

See our
2016 Impact Report
on page 4.

Free
Health Fair
at CHSU

September 16, 2017
9:00 AM - 4:00 PM

CHSU CALIFORNIA
HEALTH SCIENCES
UNIVERSITY

Community Hero Sponsor:



COMMUNITY
MEDICAL CENTERS

2017 Partner, Volunteer and Sponsor Packet

Join us for the third annual **FREE** Health Fair at California Health Sciences University!

We are inviting our community partners to join the CHSU pharmacy students, faculty and staff to engage and empower the underserved within our community through free access to health screenings, risk assessment, education and resources.

Our goal is to serve up to 500 low income adults and their families from underserved populations, especially the migrant workers who are largely Hispanic and Southeast Asian, with the following services, offered free of charge:

- **Flu Vaccinations (provided by Walgreens)**
- **Prevention and Early Detection Screenings**
- **Safe Disposal of Prescriptions**
- **Nutrition Information & Food Distribution**
- **"Brown Bag" Medication Review**
- **First Aid Demos**
- **Kidzone Activities**

VENDOR BOOTHS

Booth space is free to organizations offering free health services. If you wish to provide marketing materials and/or sell products, booth space is \$150. Space is limited and subject to approval by the planning committee.

GIVEAWAY ITEM DONATIONS

We are seeking donations of health-related give-aways and healthy, individually wrapped and child-safe items, including: flashlights; boxed: raisins, fruit chews, etc.; fresh produce; medication dose boxes; backpacks; hygiene kits.

BI-LINGUAL HEALTH PROFESSIONALS AND VOLUNTEERS

We are seeking bi-lingual health professionals and volunteers who speak Spanish, Hmong, and other languages.

COMMUNITY SERVICE LEADERSHIP

As part of the university's mission - *To improve healthcare outcomes of people living in Central California by providing highly trained, compassionate healthcare professionals and by conducting high-impact basic and clinical research* - this event will also provide students at CHSU and other partnering educational institutions with community service, leadership, patient care, and interprofessional collaboration opportunities.

2017 SPONSORS



COMMUNITY
MEDICAL CENTERS

Walgreens
AT THE CORNER OF **HAPPY & HEALTHY**

GRANVILLE
HOMES



California Bank and Trust

Wawona Foods

Nisei Farmers League

CONTACT

Please contact **Richele Kleiser** at **559-325-3600, ext. 111** or rkleiser@chsu.org for additional information and/or to discuss and confirm your sponsorship, donation or volunteer opportunities by **August 15, 2017**. Once confirmed, checks should be made payable to **California Health Sciences University with "Community Health Fair" on the memo line or cover letter** and mailed to Richele Kleiser, California Health Sciences University, 120 N. Clovis Avenue, Clovis, CA 93612. Sponsorships are not considered a charitable gift.

Free Health Fair at CHSU Sponsorship Opportunities

September 16, 2017
9:00 am to 4:00 pm

\$15,000 COMMUNITY HERO SPONSORSHIP

- ▶ Top priority in all marketing efforts
- ▶ Logo prominently displayed on all materials, including: Save the date card, Event flyer, CHSU website, Volunteer t-shirts, social media, media releases, etc.
- ▶ Representative interview with local media.

SPONSORED

- ▶ Logo on reusable giveaway bag.
- ▶ Opportunity to give away item(s).
- ▶ Premium 10' x 20' booth at Event.
- ▶ Opportunity to post 10' x 3' Banner (banner provided to CHSU)



**COMMUNITY
MEDICAL CENTERS**

\$10,000 FLU SHOT SPONSOR

- ▶ Flu shot prominently displayed on all marketing efforts
- ▶ Logo prominently displayed on all materials, including: Event flyer, CHSU website, volunteer t-shirts, social media, media releases, etc.

SPONSORED

- ▶ Opportunity to display 10' x 3' Banner
- ▶ Premium 10' x 20' booth at Event
- ▶ Opportunity to give away item(s)

Walgreens

AT THE CORNER OF **HAPPY & HEALTHY®**

\$5,000 HEALTH ADVOCATE SPONSORSHIP

- ▶ Sponsor recognition in all marketing efforts
- ▶ Opportunity to have logo displayed at registration/check-in area
- ▶ Logo prominently displayed on all materials, including: event flyer, CHSU website, volunteer t-shirts, social media, media releases, etc.

