



Dear friends,

In July 2023, the Centers for Disease Control (CDC) tasked recipients of its Colorectal Cancer Control Program (CRCCP) with the mission of integrating health equity into their initiatives. To understand the barriers affecting colorectal cancer screening in rural North Dakota communities, we engaged in face-to-face discussions statewide.

From our conversations, we identified key barriers to screening in North Dakota, which fall into two primary categories:

- 1. Social factors:** These include challenges related to transportation, financial constraints, and limited time due to work and family commitments.
- 2. Emotional factors:** These encompass feelings of embarrassment, fear of test results, and disgust.

To address these barriers, community partnerships and education are essential. The ScreeND team has thus developed a guide to assist facilities in coordinating community health fairs which you will find attached to this letter and at screeend.org/checklist.

Community health fairs are instrumental in enhancing public health and wellness. They aim to:

- **Educate the community** about health and welfare, making healthcare information more accessible and less overwhelming.
- **Provide free health screenings**, such as BMI checks, blood pressure, blood sugar, cholesterol, and hemoglobin levels, to help individuals understand their health status.
- **Offer fitness demonstrations** to encourage physical activity and demonstrate practical ways to integrate exercise into daily routines.
- **Distribute healthy food** samples and showcase nutritious eating habits, inspiring healthier food choices. Connect individuals to local food resources such as food banks.
- **Deliver educational health content and resources**, connecting individuals to local health services and information.
- **Build community resilience** by bringing health services to underserved areas, promoting preventive health, and facilitating connections with local assistance for ongoing care.

By tackling these barriers to healthcare access and knowledge, community health fairs contribute to a healthier future for all participants.

Warm regards,

ScreeND Team

HEALTH FAIR CHECKLIST



Event Date: __/__/____

SET GOALS AND BUDGET

- Define purpose of event and set goal for attendees, vendors, and services
- Create a budget and seek sponsors

FORM A COMMITTEE

- Gather a team of staff or volunteers and assign responsibilities.

RECRUIT VENDORS

- Contact local healthcare providers, non-profits, and businesses to participate.

PLAN ACTIVITIES

- Schedule health screenings (e.g., blood pressure, glucose levels, cholesterol).
- Arrange for educational sessions on relevant health topics (e.g., nutrition, mental health, chronic disease management).
- Include interactive activities (**Don't forget the Rollin' Colon!**)

CREATE MARKETING MATERIALS

- Design flyer with event details.
- Write and distribute a press release to local media.

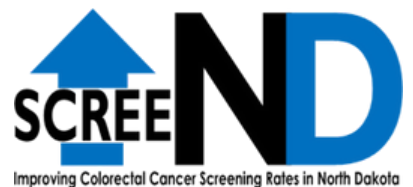
Additional Notes

GET THE WORD OUT!

- Advertise in local newspapers, radio stations, and community newsletters.
- Contact local TV stations to cover the event.
- Create event page on Facebook and share frequent updates on social media.
- Partner with local organizations, churches, and schools and distribute flyers in high-traffic areas (e.g., grocery stores, libraries).
- Encourage staff and volunteers to promote the event within their networks and offer incentives for community members to bring friends and family.

LOGISTICS

- Arrange tables and chairs.
- Plan for signage and directions at the venue if needed.
- Create a schedule and assign duties to volunteers.
- Set up a registration process (online or on-site) for attendees.
- Collect feedback from participants to assess the event's success and areas for improvement.
- Take photos throughout the day and share on social media



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