

HER Health Expo Manual

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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 lifestyle changes had been implemented.

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 God’s 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 He 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 down prejudice and be the right arm of the Gospel for the finishing of the work on earth.

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 Gospel commission.

Science supports the health principles promoted at the Health Expos and 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.

Weimar Institute, Wildwood Lifestyle Center and Hospital and H.E.R.- Health Education Resources, have developed the Health Expo concept throughout the years. These organizations have successfully conducted scores of Health Expos around the world. More recently, the Health Ministries Department of the Portuguese Union of Seventh-day Adventists has been organizing many Expos in their Union. This manual is the result of a combined effort between this Union and H.E.R., to help communities around the world to plan and conduct Health Expos more effectively.

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 – A Timely Program 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 more common and even these may have an indirect relationship with an increase risk of death, reduce quality of life and affect interpersonal relationships.

There are eight 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 HER Health Expo using a combination of health panels* with up-to-date medical information, medical tests and health counseling.

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. There is a short training program on the principles of a healthy lifestyle and the different activities offered at a Health Expo.

It is estimated that if communities adopted the health principles promoted at the Health Expo, their death 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, and with better quality of life. Medical costs would be greatly reduced and people could live better, healthier lives.



*“Panel” refers to large vinyl informational posters which come with 16 panels per set.

Health Expo – Which Approach?

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 Total Health. As with Jesus, we should be sensitive to people's needs, respectful of their opinions and never force religious knowledge upon them.

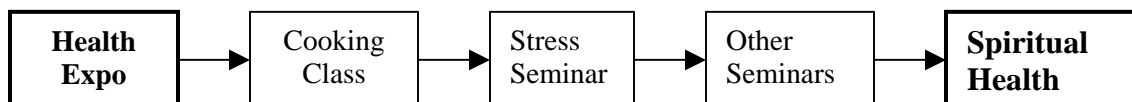
With this in mind, there are several different but effective ways in which to use the Health Expo depending on the cultural sensitivities and the amount of time available, these are:

1. Building friendships and confidence through a “cycle of friendship” over a period of months.
2. A direct approach for cultures more open to spiritual and physical concepts mingled together from the beginning.
3. Conducting short one-day or one-event programs.

1. Health Expos – the Beginning of “Cycle of Friendship”

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 learned at the Expo but for others the Expo may be the beginning of a process or “cycle of friendship” that may lead them to attend other health/family related seminars which may in turn lead them to meet God.

Health 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 specific follow-up meetings and have them advertised during the Expo. Cooking schools, Stop Smoking Programs, Coping with Stress seminars and Weight Management programs are a few good choices. After one or two such seminars, 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.

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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 screening stations, especially from the Health Age Questionnaire. If you are conducting health lectures each night with the expo, announce the follow up seminars during the health lectures.

Health Seminars with the Expo

Health seminars are often conducted in conjunction with the Health Expos. Seminars increase the interest of the public and provide an opportunity to present 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 – 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 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 and the time of year. Each Health Expo usually runs for 3 to 5 nights, typically including a weekend. Here is a typical schedule:

Time	Activity	Comments
5:00 p.m.	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.
5:45 p.m.	Organizational Meeting and Group Prayer	All volunteers should be present at this time (with Vest or 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.

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6:00 p.m.	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.
7:00 p.m.	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.
7:20 p.m.	Closing of the Screening Stations	An announcement is made ten minutes before closing the screening stations. Ask everybody to move to the lecture hall.
7:30 p.m.	Health Lecture	In this time volunteers may take down and clean up the screening stations. Valuable testing equipment should be stored away.
8:30 p.m.	Closing of Health Lecture	Give some time for questions from the audience

Special Considerations

- One of the purposes of this approach to 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 over several evenings to complete all the stations rather than finishing all in one day. Short sessions of one to 1½ hours duration are the ideal. Longer sessions may sometimes be needed but these tend to wear out the volunteers, and most likely a large number of visitors leave before the health lecture starts.
- An announcement should be made half an hour before closing the screening stations, inviting visitors to the Health Lecture in the auditorium.
- 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 time you can collect the filled out questionnaire forms and hand out the results after the seminar.
- Be sure that the screening stations are as close to the lecture hall as you can. A large foyer/entrance hall works well. The closer the expo screening is to the lecture auditorium the more people will be at the Health Seminars. If an auditorium has space around the periphery, it is a good idea to have the screening station there, with the seats for the Health Seminar set in the middle of the hall.

2. Health Expos Directly with an Evangelistic Meeting

Health Expos have been effectively used in conjunction with evangelistic meetings in the USA, Eastern Europe, Latin America, Asia and Africa. In these countries, the Expo preceded the evangelistic campaigns by 2-3 days and spiritual meetings were held either simultaneously or after the Expo ended.

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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. So it is important to take into account the culture you are working with.

The following example illustrates the more direct approach. In this case, the Health Expo starts on a Wednesday evening (for example 7:00-8:00 p.m. in the summertime). A large foyer works well. The closer the expo is held to the lecture auditorium the less people you will lose. Keep the expo to just one hour, we prefer that the people not get all the screening procedures in one night, but need to return so that we can get better acquainted. You can also offer them to repeat their massage, double check their blood pressure – our goal is to get to know them and transition them into the evangelistic series. After operating 45 minutes, announce to the group that in just 15 minutes the expo will close for the evening and that they can start finding a good seat in the auditorium for the evening health lecture.

During this hour, if you have other rooms and good presenters, you can also offer a simple remedies class, a cooking class, stop smoking program or other seminars. People like choices.

