

Brooklyn College Wellness Festival Report 2013

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With

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Date: Tuesday April 30, 2013

Location: Main Quad

Time: 12:00 p.m. – 3:00 p.m.



Overview:

This year's Wellness Festival was bright and sunny with 100% chance of success! With approximately 1,000 attendees, this event was the largest health event held on the Brooklyn College campus this semester. Twenty on-campus clubs and organizations participated in the Health Fair and twenty-five off-campus organizations joined the Brooklyn College community on the Main Quad to celebrate health and wellness.

Both students and employees volunteered to help set up tables, balloons, signs and displays as early as 9:30 am. By 12:15 pm, the campus was bursting with sunshine and smiling students bustling from vendor to vendor, exchanging information and conversation at each of the tables. The Health Programs & Immunization Requirements Office served as a headquarters for the event and pitched a tent in the middle of the quad to highlight the event. Employees from the Division of Student Affairs handed out goodie bags to participants after they visited some tables and filled out a survey. Inside the goodie bags were stress balls, granola bars, a flyer for the Breast Cancer Walk in October, contraceptives, shampoos, feminine products, and shaving razors. In addition to goodie bags, students were given bottles of water for completing the survey and some even took stickers with positive health messages on them.





The Main Quadrangle was filled with students, faculty, staff, and other members of the community who enthusiastically browsed through the vendors for information on a variety of topics. Almost half of the 2013 Health Fair participants visited the BC EMS table to have their blood pressure screened. In addition to the screenings, the EMS members gave participants advice on how to avoid high blood pressure and live healthier lives. The next topic that students were most interested

in was Weight Loss Programs. Pamphlets on “The Power of Whole Food Purees vs. Fruit Juices” and “Tips for a Healthy Plate” were available for attendees. It was refreshing to see so many health-conscious participants finding the information they wanted about weight gain prevention. The BC CLAS Student Government also participated in the Wellness Festival by recruiting students to register for life-saving Bone Marrow donations. Their table stayed to raise awareness of blood cancer even after the Health Fair concluded at 3 pm. Another vendor in the 2013

Wellness

Festival was the FDNY CPR Training Unit. Each training session accommodated ten participants and they were instructed on how to properly perform CPR by certified firefighters of New York. Participants in this session really appreciated the invaluable knowledge that could help save someone’s life! There were also vendors that offered reading material from the American Cancer



Society about skin protection. The SLE Lupus Foundation also had a table at the Health Fair this year. Its members aimed at educating participants about the disease and its effects. Vendors also had information on Prostate Health for men and Menstrual Health for women. Other popular topics included diabetes assessment, cholesterol testing, and hearing screening. The Speech Language Hearing Center reported that over one hundred people visited that table and over half of those attendees had their hearing screened. Mary Kay Incorporated also attended the event. The representative at that table handed out Beauty Books with skin care regiments for women of any age. The book offered different products to treat



varying skin-types so that the skin could remain healthy and radiant despite the effects of sun and time.



In addition to vendors that provided health screenings, there were health insurance companies at the Wellness Festival. Many students had the opportunity to ask questions about health insurance policies and which ones would be best suited for them. Other vendors offered services such as cancer outreach, life insurance policies, breast & ovarian cancer outreach, eating disorder information, etc...

Also in attendance was Brooklyn Men Konnect, an organization focused on increasing male involvement and knowledge of AIDS awareness and prevention. Their table featured a wide array of literature, wristbands, and other



knickknacks for visitors. 511NYRideshare also featured information on its services such as carpooling, vanpooling and biking. In addition to the

vendors with health information, screenings, training sessions, testing, and other services, the Puppetry in Practice Organization at Brooklyn College provided that extra festive atmosphere with their banner and life-sized paper machete puppets.

