Massage

Number of volunteers: 6-12

In a full size expo 8 women and 4 men will be needed each night. In a smaller Expo, try using 6 women and 3 men. Each massage takes 6-10 minutes, and this is by far one of the most popular booths.



Comments:

- Sign their Personal Health Record form to indicate they have received a massage.
- This is the booth that needs the most training. There is a minimum of 2-3 training sessions necessary to teach the routine. Additional practice is recommended. It would be a good idea if each helper gives a massage to the trainer and get some feedback from him what to improve.
- A very important part when doing massage is the feedback from the recipient. Some people like a very gentle touch, while others enjoy strong and deep strokes. When doing the training, stress the importance about communicating with the person receiving the massage.
- Since massage involves very intimate body contact, we recommend men massaging men and women massaging women. An additional person should assign the visitors to the next available helper.
- Encourage people to come back the following nights for more massage. As you get to know them, many will be willing to accept your invitation to attend some other meetings.
- Hand out the Rest literature.

Trust

Activity:

Computer Health-age Appraisal

This simple test is based on data from the Alameda County Longevity Study, which related some lifestyle, habits with longevity. It is a good icebreaker and creates opportunities for counseling.

Your Coronary Risk

This test informs the users about their risk of developing coronary artery disease, based on some lifestyle factors and heredity. Users at high or moderate risk are more open to counseling about their lifestyle.



Number of volunteers: 6-12

2-4 computer operators

2-4 helpers for filling out the forms

2-4 helpers to explain the results (on larger expos that helps to be faster)

Comments:

This is always one of the most popular screening tests at the expo. If the expo is quite busy, this is how we like to staff so that people do not have to wait long time periods.

Have one or two staff circulating among those who are filling out the Questionnaire forms. This helps make sure the people fill in all the information properly. If incomplete Questionnaire forms are given to the computer operators, it slows down the whole process.

Two individuals familiar with computers and typing use two computers and printers. Very quickly they enter into the computer program the data from the Questionnaire forms and then print out the results on the special Results forms that the computer operators have.

One or two individuals can give back the Results form and briefly explain what the numbers mean. Then refer the attendees to the Counselors nearby for more detailed health advice.

Important

Be sure to keep the Questionnaire forms after processing them on the computer. They will receive the Results page, but you will want to keep the Questionnaire page on file since it contains their contact information and what seminars they would be interested in attending in the future. You can also use this data to find out in which topics people are showing an interest and plan your seminars accordingly.

Counseling

Activity:

Health Counseling and Literature

Number of volunteers: 3-6

The number of health counselors will depend upon the size of the health expo. Since good counseling takes time and this is an excellent opportunity to get in close contact with people, have sufficient counselors available to serve every visitor of the Expo.



Comments:

Individuals attending the health expo should be referred to the health-counseling booth upon completion of the various health screenings. In addition to interpreting each person's health age report, the counselors should review the Personal Health Record, summarize their results, and speak about any areas where the individual may be at risk (high blood pressure, weight, etc.).

In many cases people are quite interested to know what they can do to lower their risk of disease and experience better health. This is especially true after the screenings have helped them to see their need. Often individuals will confess their struggles with particular habits (weight, smoking, etc.). Health counselors should watch for appropriate opportunities to remind people that we have a loving Heavenly Father who cares for them and desires to strengthen and help them make the necessary changes. This is a good time to give out literature (health, and in some cases spiritual), to invite them to specific seminars (cooking schools, weight management, stress, etc.), and even to pray with them, asking God to bless and help them in their specific areas of need.

The counselors should be health professional (doctors, nurses, nutritionists or lifestyle educators) or lay people with good lifestyle and health knowledge. They should be instructed about the general counsels to give, to ensure that they agree with our principles. They should be friendly people and sensitive to discern people's spiritual needs. It would be good if a medical professional with good lifestyle knowledge were present in the counseling booth, so that other counselors can refer to him cases of high coronary risk or other difficult conditions.

Sign their Personal Health Record form.

Hand out the Trust literature.

Other Possible Activities

- **Children's Program:** Parents like to enjoy the Expo while the children are taking care of in a well-prepared program. Activities can include singing, stories, simple games, and some basic instructions on the eight laws of health. The program can be done during the Expo, as well as during the lectures/sermons.
- **Vegetarian Food Samples:** Much of the prejudice against switching to a more plant based diet can be removed with offering tasty samples of vegetarian cooking. If possible, provide them also with the recipes you display.
- **Herbal tea garden:** Use such teas as Chamomile, Peppermint, Stinging Nettle etc. One could even make a Hot Carob drink and Cereal Coffee available.
- **Book table:** Try to ask a local colporteur to display his collection of health books and magazines.
- **Other Resources:** Have some free magazines, brochures or other material available. Flyers and business cards of Adventist institutions, vegetarian restaurants and doctors in harmony with Health Expo principles should be available.



