Empower Health: A Toolkit for Organizing your Community Health Fair

Rationale

Health fairs provide a valuable opportunity for education, awareness, and intervention at a community-wide level. They are a platform to bring people together, ignite enthusiasm for healthy behavior change, and address the leading health challenges in the community. This toolkit will provide the recommendations and rationale for creating a more health conscious health fair.

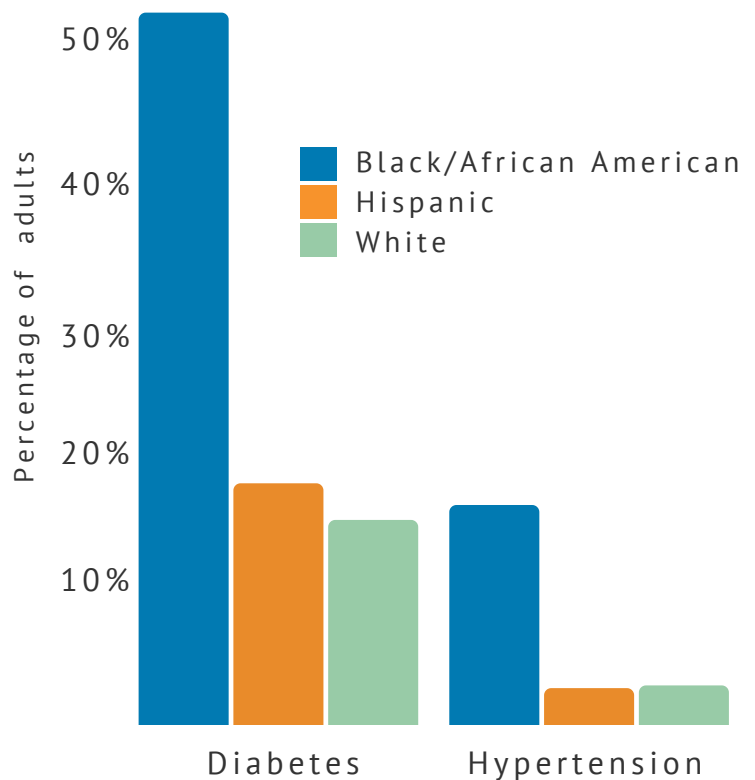One of Kane County's areas for improvement as identified by the 2021 Community Health Needs Assessment is nutrition, exercise and weight. **Two out of three** adults in Kane County are overweight or obese.

Obesity leads to an increased risk of chronic disease, including high blood pressure, diabetes, and heart disease. Although there is a need to address obesity-related health concerns across demographics, the data reveals significant health disparities in the diabetes hospitalization rate for Black/African American adults, with it being **3x** the rate of White adults, and the hypertension (high blood pressure) hospitalization rate is **4x** the rate of White adults.

Age-adjusted Hospitalization Rate For Kane County Adults by Race/Ethnicity

Bar chart legend:
- Black/African American
- Hispanic
- White

Y-axis: Percentage of adults (10%, 20%, 30%, 40%, 50%)
X-axis categories: Diabetes, Hypertension

Nutrition and exercise are essential in preventing and managing hypertension and diabetes and promote cardiovascular and metabolic health. As we consider this concerning statistic, health fairs emerge as an opportunity to address this concern directly. Through aligning the fair's giveaways, vendor offerings, and activities with healthier alternatives, we initiate a collective effort to reshape community behavior and promote positive lifestyle changes.

By opting for healthier options, we raise awareness about the impact of nutrition on overall health and demonstrate our commitment to community health. Promoting and incorporating healthier options at fairs empowers individuals with the knowledge and access to make healthier choices. Health fairs, as catalysts for change, foster an environment where nutritious choices are not only available but celebrated.