SPONSORED

- ▶ t-shirts, social media, media releases
- ▶ Opportunity to display 10' x 3' Banner
- ▶ Premium 10' x 20' booth at Event
- ▶ Opportunity to give away item(s)

**GRANVILLE
HOMES**

\$2,500 HEALTH PROMOTER SPONSOR

- ▶ Sponsor recognition in all marketing efforts and media coverage.
- ▶ Opportunity to have logo displayed at triage area
- ▶ Logo prominently displayed on all materials, including: event flyer, CHSU website, volunteer t-shirts, social media, media releases, etc.

- ▶ Opportunity to display 11" x 17" sign at event (sign provided to CHSU)
- ▶ 10' x 10' booth at event
- ▶ Opportunity to give away item(s).

\$1,000 HEALTH SUPPORTER SPONSOR

- ▶ Sponsor recognition in all marketing efforts and media coverage.
- ▶ 10' x 10' booth at event
- ▶ Opportunity to give away item(s).

- ▶ Logo prominently displayed on all materials, including: event flyer, CHSU website, volunteer t-shirts, social media, media releases, etc.

CONTACT INFORMATION

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CALIFORNIA
HEALTH SCIENCES
UNIVERSITY

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559.325.3600

2016 SPONSORS



Walgreens
AT THE CORNER OF **HAPPY & HEALTHY**



Bull Dog Linens and Catering,
Sprouts Market, Wawona Frozen Foods

2016 AT A GLANCE



350

Guests checked in to
the health fair



196

Flu vaccinations
administered

89%

of guest reported they learned of
one or more agencies or services
they didn't know about before the
health fair



We provided free health
care services to people from
communities in

26 zip codes between
Tipton and Coarsegold

9



12.5 lbs

of expired pharmaceuticals
collected and destroyed
by the Sheriff's Department



41%

identified as needing
additional therapy

100%

of participants agree or strongly agree
to clearly understanding the purpose
for taking each of their medications

2016 VENDORS

Community Medical Centers	Injury & Trauma Prevention • Stroke Prevention & Early Detection • Burn Prevention and Resources
Walgreens	Free Flu Vaccination
AAA Clovis	Car Seat In-Vehicle Training • Education & Assessment Teen Driving Education
American Heart Association	Heart Health Education
BBVA/Compass	Financial Education
California Health Collaborative	Lock it Up! Prescription Medication Abuse Prevention & Safe Disposal Education
Central California Asthma Collaborative	Asthma Education
Clinica Sierra Vista	Health Center Services • Access and Clinic Locations
Clovis Chamber of Commerce	Community Information and Services
Community Food Bank	Food Distribution by MSCC
Central Valley Pharmacists' Association	Patient Health Education

Fresno County Public Health	Babies First • Breastfeeding • SIDS • Valley Fever Information • Tuberculosis Information • Lead Poisoning & Poisoning Prevention Information • Non-Resident Specialty Care Services Information and STD & HIV Testing Services Information
Fresno County Sheriff's Office	Collection and Safe Disposal of Medications
Fresno Healthy Communities Access Partners	Covered California and Children's Health Services
Hinds Hospice	Hospice Services
National Kidney Foundation	Chronic Kidney Disease Prevention • Education Support and Free Screening Information
Optimal Hospice Care	Hospice Care Services
Saint Agnes Medical Center	SAMC Health Hub - "Healthier You Classes" and Support Groups
Sam's Club	Membership Benefits
Valley Health Team	Discharge planning, provider referral
Valley Intergroup of Overeaters Anom.	Support Group Information

2016 ATTENDANCE

350
APPROXIMATE
TOTAL
ATTENDED



67%
Female



33%
Male

\$19,500

IN CASH SPONSORSHIPS

\$7,000

IN KIND SPONSORSHIPS
AND DONATIONS

2016 SPONSORS

\$26,500

TOTAL EVENT COST

2 MONTHS
EVENT PLANNING

2016 VOLUNTEERS

127
CHSU
STUDENTS
(70%)



"CHSU has a lot of faculty, staff and students who truly care about providing health related screenings and health information opportunities to the public. It was a pleasure being a part of this effort."
Community Volunteer