Then in the main auditorium, from 8:00-9:15 p.m. present a health talk with a topic like “How Your Family Can Have the Best Health and Longevity.” On Thursday, repeat the same schedule. The second health lecture could be “Why So Much Cancer and Heart Disease” or “How to Reverse Diabetes.” During this meeting you announce your topic for Friday night, and explain that you will share the time with the Bible lecture speaker, who will be emphasizing the spiritual aspects of healthful living. Follow the same schedule on Friday night, 7:00-8:00 p.m. Health Expo; then 8:00 to 9:15 p.m., starting with a 10-15 minute Health Nugget (like the HER Abundant Living illustrated health nugget series), followed by the first evangelistic topic. It’s good to have the evangelist helping with the expo each night, and introducing the health speaker nightly (unless he is doing both the health lectures and sermons) so that the audience is familiar with him before he begins his series. His first sermon would be well to have a health slant to it, like Daniel 1, “The Diet Decision that Opened up a Whole Career.”

Example: Three-Week Health Expo Evangelism Series

Hours	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Sabbath
7-8:00 8:00-9:15				Expo & Cooking class Health lecture-1	Expo & Cooking class Health lecture-2	Expo & Cooking class Nugget-1 Sermon-1	Expo & Cooking class Nugget-2 Sermon-2
7-8:00 8:00-9:15	Expo/CC Nugget-3 Sermon-3	Expo/CC Nugget-4 Sermon-4	Expo/CC Nugget-5 Sermon-5	Expo/CC Nugget-6 Sermon-6	Expo/CC Nugget-7 Sermon-7	Expo/CC Nugget-8 Sermon-8	Expo/CC Nugget-9 Sermon-9
7-8:00 8:00-9:15	Expo/CC** Nugget-10 Sermon-10	No meeting	Nugget-11 Sermon-11	Nugget-12 Sermon-12	Nugget-13 Sermon-13	Nugget-14 Sermon-14	Nugget-15 Sermon-15
8:00-9:15	Nugget-6 Sermon-16	No meeting	Nugget-17 Sermon-17	Nugget-18 Sermon-18	Nugget-20 Sermon-20	Baptism Nugget-21 Sermon-21	Nugget-22 Sermon-22 Baptism

We usually run the Expo and cooking class (or any other seminar) through the second weekend, this helps keep the attendance up. If the interest is still strong then, continue it longer. As for when to start

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the Expo, if you start it too many days before the evangelistic series, the people may feel that they have seen everything, and be less likely to transition into the evangelistic series.

3. Other uses of the Health Expo

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.

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.

The Order of the Screening Stations

There are eight standard health screening stations. Each screening station is made up of two full-color health panels, which create an attractive backdrop for the different screening tests or other activities.