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Equipment and Volunteers

Activity	Personnel	Equipment & Forms	Furniture
<i>Entrance</i>	1-2 greeters	Personal Health Record forms	Table
<i>Temperance</i> Measurement of percentage body fat	2-3 persons with scales and Height chart	2 body fat scales Height Chart Alcohol wipes to clean the scales or paper towels/alcohol Replacement batteries Waste basket 2 rugs Literature	2 chairs 1 literature table
<i>Nutrition</i> Glucose and/or Cholesterol screening	2-4 well trained nurses, doctors or lab technicians (If you offer this service for free you will need more like 6-8 staff.)	Glucose and Cholesterol testers Glucose strips Cholesterol strips Calibrating strips Disposable lancets Cotton & Alcohol Biohazard waste boxes Disposable gloves (2 per visitor)	1-3 tables 4-12 chairs
<i>Sunshine</i> Blood Pressure	1-3 persons taking BP	1-3 blood pressure cuffs Literature	4-8 chairs 1-3 medium size tables
<i>Water</i> Hydrotherapy	1 person demonstrating 1 person "patient" 1-3 person handing out water	Bottled water and disposable cups Equipment for demonstrating treatments Literature	1 chair 1 table
<i>Exercise</i> Step Test	2-3 persons	2-3 steps (23cm high x 40cm wide x 55cm long) Stop watches Literature	4 chairs 1 table
<i>Air</i> Peak Flow Meter	1-2 persons	1-2 peak flow meter Disposable mouthpieces Literature	1-2 tables
<i>Rest</i> Chair Massage	10-20 persons trained in chair massage, about 1/3 of them males and 2/3 females	Alcohol & paper towels Literature	10-20 chairs without arms 2 tables: 250cm x 80cm
<i>Trust</i> Computer Health Age and Your Coronary Risk	2 computer operators 1-2 helpers to fill out the forms 1-2 who refer people to the health counseling booth	2-4 computers 2-4 printers Extension cords Health Age Questionnaire and Results forms Your Coronary Risk Questionnaire and Results forms Spare printer ink Literature	1-2 tables 250cm x 80cm 2-4 small tables with 4-8 chairs for filling out forms
Counseling	2-4 health counselor	Variety of literature	2-8 chairs 2 small tables for literature

Health Panels

The health panels are produced by HER – Health Education Resources and come in three sizes:

- **regular** - 91 cm x 122 cm (3'wide x 4'high)
- **medium** - 137cm x 182 cm (4.5'wide x 6' high)
- **large** - 157 cm x 244 cm (5'high x 8' wide)

Mounting the expo panels

To display the panels they may be mounted on plastic-pipe, aluminum or other materials.

The most commonly used frames have been made using PVC pipe, 50 mm (2") diameter. The frames are wider than the panels by an average of 20 cm total all around. Metal grommets are set on the panels and these are mounted onto the frames using a 5-7 mm, soft, woven nylon white rope. This same system has been used for all size panels with much success but special care is needed to place the panels in the proper central position within the frames. Two frames, making up the background at each HSS can be tied together using a plastic band. The best PVC pipes for this purpose are available in the USA. They are thicker than the ones available in Europe and the joints are more stable. Nevertheless, the European pipes can work well for regular and medium size panels if special care is taken to mount them properly. Only the USA made PVC pipes are suitable for the large panels. Lastly, it is important to mention that this system needs longer mounting time and it is not suitable if the panels need to be set-up every day.

The regular size panels have also been mounted onto 20 mm (¾", schedule 40, thick walled, only available in the USA). Each panel is secured to the PVC pipe by 20 mm (¾") wide strips of Velcro, the sticky back of the loop side of the Velcro is adhered to the panel, and the sticky back of the hook side is adhered to the pipe. When the panel with its Velcro is placed up against the pipe and its Velcro, they grip each other. Later, when putting the panels away, the Velcro pieces easily separate when you use a peeling motion to remove them.

Another frame system could be made out of foam board. There are special connecting hinges and protective edges available. Putting two boards in a little angle would make a self-standing frame. They are not suitable for outdoor use.



Hall

The number of people expected to visit the Expo influences the size of the hall and the opposite is also true. For a medium size Health Expo, with 500 people visiting in 4 days, the minimum floor space needed is 200m² (10x20m) for the HSS, and an auditorium with at least 100 seats. Larger Expos will need larger halls. An Expo for 3,000 people in 4 days, to open 6 hours a day, would need approximately 600m² (20x30m) and an auditorium with at least 150 seats. It is important to know that longer hours for the screening activities mean that people will have time to finish all the activities and leave and not return to the health lecture. If the same 3,000 people Health Expo were open only for 3 hours, with more volunteers at each HSS, a much larger hall would be needed for the health lecture, to seat at least 300 people.