Tips and Ideas

Recommendations

1. **Establish vendor guidelines** to suggest or require that food items are aligned with USDA smart snack standards and encourage vendors to display nutritional information. Choose foods primarily made from whole grains, fruits, vegetables, or protein as the main ingredient. Keep an eye out on the amount of fat and sugar as it should be on the lower side of the total calories. Examples are below.

2. **Create a hydration station** or a place where water is easily accessible. Consider also promoting alternatives to soda such as sparkling water and fruit-infused water or tea.

3. **Promote health enhancing activities** at the fair. This could include inviting a farmer to bring produce and/or talk about gardening. Local fitness instructors may be willing to host a workshop or booth. Assess if it would be appropriate to partner with a hospital or primary care office to provide blood pressure or other types of screenings.

Giveaway Alternatives

- Fruit or vegetable seed packets
- Low-sodium seasoning blends
- Oatmeal packets
- Plant proteins such as lentils, peas, beans
- Non-food items that encourage positive behaviors such as: pencils, erasers, stickers, tooth brushes, floss, pill containers, stress balls, jump ropes, frisbees, resistance bands, hula hoops.

Healthier Food Options

- Low-sodium popcorn
- Corn on the cob
- Pickles
- Fruit cups
- Grilled meat or kebabs
- Yogurt parfaits
- Baked potatoes
- Corn tortillas with beans or chicken
- Whole grain buns/pizza crust
- Trail mix
- Smoothie station

Benefits of Healthy Eating

Keeps skin, teeth, and eyes healthy

Supports brain development

Supports **muscles**

Supports **healthy growth**

Helps achieve and maintain a **healthy weight**

Boosts **immunity**

Strengthens **bones**

Helps the **digestive system** function

How to Read The Nutrition Facts Label

Servings

The nutrition information listed on the Nutrition Facts label is based on one serving of the food.

Packages often contain more than one serving!

If you eat multiple servings, you're getting "multiples" on calories and nutrients, too.

Calories

Calories from food provide the energy your body needs to function and grow. Balance the number of calories you eat and drink with the number of calories you burn during physical activity. Curious about calorie needs?

Check out www.choosemyplate.gov/My PlatePlan

Choose Nutrients Wisely

Aim for 100% of DV of these:

- Dietary fiber
- Vitamin D
- Calcium
- Iron
- Potassium

Aim for *less* than 100% of DV for these:
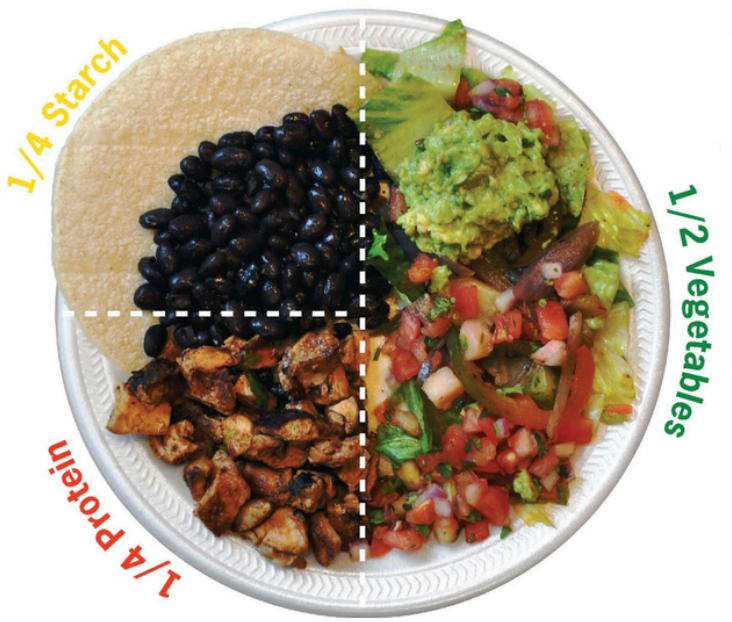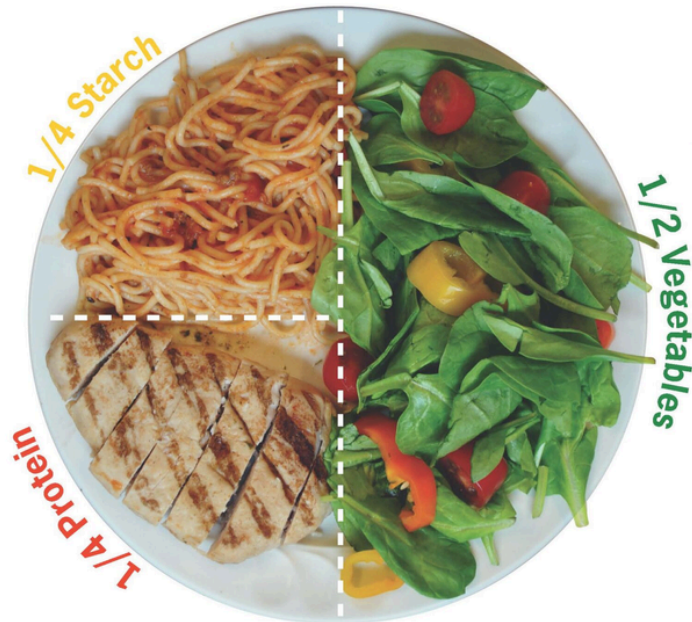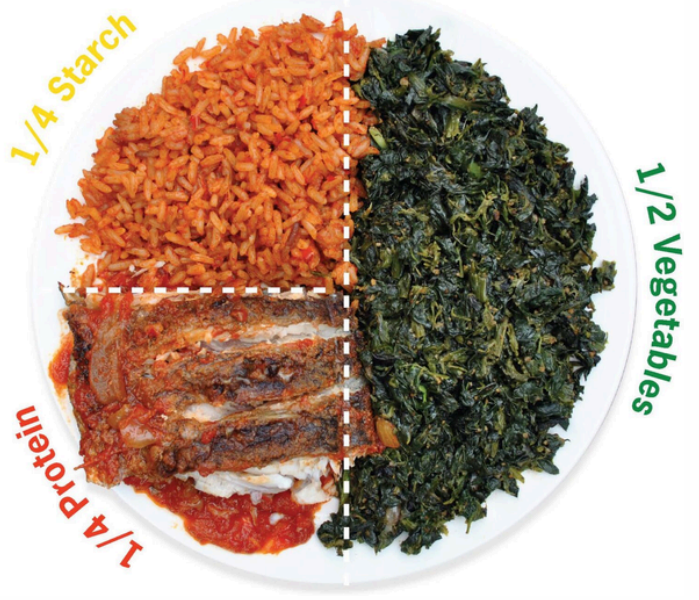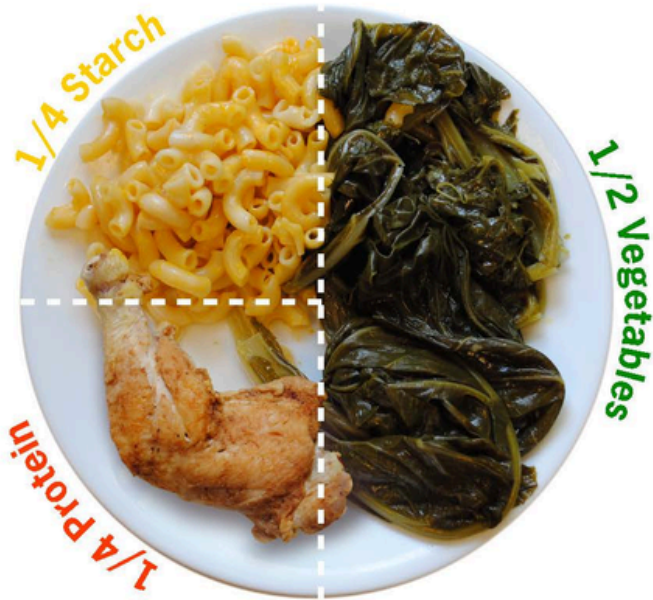
- Fat
- Sodium
- Added Sugars