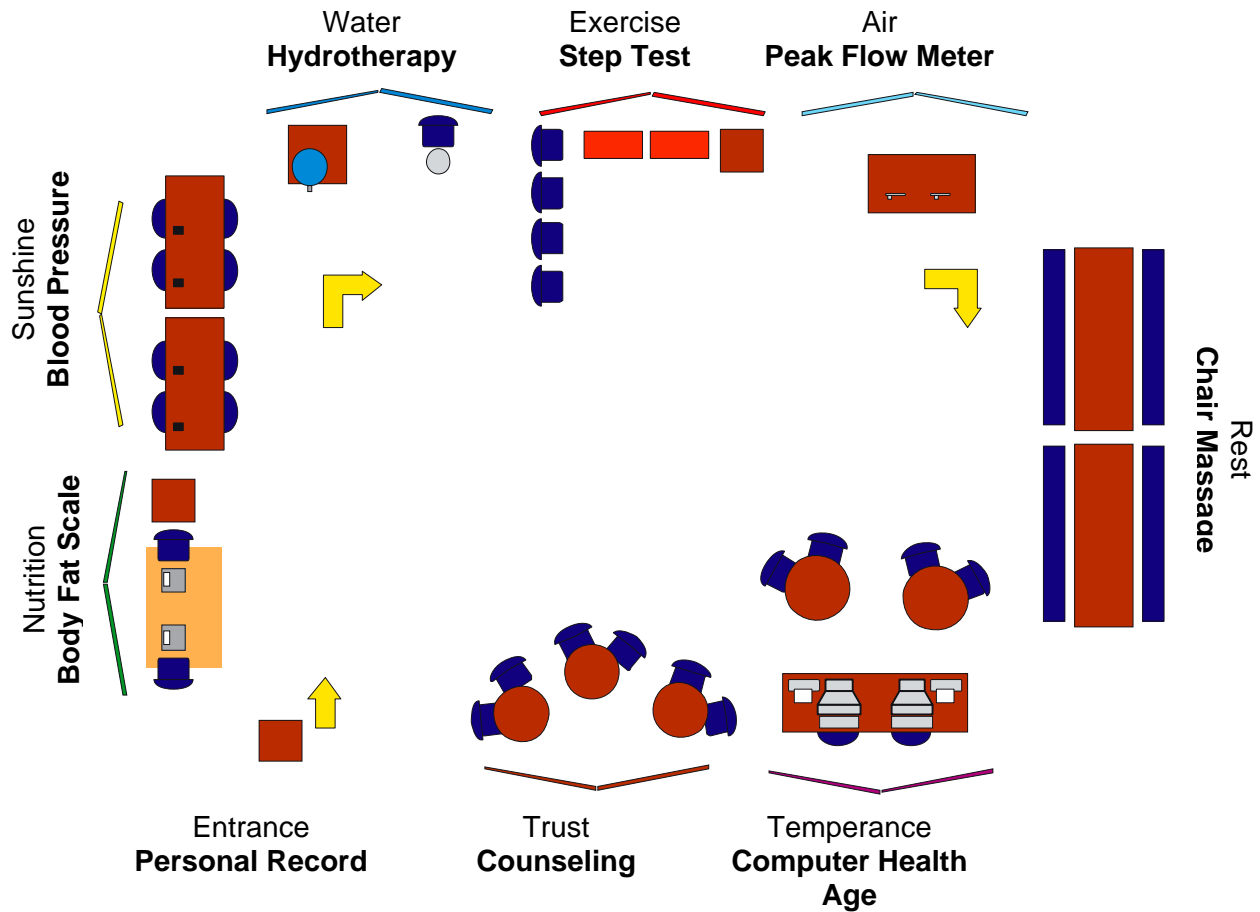


The eight screening stations should be arranged in a way that facilitates the flow of large numbers of people and must take into account the physical characteristics of the hall. Below are the two arrangements we most often use, 1. The Basic Arrangement, or 2. The Plus Arrangement.

1. The Basic Arrangement

We like to have the health screening stations arranged in a manner to facilitate the most logical flow for screening. Hence we start in the nutrition station with height and weight/body fat percentage, then in Sunshine their blood pressure and pulse. Having this information first is necessary later when they do the Step Test or Computer Health Age Appraisal. Also, having the Temperance and Trust booths side by side has the advantage that when people finish the computer health age evaluation they can step directly over to the next booth for health and spiritual counseling.

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Order	Health Screening Station	Activity
1	Nutrition	Height, Weight, and Body Fat Percentage
2	Sunshine	Blood Pressure Check for malignant characteristics of naevi (moles) if dermatologist available Bone Densitometry (wrist) if available
3	Water	Hydrotherapy demonstration
4	Exercise	Harvard Step Test
5	Air	Peak Flow Meter. Spirometry if available. CO measurement
6	Rest	Anti-stress back massage
7	Temperance	Computerized tests: Health Age and Your Coronary Risk
8	Trust	Health Counseling

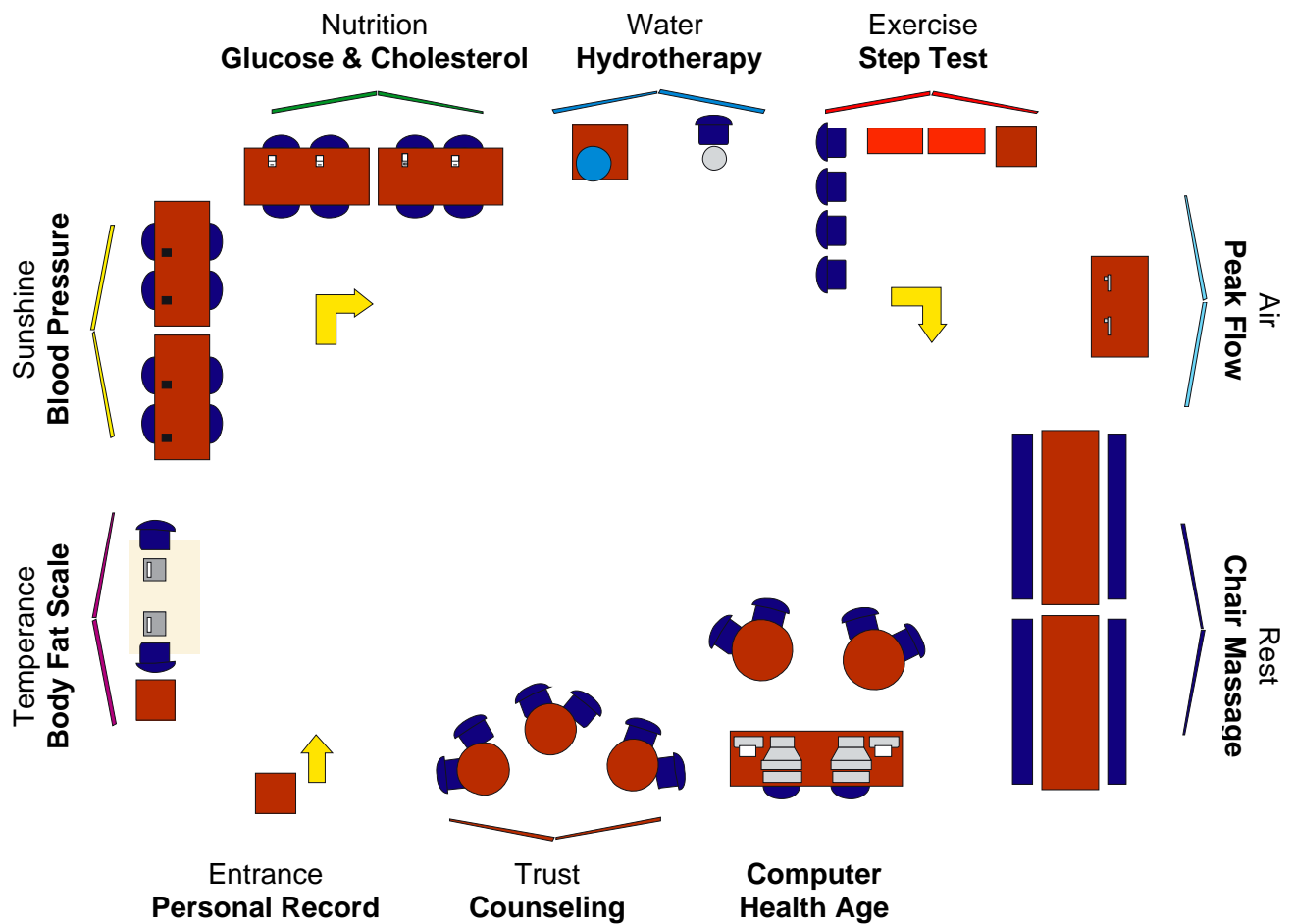
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It is important to note here that the key to a good health expo is multiple screening options. In the two arrangements we are showing you here, there are 8 options in the Basic Arrangement and 9 options in the Plus Arrangement (by adding cholesterol and glucose screening). However, if you can add other interesting screening options it can significantly increase your attendance. Other options we have used successfully are:

- Kids Corner – with special youth activities
- Dental Screening
- Dermatology Screening
- Glaucoma Screening
- Carotid Doppler Ultrasound Screening

2. The Plus Arrangement

(Adds cholesterol and glucose screening)



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Order	Health Screening Station	Activity
1	Temperance	Height, Weight, and Body Fat Percentage
2	Sunshine	Blood Pressure Check for malignant characteristics of moles if dermatologist available Bone Density (wrist) if available
3	Nutrition	Blood Glucose (finger prick) Total Cholesterol (finger prick)
4	Water	Hydrotherapy demonstration
5	Exercise	Harvard Step Test
6	Air	Peak Flow Meter. Spirometer if available. CO2 measurement
7	Rest	Anti-stress back massage
	(Use an extra table)	Computerized tests: Health Age and Your Coronary Risk
8	Trust	Health Counseling

Screening Activities

It normally takes 45 people each day to conduct a medium size health expo (around 200 people per day for screening). A small expo can run with 15-25 people (screening 100 people or less).

Since each Health Expo is dependant on local church members, it is important that an organizing team be established, led by a church member who serves as the overall Expo Coordinator. Furthermore, each health screening station should have a person responsible for its activities, and supplies. This person will also be responsible to see that all the trained volunteers come on time each day so that the Expo runs smoothly.

Below is a description of each screening station, their activities, and the average number of volunteers needed:

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Welcome

Activity:

Welcome each visitor and help them get started through the screening stations.

Number of volunteers: 2-3

Comments:

Choose greeters who have the gift of warmth and love for people.

A greeter gives the Health Expo attendees the Personal Health Record form and explains to them that it will be used to record their results at each screening station.

If the Expo is very busy and certain screening stations are quite full while others are not, the greeters may suggest to the visitors which screening stations they should go to.



For each of the eight screening stations that follow, Temperance, Nutrition, Sunshine, Water, etc. we have prepared a half-page color handout that should be given as the attendee finishes that station. These are shown below and may be ordered directly from the printer, The Hamblin Company, Tecumseh, MI 49286, see on their website www.hamblincompany.com or phone (800) 274-0016.



Temperance

Activity:

Body Fat Analyzer and Weight; Height measurement

The body fat scale assesses the weight and percentage of body fat, using a small electric current (undetectable) and measuring the body's impedance as the current travels through it. For correct measurement it is important for people to be barefoot. There is a handout with information about normal values and practical suggestions on how to reduce body fat.

Write the body fat results, their weight and height on their Personal Health Record form and give it back to them for the next station.

Give them the Body Fat information sheet and the color half page Temperance handout.



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:

- 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; average the two results.
- Some additional activities for the Temperance Station include:
 - 4-foot long inflatable cigarette, which lists all the poisons.
 - A jar illustrating cigarette tar.
 - Temperance goggles, which cause visual distortion, loss of accuracy 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, or write sales@healthconnection.org

Nutrition

Activity:

Glucose and Cholesterol Screening (Plus Arrangement)

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. Write their results on their Personal Health Record form and return it to them for their next station; give them the Nutrition handout.



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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. In these countries, be sure you have only trained nurses, doctors or laboratory technicians working in this screening station.



Sunshine

Activity:

Blood Pressure

Number of volunteers: 2-3

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

Comments:

- Record their blood pressure and return their record. Give them the Nutrition handout.
- 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: 2-3

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.

Comments:

- Write the name of the hydrotherapy demonstration on their Personal Health Record form and return it to them; hand out the literature on Water.
- 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: 2-4

You need two volunteers for each step. If you run the tests simultaneous like described below, you may consider an additional person to lead out. See [Harvard Step Test instruction sheet](#) for details.

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, demonstrate the appropriate rhythm used by stepping up and down the step a few times. At a command everybody starts. Using a wall clock with a second hand, or metronome, or playing recorded music that has a beep for each step up and down, using one of these methods is very helpful to keeping everyone stepping at the appropriate pace. If one staff person standing in front of those being tested will also do the stepping with them part of the time, it also 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 (support their arm with one of your hands while you take their pulse) and record it. Then seat the participants and measure their recovery pulse after five minutes. You should end up with three pulse readings to record: Resting pulse, 3 minute exercise pulse, and 5 minute recovering pulse.



There are certain medical conditions where the administration of the Step Test in a Health Expo setting is not recommended in. They include the following:

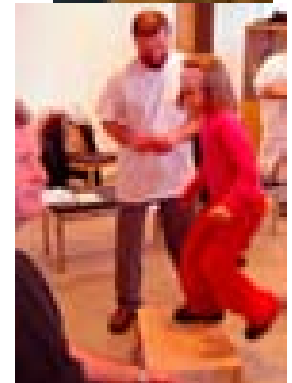
- Angina pectoris (intermittent chest pain)
- Previous history of heart attack
- Cardiac arrhythmia (abnormal rhythm of the heart)
- Previous history of stroke
- Heart failure
- Asthma
- Exercise induced epilepsy
- Pacemaker
- Using heart or blood pressure medications



We recommend that the person doing the exercise screening should inform each participant of the above precautions and have them read and sign the [Harvard Step Test Medical Advisory form](#) stating that they do not suffer from any of those conditions, before they undergo testing.