Costs

The cost of a Health Expo will depend largely on:

- Equipment, advertising and hall
- Number of people expected to visit the Expo

Equipment

There are two types of equipment:

- Reusable equipment – H.E.R. health panels, frames for panels, tables, chairs, medical instruments used at each HSS (glucose and cholesterol machines, peak flow meters, scales, blood pressure cuffs and stethoscopes, steps, hydrotherapy equipment, stopwatches, smoking prevention equipment, computers and printers).
- Disposable, one-use-only materials, literature and forms – all materials used in clinical testing (gloves, test strips, alcohol swabs, lancets, biohazard waste boxes and peak flow disposable mouthpieces).

In Western Europe and the USA, all reusable equipment can be purchased for approximately 1,000€USD. This amount includes a set of regular size H.E.R. health panels, PVC frames, 2 cholesterol testing machines (Roche), 2 glucose testing machines, 2 body fat scales, 2 peak flow meters, 2 steps, 2 stopwatches, 2 blood pressure cuffs and 2 stethoscopes. It does not include computers, printers, chairs and tables.

Also in Western Europe, all one-use-only materials cost approximately 3,50 €USD per person visiting the Expo. This includes: cholesterol and glucose strips, 1 pair of latex, non-sterile disposable gloves, 1 lancet, alcohol swabs, cotton wool, disposable mouth piece, disposable cup, water, forms and literature.

The most expensive part is the cholesterol testing. If your budget does not allow offering that for free, consider having a minimal charge for the blood tests. People are normally happy to pay for that. Another option would be to have a donation box on that booth. Many people realize there is a cost involved and are happy to donate something towards that.

Advertising

Advertising is usually expensive. It is important to determine what methods bring the best results in that area and choose the best ones within the budget. Handbills usually attract many. Prices vary from 600 – 900 €USD for 10,000 – 20,000 four-color handbills. A3 size posters are also effective for display in store windows/public places.

It is important to contact newspapers, radio and TV stations and ask them to promote the program. Present it always as a service to the community, by volunteers, and emphasize the non-profit characteristics of the event.

Hall

Most cities and towns have a municipal town hall, centrally located and at affordable price. It is important to present the project as a community service and this may greatly reduce costs or at no cost.

Sponsors and Government Authorities

There are a few important facts to be considered when dealing with sponsors and government:

1. Governments around the world are becoming increasingly active in fighting risk factors of the most common causes of death. It is important to get acquainted with the major health policies in the country. These will most likely include preventive health programs.
2. Companies that manufacture materials used at Health Expos are often looking for opportunities to improve their image and sales. This may be used to the Health Expo advantage if materials are provided at low or no cost.
3. Voluntary work that benefits communities is usually well perceived in most western countries.
4. Most governments and non-Adventist owned companies have unwritten policies that will prevent them from working with religious groups, or profit making organizations, lest they be seen as favoring specific groups or companies.
5. In some places there is much prejudice against Seventh Day Adventists.

For these and other reasons, it is advisable to work under an organization that is 1) neutral and 2) not for profit. At times it may be necessary to create such an organization, a time consuming but necessary process.

There are organizations within the Seventh Day Adventist Church that meet the criteria mentioned above. Ligue Vie et Sante and the International Temperance Association are two examples of such organizations.

We suggest that a project proposal be presented to the local municipality. This proposal should be preceded by a meeting with the mayor or health representative where a brief description of the project should be given within the context of the government's health policies. The proposal should state that it will be a community project, involving volunteers – health professionals and non/medical helpers and that it needs everyone's participation for it to be successful. A request can then be made for their

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help (hall, equipment, advertising etc). A similar approach should be used with companies that manufacture or sell materials for the Expo

It is important not to compromise on “principle” if requests for advertising medications or other products are put as conditions for help. This has happened in the past. It was easily resolved when the organizers stated that the program’s objectives was to promote a healthy lifestyle rather than specific products and that it would be beneficial to the company if the sponsor’s name rather than the product was associated with the Expo.

If outside funding is given, more care should be taken not to use the Health Expos for direct religious purposes i.e. speaking openly about religious issues or church related matters. Government authorities will sooner or later become aware of the Adventist connection but if all is done with respect and neutrality, they are not likely to complain. Most have indeed praised and offered support for further programs.

This approach calls for a greater effort in establishing contact with the visitors so that they can invited for future programs such as nutrition, family and stress seminars. These follow-up programs will be better suited for more spiritual conversations with those interested.