26
Health
Providers

MyClinic at CHSU,
Fresno State,
UCSF Fresno,
Clovis Community
College, Rite Aid,
Valley Health Team,
Innova Rx

83

Community Volunteers including: Clovis
Unified School District, Clovis Community
College, Fresno State
University, Fresno Pacific University

19
CHSU
FACULTY

(100% of Clinical Faculty)

17
CHSU
STAFF
(70%)



253 TOTAL
VOLUNTEERS



19 Languages Spoken
by Volunteers

2016 BENEFITS

- + Fulfilled the University's mission and founders' vision
- + Provided Health care services, assessments & education to underserved
- + Provided family-friendly event & entertainment for underserved
- + Interprofessional collaboration for faculty, staff & students
- + Interprofessional experiences for faculty, staff & students
- + Leadership opportunity for faculty, staff & students

- + Community Service opportunity
- + Team Building opportunity for faculty, staff & students
- + Community Awareness & Branding (media coverage)
- + Relationships with Health Organizations
- + Relationship with prospective students through volunteer opportunity
- + Relationships with Health Providers
- + Cultural competency opportunity

- + Relationships with Fresno State, Fresno Pacific, Clovis Community College, UCSF Fresno administration & faculty
- + Student Recruitment opportunity
- + Meet ACPE requirements
- + 100% Sponsor supported, cost neutral to university
- + Professionalism opportunity

2016 OUTREACH FOR EVENT

41,900

Electronic flyer distribution to
Fresno, Clovis, Sanger & Central
Unified school districts

- + Migrant Education Program
- + Clovis Chamber of Commerce member businesses
- + Clovis Veteran's Center
- + Area community pharmacies & care facilities

- + 10,000 homes in 93612 zip code
- + 40,000 students in Fresno Unified School District
- + Students cultural communities, religious institutions, social clubs, etc.
- + **Radio PSA's:**
 - La Buena 101.9
 - Hmong Radio

50,000
Printed Flyers in
English & Spanish

5,000
Printed Flyers in
English & Hmong

1,000
Printed Flyers
in English

32 Superintendents in Fresno
County (from FCOE)

3 Press releases sent to local
newspapers, tv, & radio

- + Community calendars
- + **TV appearance:**
 - Hmong TV Network
- + CHSU Website main story
- + **Social Media coverage:**
 - Facebook
 - Twitter
 - Instagram

- + **News stories by:**
 - Fresno Bee
 - The Business Journal
 - Univision

2016 SURVEY RESULTS

14%

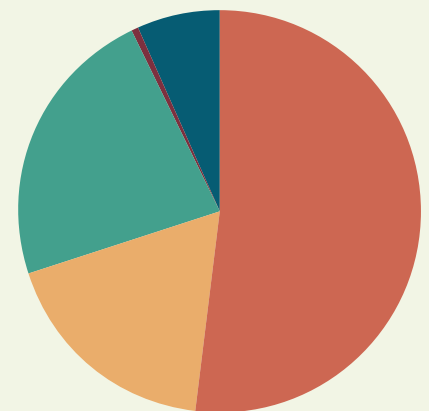


of participants reported
transportation as a barrier to
receiving regular medical care

50%



of participants have
not been to a doctor
in more than a year



67%



of adult screening
participants received
a flu vaccination

CLINICAL SERVICES

124



Diabetes &
Cholesterol
Screening

- Hispanic: **52%**
- Asian: **18%**
- Caucasian: **23%**
- African American: **.5%**
- Other or not identified: **6.5%**



Participants
referred to
pulmonary
screening tests

32%

53%

Participants
referred to nutrition
education and
additional diabetic testing



79%

Participants referred to additional
stroke & heart disease screening
and prevention education

20%

Participants referred to fall risk
screening and prevention education

84%

agreed or strongly agreed they
would change a health behavior
based on what they learned
during the health fair



42%

learned of a
health concern
they did not know about



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559.325.3600