Write the results on the [Personal Health Record form](#) and return it to them.

Hand out the literature on [Exercise](#).



Air

Activity:

Peak Flow Meter; Spirometer if available.

The Peak Flow test is used to measure the resistance offered by airways to air being pushed out of the lungs. Spirometry is a much more complete test of lung function if the equipment were available.

Number of volunteers: 1-2

One person with a peak flow meter can administer the test; for a busy expo use two persons and two meters. See [Peak Flow Meter Use instruction sheet](#) for details on how to administer this screening test.



Comments:

Write the results on their [Personal Health Record form](#) and return it to the person.

Hand out the literature about [Air](#).

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 4 women and 2 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.
- Hand out the literature on [Rest](#).
- 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.
- 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.
- 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.

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An Extra Table - For the Plus arrangement

(Note: In the Basic Arrangement this screening activity is done at the Temperance Station.)

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.



The Discover Your Health Age computer program comes with 10 different language options and the potential to add others. All forms needed are included on the CD that you may duplicate freely. This program is included with the HER Health Expo Starter Kit or may be ordered separately; price is \$39. Order by calling 423 290-3737; or write info@HEResources.com; see www.HEResources.com

Your Coronary Risk (*Optional*)

This test informs the users about their risk of developing coronary artery disease, based on some lifestyle factors and heredity. Participants at “high” or “moderate” risk are more open to counseling about their lifestyle. (This computer screening program may be ordered from Lifelong Health, current price is \$175. Phone 503 656-557-9545; 800 862-4395; or www.lifelonghealth.us)

Number of volunteers: 2-6

1-3 computer operators

1-2 helpers for filling out the forms

Comments:

This is one of the most important stations for obtaining the names of the participants as well as being one of the most popular screening tests at the Expo.

Have one or two tables set up near the computer table where people can sit down to fill out the Questionnaire form. These tables should be staffed with carefully chosen individuals who are good at meeting the public. Their job is to be sure that the Questionnaire form is completely filled out, including the lower section which asks them what other health programs they might be interested in, and it asks for their name and contact information. You will get the best results from a health expo if you have a health seminar or cooking class scheduled to follow the expo with a week or two. This is the perfect opportunity to offer to pre-register them for the seminar or class.

One or two individuals familiar with computers and typing are using one or two computers and printers. Very quickly they enter into the computer program the data from the Questionnaire form and then print out the results on the special Results form 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

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future. You will get the best results from a health expo if you have a health seminar or cooking class scheduled to follow the expo within a week or two. While you are still visiting with them you can refer to some of the health topics they may have checked on their Questionnaire form indicating an interest in certain seminars; tell them about your next seminar or class and invite them to pre-register. This is a very important step and requires having one or two of your best people-friendly staff at this station to be sure this is done tactfully and kindly.

Trust

Activity:

Health Counseling and Literature

Number of volunteers: 2-4

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 and return it to the participant congratulating them on completely the screening. If the expo is continuing for several evenings, invite them to return for any retesting they desire and for another massage; our goal is to make friends and invite them to the seminars or evangelistic meetings.

Hand out the literature on Trust.

Other Possible Activities

- **Children's Program:** Parents like to enjoy the Expo while the children are taken care of in a well-prepared program. Activities can include singing, stories, coloring, 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 by providing 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 have 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.



Equipment and Volunteers

The Basic Program

Activity	Personnel	Equipment & Forms	Furniture
<i>Entrance</i>	2-3 greeters	Personal Health Record forms	Table
<i>Nutrition</i> Measurement of percentage body fat, weight, and height	2-3 persons with scales and Height chart (conversion chart feet to inches)	1-2 body fat scales Height Chart Alcohol wipes to clean the scales or paper towels/alcohol Replacement batteries Waste basket 2 rugs (if there is only bare floor to step on) Handout on Body-Fat, Literature on Nutrition	2 chairs 1 literature table
<i>Sunshine</i> Blood Pressure	2-3 persons taking BP	2-3 blood pressure cuffs Handout on BP, Literature on Sunshine	4-6 chairs 1-2 medium size tables
<i>Water</i> Hydrotherapy	1 person demonstrating 1 person "patient" 1 person handing out water	Bottled water and disposable cups Equipment for demonstrating treatments Hydro handout, Literature on Water	2 chairs 1 table
<i>Exercise</i> Step Test	2-4 persons	2 steps 9"Hx14"Wx24"L or one long step for two persons 9"Hx14"Wx38"W Stop watches or wall clock with second hand Literature on Exercise	4 chairs 1 table
<i>Air</i> Peak Flow Meter	1-2 persons	1-2 peak flow meters Disposable mouthpieces Literature on benefits of Air	2 chairs 1-2 tables
<i>Rest</i> Chair Massage	6-12 persons trained, about 1/3 of them males; 2/3 females	Alcohol & paper towels Literature on Rest	6-12 chairs without arms 2 tables: 30"x8 feet
<i>Temperance</i> Computer Health Age and Your Coronary Risk (optional)	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 Coronary Risk Questionnaire and Results forms Pencils or pens Spare printer ink Literature on Temperance	1-2 tables 30"x8 feet 1-2 small tables with 4-8 chairs for filling out forms
<i>Trust</i> Counseling	2-4 health counselors with health and spiritual talents	Variety of literature, and Trust handout	2-8 chairs 2 small tables for literature