Health Expo and Spiritual Work

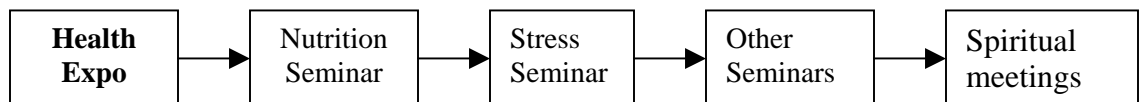
Health Expos – the beginning of a relationship of trust

Jesus longed to share with people the blessings of physical well-being as well as the solution to their emotional and spiritual needs. Many however, did not accept His offer of a new life and went away having only been helped physically. This did not prevent Jesus from continuing to help people.

In the same way, our work in the Health Expos should be motivated by a desire to share not only the physical benefits of a healthy lifestyle, but also the knowledge of God, the source of True Health. As with Jesus, we should be sensitive to people’s needs, respectful of their opinions and never force religious knowledge upon them.

The Health Expo is an opportunity to come in contact with many people with problems. Many will receive immediate benefits from putting into practice what they have learnt at the Expo but for others the Expo may be the beginning of a process that may lead them to attend other health/family related seminars which may in turn lead them to meet God.

Expos can be organized as the first of a series of programs that will address the various aspects of health.



With this in mind, before the Health Expo begins, it is important to strategize and plan some follow up meetings to be advertised during the evening sessions. Cooking schools, Stop Smoking Programs or Coping with Stress seminars and Weight management programs are a few good choices. After one or

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two programs of this sort one might transition into seminars that address the mental/emotional aspects of health (such as Stress Management or Depression Recovery).

It is important to keep in mind that in all seminars we should gently work with the audience, slowly (and naturally) introducing spiritual concepts and integrating them into our presentations. For example, in your cooking schools you might include a short talk addressing topics such as positive attitude, trust, and forgiveness as they relate to physical and mental health. Introducing spiritual concepts in this way will serve to awaken a greater interest when we transition into the second phase of meetings targeting the mental/emotional realm.

These seminars provide an opportunity to speak on spiritual themes more openly. Over time this approach will gradually lead to the development of either personal Bible studies or solid contacts for spiritual meetings.

There should not be a long time between the Expo and the first seminar. Other seminars should also be conducted every 4-6 weeks, to keep the interest and address people's needs when they need help.

The benefits of this method are many. It breaks down prejudice, allows for time to build relationships and the public gets to know the Adventist volunteers as people who genuinely care.

This method requires some degree of persevering effort. The key factors for its success are the proper use and follow up of the interest cards at the Health Expos. These should be properly filled in and collected at the HSS and during the health lectures each evening. Announce the follow up seminars during the health lectures as this usually brings the best response from the public.

Health Expos with evangelistic meetings

Health Expos have been effectively used in conjunction with evangelistic meetings in some parts of the world, namely, USA, Ukraine, Romania, Honduras and Dominican Republic. In these countries, the Expo preceded the evangelistic campaigns by 3-7 days and spiritual meetings were held either simultaneously or after the Expo ended.

In some countries, especially in Western Europe, there may be a negative attitude towards this method. People may feel "tricked" into attending spiritual meetings through a health program. It is very important to take this into account and respect the public. This, however, does not exclude the possibility of using Health Screening Stations and short health nuggets at an evangelistic campaign, to present the view of total health, rather than to use it primarily to attract people to the evangelistic series.

Other uses of the Health Expo

In addition to the several day program previously described, the Health Expo may also be successfully adapted for one-day events. For example, it can be utilized as an effective community outreach program. With the participation of local church members an Expo can be planned and the public invited for 3-4 hours on a Sunday afternoon. It is advisable to find a large public place for this event, as experience has shown that nearly twice the number of people will attend if the Expo is held in a location that is familiar and easily accessible to the public. Some options include shopping malls, universities or even as part of another event (Town festivals, Health Fairs, etc.). You can offer to conduct a Health Expo in a public school or at a large company as a service to their employees.

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Regardless of just how or where you conduct your Expo, be sure to include follow-up programs as part of your overall strategy. As an aid to help you determine felt needs in your community, take a look at which seminars individuals have shown an interest in as they filled out their Health Age Questionnaire form

Advertising

Sample Posters and Handbills

■ Cholesterol and Glucose Tests
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Atlanta Health Expo
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ENTRADA LIVRE

Fórum Cultural de Ermesinde
EXPO Saúde
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Conferência: 21:00h

Organização: Associação Internacional de Temperança
Apoio: Câmara Municipal de Valongo

Health Expo
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Take Care of Your Family - Learn how to Save Your Health

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