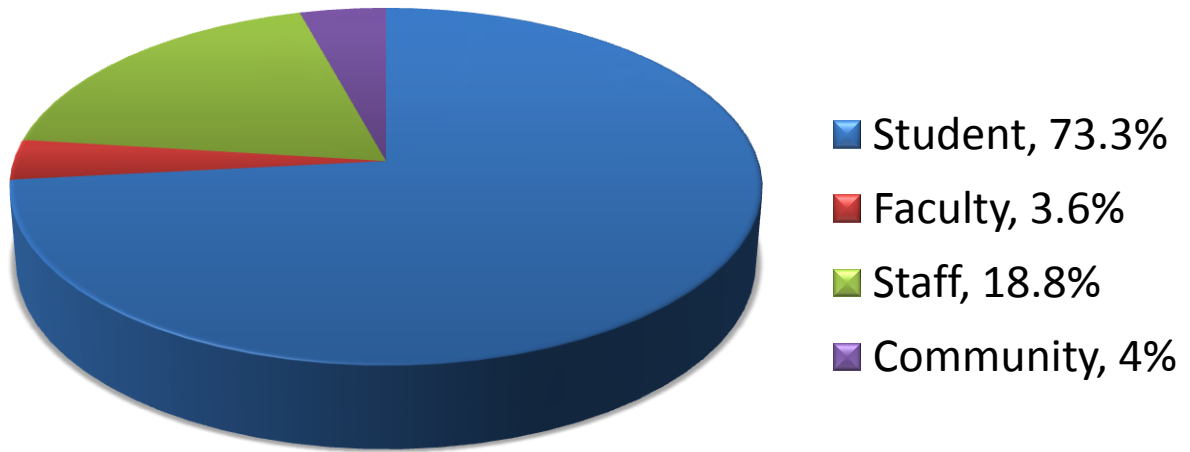


The attendees really enjoyed the 2013 Wellness Festival. When asked to suggest which additional events they would want to see in future events, students responded with answers such as: “hold a fitness class on the lawn”, “provide more free health food”, “hold a blood drive”, and “have more child health information”. Overall, the majority of participants in this year’s health festival said they would make healthier choices because of the Health Fair. In the future, it would be great if we had more goodie bags, granola bars, and water bottles to give to students that attended later in the afternoon.

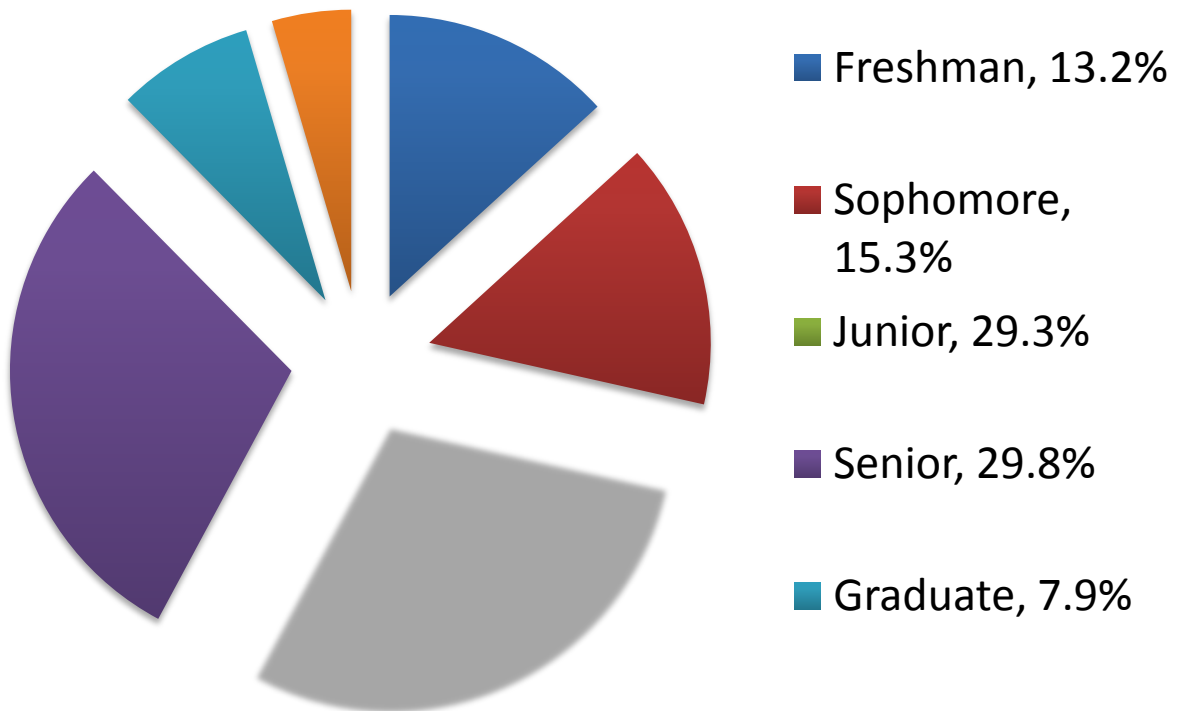
Data & Statistics:

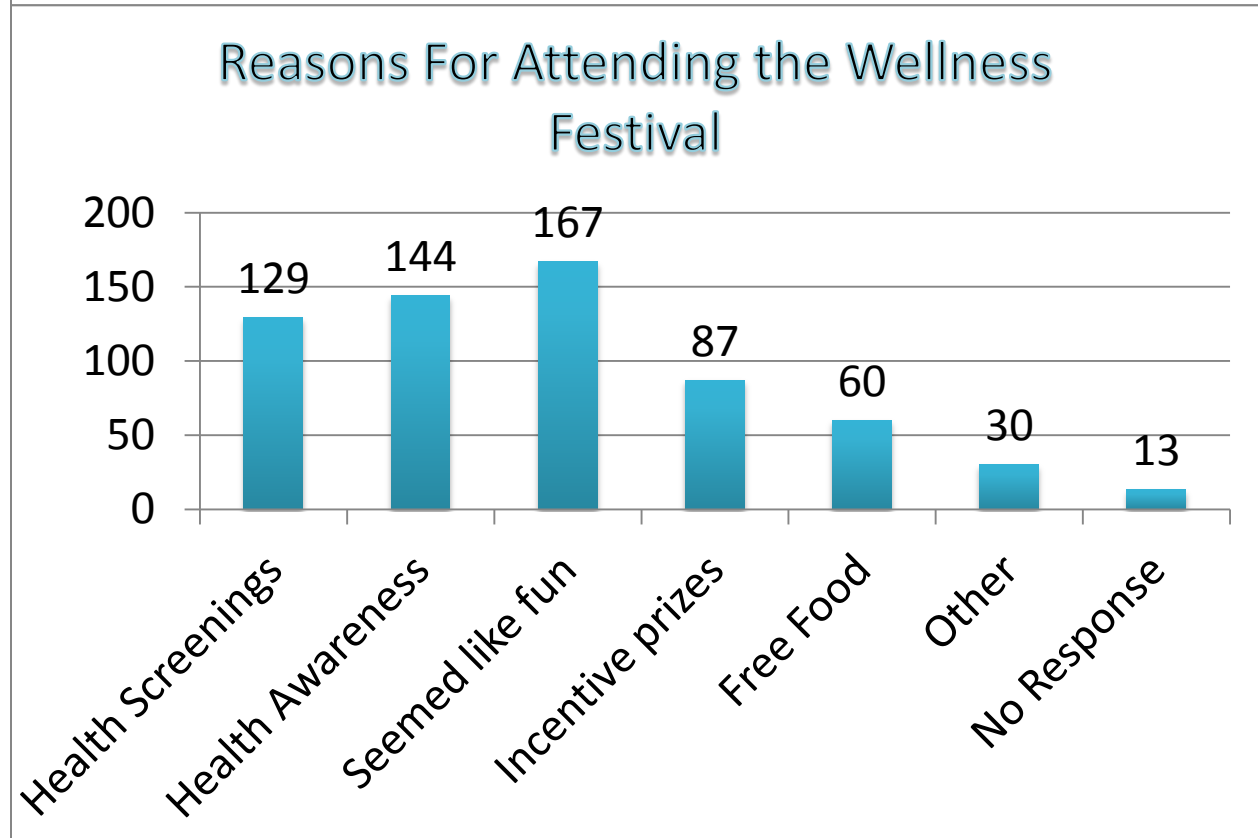