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Equipment and Volunteers

The Plus Program

Activity	Personnel	Equipment & Forms	Furniture
<i>Entrance</i>	2-3 greeters	Personal Health Record forms	Table
<i>Temperance</i> Measurement of percentage body fat, weight, and height	2-3 persons with scales and Height chart (conversion chart feet to inches)	1-2 body fat scales (Replacement batteries) Height Chart Alcohol wipes to clean the scales Waste basket 2 rugs (if there is only bare floor to step on) Handout on Body-Fat, Literature on Temperance	2 chairs 1 literature table
<i>Nutrition</i> Glucose and/or Cholesterol screening	2-6 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 Literature on Nutrition	4-8 chairs 1-2 tables
<i>Sunshine</i> Blood Pressure	2-3 persons taking BP	2-3 blood pressure cuffs Handout on BP, Literature on Sunshine	4-6 chairs 1-2 medium size tables
<i>Water</i> Hydrotherapy	1 person demonstrating 1 person "patient" 1 person handing out water	Bottled water and disposable cups Equipment for demonstrating treatments Hydro handout, Literature on Water	2 chairs 1 table
<i>Exercise</i> Step Test	2-4 persons	2 steps 9"Hx14"Wx24"L or one long step for two persons 9"Hx14"Wx38"W Stop watches or wall clock with second hand Literature on Exercise	4 chairs 1 table
<i>Air</i> Peak Flow Meter	1-2 persons	1-2 peak flow meters Disposable mouthpieces Literature on benefits of Air	2 chairs 1-2 tables
<i>Rest</i> Chair Massage	6-12 persons trained, about 1/3 of them males; 2/3 females	Alcohol & paper towels Literature on Rest	6-12 chairs without arms 2 tables: 30"x8 feet
<i>(Use extra table)</i> Computer Health Age and Your Coronary Risk (optional)	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 Coronary Risk Questionnaire and Results forms Pencils or pens Spare printer ink	1-2 tables 30"x8 feet 1-2 small tables with 4-8 chairs for filling out forms
<i>Trust</i> Counseling	2-4 health counselors with health and spiritual talents	Literature on Trust Any other variety of appropriate literature	2-8 chairs 2 small tables for literature

HER Health Panels

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

- **Regular** – 3’ wide x 4’ high (91 cm x 122 cm)
- **Medium** - 4.5’ wide x 6’ high (137cm x 182 cm)
- **Large** - 62” high x 8’ wide (157 cm x 244 cm)

Mounting the Expo Panels

The regular size panels 3’ x 4’ can be mounted on attractive lightweight aluminum frames available from HER, shown below, and are quick and easy to fold and store when not in use. Panels can also be mounted with Velcro onto ¾” PVC white plastic pipe (schedule 40-thick walled), available in north America at building supply centers (Lowes, Home Depot). Information for the amount of pipe and connectors and instructions for cutting the pipes is available from HER.

For the Medium and Large sets of panels use 2” PVC white plastic pipe. Make the frames wider than the panels by an average of 6” total all around. Metal grommets are embedded on the outer edges of the panels and these are mounted onto the frames using clothesline rope or soft woven nylon rope.

Other frame systems could be made out of aluminum pipe or “foam board”. When using “foam board” there are special connecting hinges and protective edges available. Putting two boards in a little angle would make a self-standing frame.



Hall Size

The number of people expected to visit the Expo influences the size of the hall. For a medium size Health Expo, with 500 people visiting in 4 days, the minimum floor space needed is 30 feet by 50 feet for the health screening stations. If you are planning a health lecture in conjunction with the expo, an adjoining auditorium with at least 100 seats would also be needed.

Costs

The cost of a Health Expo will depend largely on:

- Panels, screening supplies, literature, advertising and hall
- Number of people expected to visit the Expo

Equipment

There are two types of equipment:

- Reusable equipment – HER health panels, frames for panels, tables, chairs, medical instruments used at each health screening station (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).

All the reusable equipment can be purchased for approximately \$850. This amount includes a set of regular size H.E.R. health panels, PVC frames, 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. To add 2 cholesterol testing machines (Roche), 2 glucose testing machines would be an additional \$500.

The all one-use-only materials cost approximately \$3.50 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 item is the cholesterol testing strip. 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. Posters are also effective for display in store windows and other public places.

Most TV and Radio stations and newspapers will do free public service announcements but you must plan four weeks ahead. Some sample ads are provided in the next few pages. 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 non-paid volunteers, and emphasize the non-profit characteristics of the event.

Hall Location

Most cities and towns have a municipal town hall, centrally located and at affordable price; but often must be reserved months in advance. It is important to present the project as a community service and this may greatly reduce costs or at no cost. A public building or school is always a better alternative than using our own church facility, many people are reluctant to come to a church location.

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 diseases. 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 sometimes 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 by most governments.
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 may be advisable to work under an organization that is neutral (non-religious to the public while still holding the values of the Seventh-day Adventist Church) and 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. The International Temperance Association is one example of such an organization.

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

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and that it needs everyone's participation for it to be successful. A request can then be made for their help (hall, equipment, advertising etc). A similar approach can 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 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 be 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.

Advertising

Sample Newspaper and Radio Release for the Health Expo

Date....

FOR IMMEDIATE RELEASE

Contact: Charles Cleveland – 423 290-3737

Get a Free Massage

A free massage is just one of twelve free services being offered at the Chattanooga Health Expo. Some of the services featured at the March 19-21 Health Expo include screening for blood pressure, skin cancer, lung capacity, body-fat analysis, and computerized health-age appraisals.

