

CHECKLIST



Preparing for Health Fairs

Health fairs can provide opportunities to create one-to-one connections or hold rich conversations about breast cancer. These one-to-one interactions can lead your audience to action, like learning what is normal for their breasts or getting screened.

If you have been invited to a health fair, take some time to find out if the health fair will provide this kind of opportunity to have one-to-one conversations. Ask the host some questions about the expected audience and the environment to determine whether your presence will have the desired impact.



Ask about the community that has been invited to attend.

- Will you be able to reach Black and African American women who will benefit from the information you offer?
- Are potential attendees already flooded with information about breast cancer, or will the information be new for most?
- Are the communities who attend traditionally underserved?
- Will your presence have a significant impact on the audience?
- How many people are expected to attend?
- Will you have a chance to engage participants, or will there be so many people that you will really only be able to distribute flyers?

Ask about the environment.

- Will there be music playing? Some health fairs have very loud music and you may not be able to hold a conversation with people visiting your table.
- Will you have your own table? How big will it be?
- Will the event be held outside or indoors? Consider what the weather might be. You may need to bring a shelter or umbrella for rainy or hot days and paperweights for your handouts if it will be windy.

More Tips About Health Fairs:

1. Stand in front of your table. This will allow you to greet each person visiting your table with a smile. You can build rapport by listening, asking questions and offering the most useful information to each person you meet. If you do not actively reach out to attendees, they will pass you by.
2. Be prepared with a few questions to ask attendees that come to your table. This will help you to provide information that is most useful and relevant for your listener. You might ask questions like:
 - What do you know about breast cancer?
 - Do you know anyone that has or has had breast cancer?
 - Do you remember the last time that you had a clinical breast exam or mammogram?
 - Do you know where to get a clinical breast exam or mammogram in your community?
3. Keep paper, pencils and a comment or contact box at your table. This will enable you to follow up with a participant at a later time. Ask if you can contact the participant about upcoming events or connect her or him with resources or information.
4. If you represent an organization that can provide breast cancer resources, like referrals, screenings or other support, offer those resources! If your organization does not offer those resources, try to have a list of organizations or programs in your community that can provide additional support to those who need it. If someone needs help paying for a mammogram and/or clinical breast exam, transportation to/from, or childcare during a breast health appointment, instruct them to call the Susan G. Komen® Breast Care Helpline at 1-877 GO KOMEN (1-877-465-6636).
5. If you have the resources, offer a small giveaway to bring people to your table.
6. Have materials with Komen's Breast Care Helpline number and information for those who may be looking for information or resources that you cannot provide. You can find more information about Komen's Breast Care Helpline [here](#).



For more questions and guides for how to respond during conversations, see [Sample Talking Points for One-to-One Conversations](#).



[My Breast Health Resource List](#)