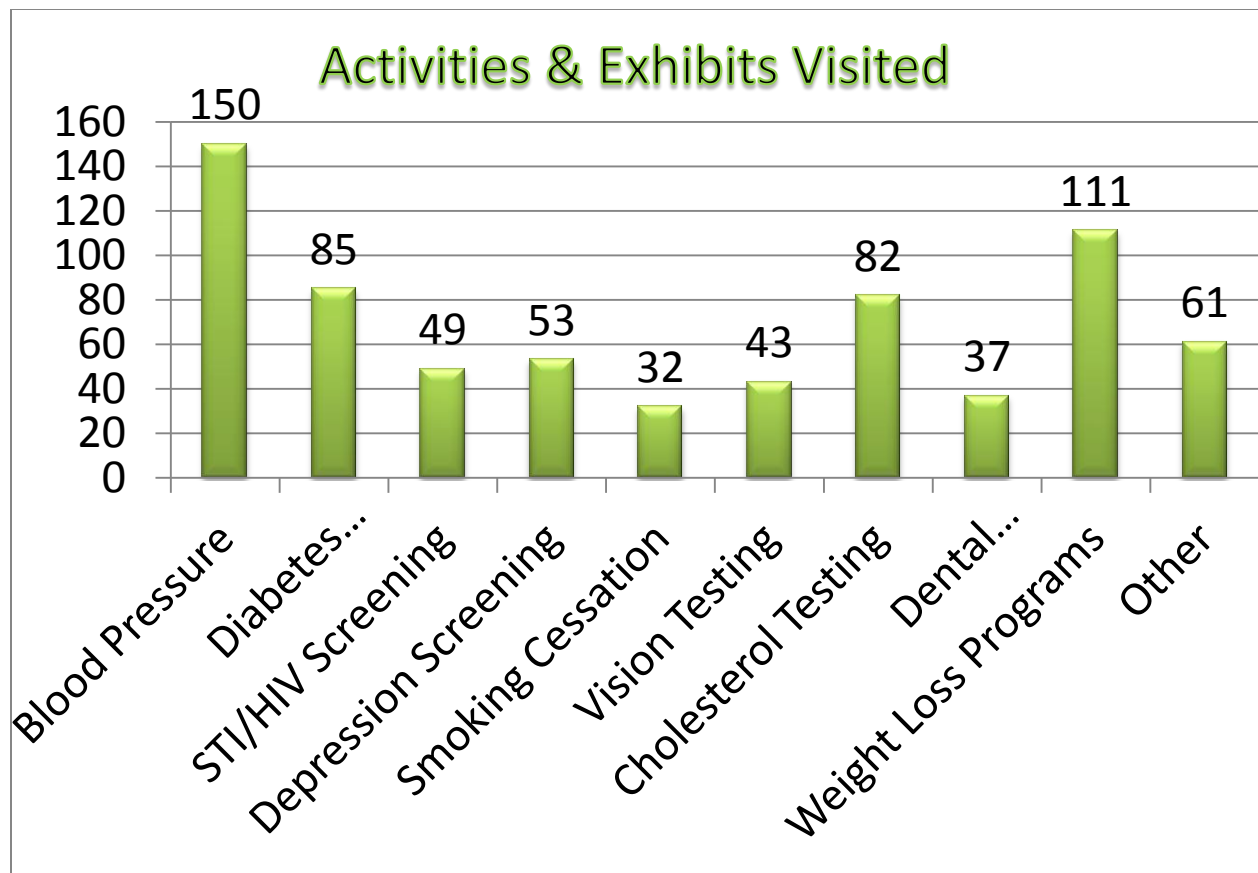
Participant Demographics