Health experts from Southern Adventist University and Wildwood Lifestyle Center and Hospital will be on hand to help participants know more than just what's wrong; they'll show participants practical and simple solutions to preventing and reversing health problems.

The Chattanooga Health Expo is free and will run March 19-21 at the Chattanooga Convention Center, 1 First Street, downtown. Plan to attend at any of the following times: Sunday March 19 from noon to 6 p.m. and Monday and Tuesday evenings from 5 to 7 p.m. No appointment is necessary. For more information call 423 290-3737.

Sample Newspaper Release for an Health Expo and Seminar

Date

FOR IMMEDIATE RELEASE

Contact: John Smith – (706) 820-1493, cell: (423) 580-2716

So What's A Health Expo??

(Name of Town). Health Expos have become quite a popular community event. People are able to receive free health screenings, tests and information on everything from diabetes to weight management. But, what's a person supposed to do with all the info that they find out about their health?

Just ask the volunteers of the **(name of organization)** organizers of the **Atlanta Health Expo**, scheduled for June 28-July 2 at the **GA Tech Robert Ferst Center for the Arts**. The **Atlanta Health Expo** is like a health fair, only better. It is staffed by medical and non-medical volunteers who don't just tell you what's wrong, they show you how to practically do simple things to prevent disease and reverse it if you already have it.

The Atlanta Health Expo will feature screenings for blood pressure, lung capacity, body-fat analysis, *cholesterol, glucose (if you are going to include these blood tests)*, Harvard step test, Alameda County computerized health-age appraisals and free anti-stress massages.

Each evening, after the health screenings and advice, Dr MD will lecture on How to Conquer the Cancer Dragon, Overcoming Stress and Depression and Can Animal Diseases Affect You?

The **Atlanta Health Expo** promises to be one of the best learning opportunities for the summer. And, it's a great way to take charge of your health! All screenings and lectures are free. They will take place at the GA Tech Robert Ferst Center for the Arts on June 28-July 2. Health screenings are from 6:00-7:30. Lectures begin at 7:30.

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Radio

Date...

FOR IMMEDIATE RELEASE

Contact: Charles Cleveland – 423 290-3737

Get a Free Massage

A free massage is just one of twelve free services being offered at the Chattanooga Health Expo. Some of the services featured at the four locations holding the March 19-21 Health Expo include screening for blood pressure, skin cancer, lung capacity, body-fat analysis, computerized health-age appraisals, and a free anti-stress massage.

Health experts from Southern Adventist University and Wildwood Lifestyle Center and Hospital will be on hand to help participants know more than just what's wrong; they'll show participants practical and simple solutions to preventing and reversing health problems.

The Chattanooga Health Expo is free and will run March 19-21 at four locations:

Chattanooga 1st Church near the Hamilton Place Mall, County Life Vegetarian Restaurant downtown on Market Street, at the Orchard Park Seventh-day Adventist Church, and St. Elmo at the South Chattanooga Recreation Center. All locations will be open Sunday March 19 from noon to 6 p.m. and Monday and Tuesday evenings from 5 to 7 p.m. No appointment is needed. For more information call 423 290-3737.

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Sample Radio Press Release

Date.....

FOR IMMEDIATE RELEASE

Contact: John Smith - 423-580-2716 OR 706-820-1493

Mary Snyder - 404-299-0188 OR 770-484-1577

Lifestyle Really Does Make a Difference in Chronic Disease!!

(**Name of town**). Perhaps you suffer from diabetes, heart disease, hypertension, obesity, stress, cancer or addictions. Maybe you have just been told by your physician that if **you** take charge of your health by changing your lifestyle, he/she won't have to increase your meds or perform surgery. Well, we would like show you how to successfully make those changes and really take control of your health at the **Atlanta Health Expo!!**

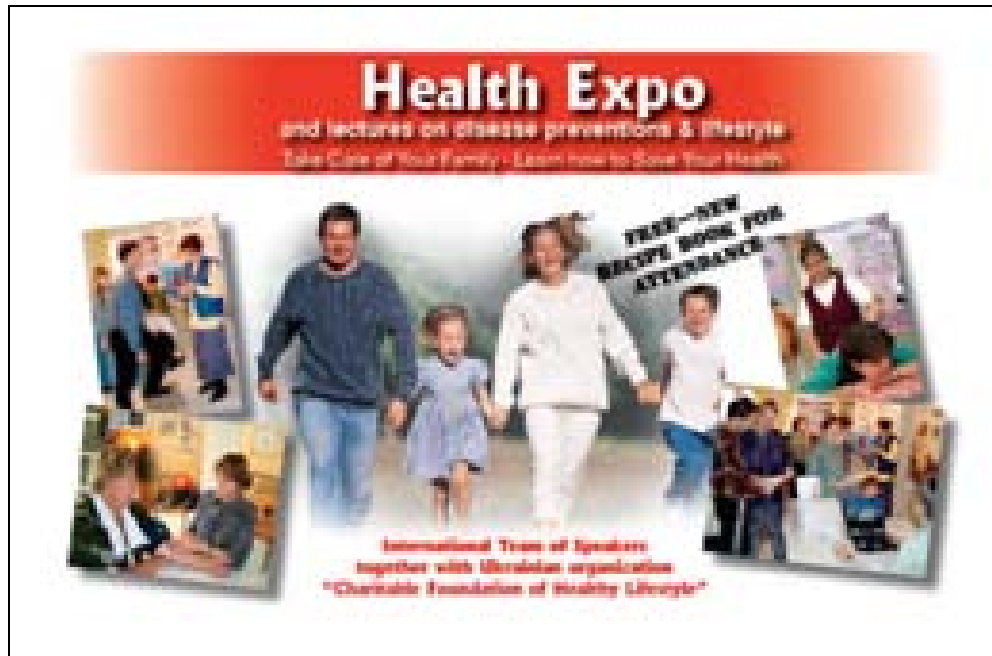
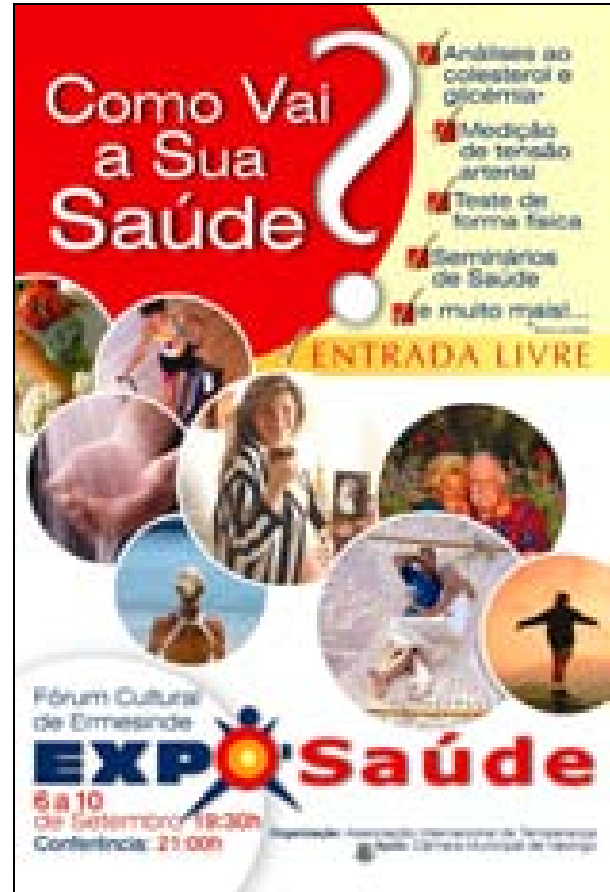
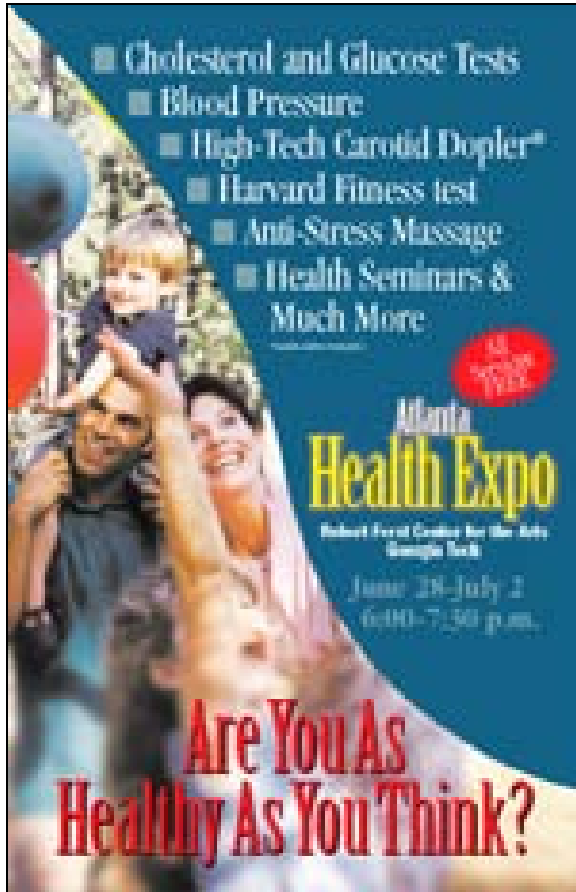
The **Atlanta Health Expo** is like a health fair, only better. It is staffed by medical and non-medical volunteers who don't just tell you what's wrong, they show you how to practically do simple things to prevent disease and reverse it if you already have it.

The **Atlanta Health Expo** will feature FREE screenings for blood pressure, lung capacity, body-fat analysis, glucose, cholesterol (*if your are going to offer these*), Harvard step test, Alameda County computerized health age appraisal, and free anti-stress massages.

Each evening following the health screenings, expert medical advice will be given by health professionals. Dr, MD will lecture on How to Conquer the Cancer Dragon, Overcoming Stress and Depression and Can Animal Diseases Affect You?

The Atlanta Health Expo promises to one of the best learning opportunities of the YEAR and DATE summer season. And, it's a great way to take charge of your health!

Sample Posters and Handbills



Training at Your Location

We can sometimes arrange to bring a small team of 2-3 persons to your location to train your church. We would need an invitation from your church board, and their commitment to cover basic travel expenses (usually mileage round trip), local housing and a minimum of \$250 honorarium.

Typically we can fully train your church members to run the expo with a weekend training session. Generally we start with a health mission story during Sabbath school, preach the sermon on how the medical missionary methods of Jesus have opened doors for us around the world. Following a fellowship dinner there would be an afternoon training session of two hours. Sunday morning the training continues for three hours and concludes the training by lunch time. The church would now be equipped to conduct their own test (while their teachers are still present) that Sunday afternoon. The church members could be invited and encouraged to bring neighbors and friends.



For more information write Charles or Phoebe Cleveland, Health Education Resources, 5340 Layton Lane, Apison, TN 37302; or by email: Cleveland@HEResources.com or phone 423 290-3737; 423 421-4193; 423 236-5600. Our website is: www.HEResources.com where you can see all our products.