Percent Daily Value

% Daily Value is the percentage of nutrients in a food that contributes to the total daily value. Use %DV to see how a food's nutrients stack up.
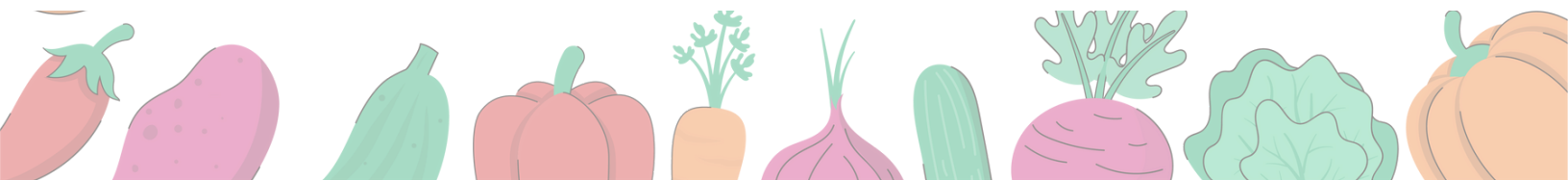
TIP:
5% DV or less per serving is *low*
20% DV or more per serving is *high*

Nutrition Facts

8 servings per container
Serving size   2/3 cup (55g)

Amount per serving
Calories   230

	% Daily Value*
Total Fat 8g	**10%**
Saturated Fat 1g	**5%**
Trans Fat 0g	
Cholesterol 0mg	**0%**
Sodium 160mg	**7%**
Total Carbohydrate 37g	**13%**
Dietary Fiber 4g	**14%**
Total Sugars 12g	
Includes 10g Added Sugars	**20%**
Protein 3g	

Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 8mg	45%
Potassium 240mg	6%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

https://livewellkanecounty.com/

There are many ways to eat healthy!

1/4 Starch
1/2 Vegetables
1/4 Protein

1/4 Starch
1/2 Vegetables
1/4 Protein

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1/2 Vegetables
1/4 Protein

1/4 Starch
1/2 Vegetables
1/4 Protein

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KANE Health Counts
UNITY FOR A HEALTHY COMMUNITY

MEAL PLANNER

	BREAKFAST	LUNCH	DINNER	SNACKS
MON				
TUE				
WED				
THU				
FRI				
SAT				
SUN				

GROCERY LIST

VEGETABLES

Ex: Spinach, peppers, collard greens, carrots, cucumbers, bok choy

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

FRUIT

Ex: Pomegranate, watermelon, blueberries, mango, bananas

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

PROTEIN

Ex: Tofu, chicken, shrimp, tempeh, eggs

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

GRAINS

Ex: oatmeal, whole grain spaghetti, brown rice, quinoa, bulgur

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

DAIRY/NON-DAIRY ITEMS

Ex: Soy milk, greek yogurt, cashew yogurt

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

HEALTHY FATS

Ex: Avocado, olive oil, peanut butter

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

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Plan Your Plate

Healthy food is the cornerstone of overall wellbeing. A balanced diet rich in fruits, vegetables, lean proteins and whole grains not only supports physical health, but mental clarity and sustained energy levels. Scan the QR code below to create your personalized nutrition plan and to discover recipes that fit your needs.

Scan me

https://livewellkanecounty.com/

Kane County Local Resources

Need Assistance?

Call **211** for food pantry resources

Scan for a map to food pantries

Scan for a map to farmers market

https://livewellkanecounty.com/

WE WANT TO HEAR FROM YOU

Please take the survey by scanning the QR code below to make our toolkit better!

https://livewellkanecounty.com/