

Final
**Updated Action Plan for
Fairfield Department of Health
County Fair Display AND Medicine Man Show**

The following action plan details the Fairfield Department of Health participation in the Fairfield County Fair, October 8 – 15. This year’s exhibit committee is Gwen Shafer, Pam DeLay, Pat Navin, Kevin Barlow and Kelly Hurst.

Background: There is a standing booth for the Department of Health in the commerce building. The booth is in a good location near the fine arts exhibit. Each year, the goal of the display is two-fold – to make more people aware of the Department of Health and the benefits of the Department of Health AND to get people to take action on behalf of their own health through some sort of participation in the display. In the past, this participation has ranged from giving people flyers to offering screenings – generally focused around a theme to give continuity to the display.

What were our plans for this year: This year, with national media and health departments’ focus on potential pandemic flu, our fair display emphasized “being prepared” – as individuals, families, businesses and as a community. Our local display incorporated information and useful giveaways for both children and adults which pertain to the overall theme. Krogers participated with us, by donating the funds necessary to provide a display of preparedness kit contents (food, water, pet supplies, medicines etc. from CDC and ODH info). Kroger also received credit at the close of the fair, as we raffled the preparedness display to one lucky family, and publicized that through the media after the fair. (see both news releases and local media attention in binder)

In addition the Department of Health conducted a grassroots snapshot “needs assessment” by having those who stop by fill out a questionnaire to get their “special ODH preparedness DVD” from us. This questionnaire asked if they were aware or had utilized specific services, and offered to send them information if they provided their name/address and/or e-mail.

The Medicine Show served as a way to publicize the display, and featured additional “preparedness” tips for fairgoers, including washing hands, covering cough etc. Materials about preparedness from ODH were given to Medicine Man show viewers.

Materials on-hand:

From ODH Ohio State Fair display:

- 800 calendars – “Coloring book” style suitable for young children covering being prepared with emphasis on bird flu
- 17 X 350 activity cards
- 1,960 “Be Prepared” DVDs
- 6,000 antibacterial wipes

- 6,000 packets of tissues
- 5 boxes of plastic bags (approx 1,000 bags are in each box)

From the Central Region PIO committee, we had additional useful items:

- 1,000 static clings about handwashing (approx. 300 of three different versions)
- 300 posters about handwashing (100 each of three different versions)

How do the plans above tie in with our goals?

The Fairfield Department of Health is committed to protecting the health of our community including serving the people who need our many services, who might be potentially unaware of the services, or the scope of these services. Protecting health means ensuring that our community is prepared for pan flu or any health disaster.

Utilizing materials from ODH and the central region make the most of our limited dollars, and extend the reach of those materials into our local community. The high quality of these materials reflects nicely on our image.

Partnering with Krogers throughout our county extends the scope of the preparedness message into a real-life visual display of what preparedness materials look like.

Survey results will give us additional information to use as we plan services and messaging for the year to come. The results will also serve as a baseline for measuring awareness and attitude for surveys in the future.

How will we measure success:

- Successful completion of the action plan
- Internal support and feedback including volunteer participation and evaluation of fair experience
- External numbers of residents who visit the display and fill out questionnaire
- External qualitative feedback
- Media interest
- Kroger participation

Action Plan

Tactic	Who responsible	timeline	Cost if any
Planning Team to review plan, provide feedback	TEAM	DONE	0
Determine paint, carpet needs for display space	DeLay/Varney	DONE	\$40 for carpet. Paint and supplies donated
Community Care Day volunteers to paint display space	Navin	DONE	Donatos Pizza for volunteers – cost TBD

Materials secured from ODH/central region	Delay	done	0
Kroger participation determined	Barlow to lead	DONE	Krogers donated display costs of approx. \$200
Carpet purchased and installation arranged	Varney, DeLay	Carpet purchased 9/1 Installed 10/3	
Questionnaire written and distributed to appropriate people for feedback and approval	Navin, DeLay	DONE – trial use at Millersport Corn Festival with good response	0
Staffing needs for fair determined and approved through management team/directors	Navin, Delay	DONE –	0
Staffing completed, “uniform” determined, and list circulated/tickets confirmed	DeLay, Shafer	DONE	0
Preparedness kit assembled and appropriate information assembled about the kit contents	Barlow	DONE	0
Publicize FDH display to community	Delay	DONE	0
Preparedness and safety information tips written for Medicine Man show	Barlow and Hurst	DONE	\$400 for Medicine Show sponsorship
Health Department brochure completed/printed	Delay, Navin	DONE – delivered 10/4	In CHD budget
Health Department display panels completed	Delay, Navin	DONE - Delivered 10/6	In CHD budget
Secure Health Department hanging banner and install	TEAM	DONE – 10/3	0
Staff FAQ’s determined and written, circulated	Barlow, Hurst, Navin	DONE – 10/3	0

Community Schedule of flu shots flyer completed/printed	Shafer, DeLay	DONE	0
Curtain needs determined/rods secured/hung	Shafer	DONE - October 7	TBD
Surveys tabulated/results circulated to team	TEAM	Underway – to be reported on by end of November	0
Fair participant evaluation completed	TEAM	Completed and circulated to all fair volunteers and committee	0

Final Evaluation:

1. Successful completion of the action plan
2. Achieved internal support and feedback from 75 percent of participants including board members (see separate internal evaluation document)
3. Over 630 residents filled out awareness survey. Survey results still be tabulated, but preliminary findings show over half are aware of health department service(s).
4. External positive qualitative feedback from fair demonstrated value of display and materials given to citizens.
5. Media interest on radio and print – both Town Crier and Eagle Gazette stories.
6. Kroger participation by providing preparedness supplies
7. Medicine Man show sponsorship mixed results. Weather did not cooperate with the Medicine Man shows – one full day cold/rainy. Also, qualitative responses indicated his shows were not well attended, though those who did attend enjoyed his talks and did take ODH materials we gave him for distribution. FDH will probably not sponsor his show next year.