330 participants filled in surveys.

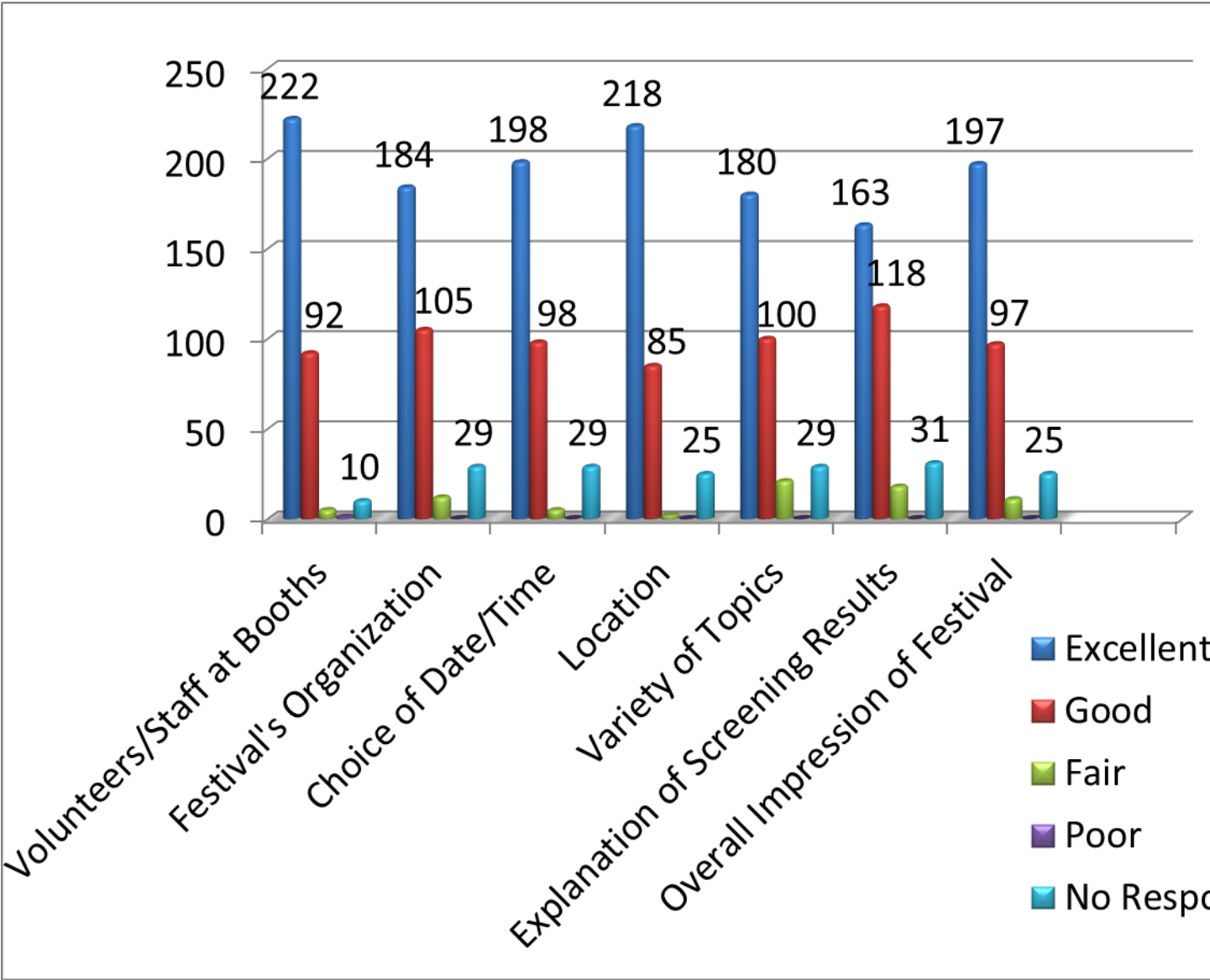


Student Demographics

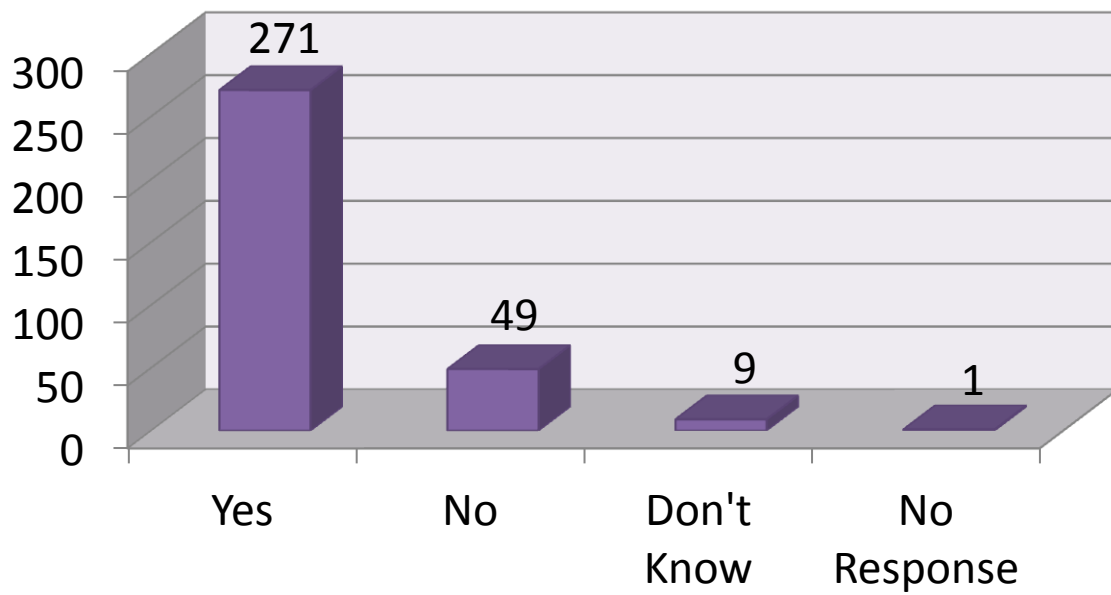




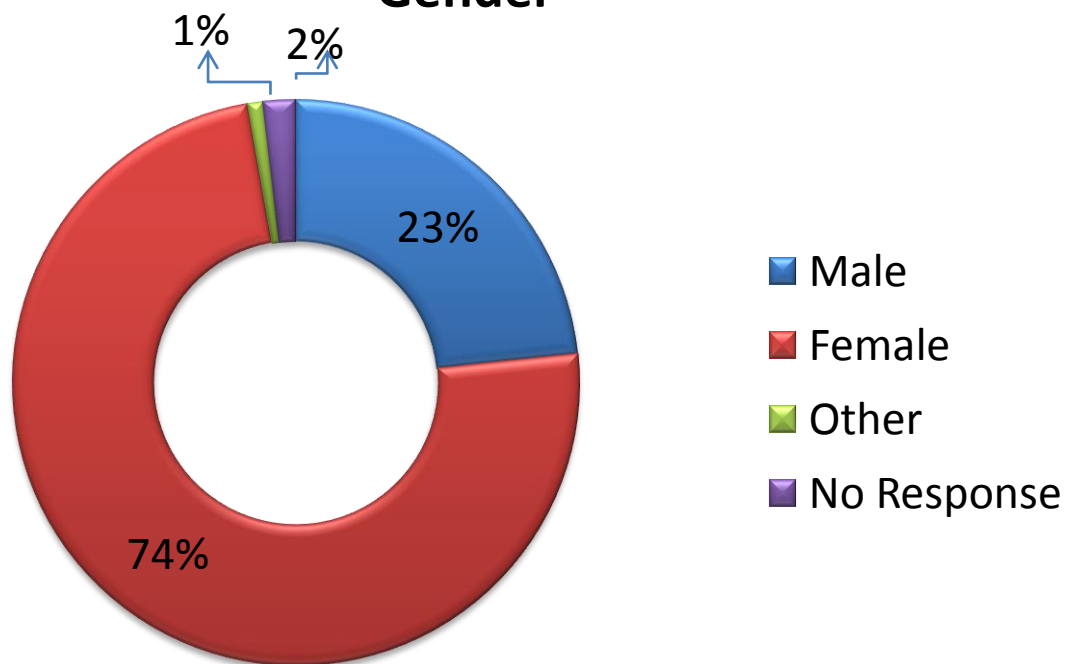
Ratings for Wellness Festival



Do You Have Health Insurance?



Gender



"Will you be making changes in your health behavior?"

Student Responses:

