



## Community Wellness Program Summer Fest 2014 Summary

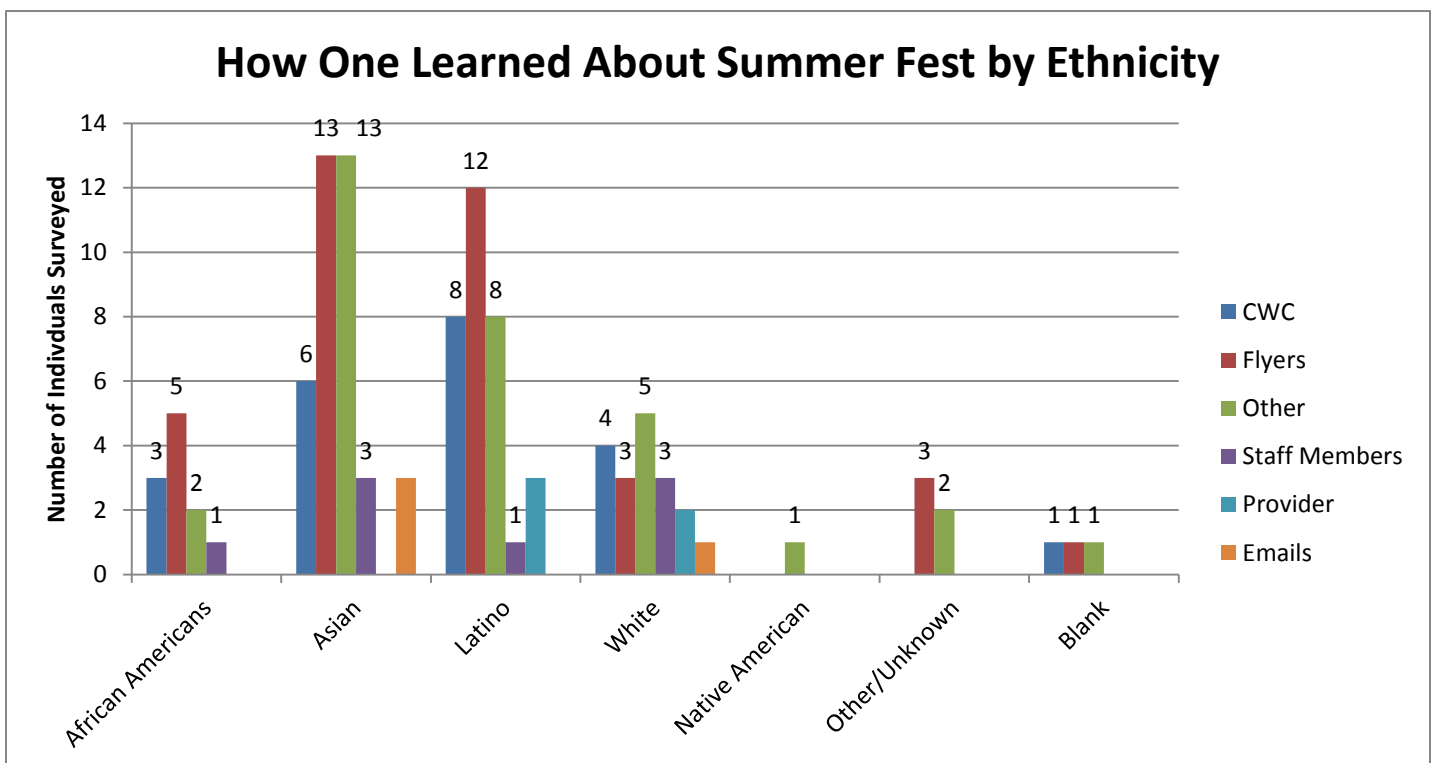
On June 20, 2014, SFGH Community Wellness Program hosted Summer Fest *Summer Grooves with Healing Moves* to promote and celebrate family and community wellness! We celebrated with energizing activities such as Bollywood Dance and Healing Drumming. A surprise Flash Dance Performance to Pharrell Williams' song *Happy* invigorated and enlivened participants. Lastly we hosted nutrition expert David Wolfe, for an exciting cooking lecture/demonstration. Summer Fest was provided to participants FREE of charge.

### Highlights

1. Offered a Farmers Market that provided over \$1,000 FREE produce for participants
2. Gave away 10 FREE NutraBullets®
3. Promoted community cohesion amongst SFGH staff, patients, and community members through rehearsing and performing Flash Mob dance.
4. Piloted new smoothie program in partnership with Purple Plant Blends® and offered free smoothie samples!
5. Offered free cholesterol screenings for 100 participants in partnership with UCSF Pharmacy students enrolled in the SNPhA (caring for underserved populations) program.
6. Distributed Summer Fest Tray cards for all SFGH inpatients

### Summer Fest Participants

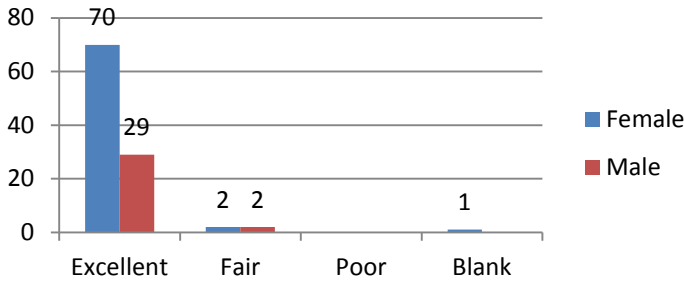
We welcomed over 800 participants, comprised of SFGH patients, Staff, and community members during Summer Fest 2014. During the event, three volunteers administered surveys to a random sample size of Summer Fest participants. We surveyed a sample size of 111 participants of which 55 were SFGH staff and 56 were Community Members/Patients.



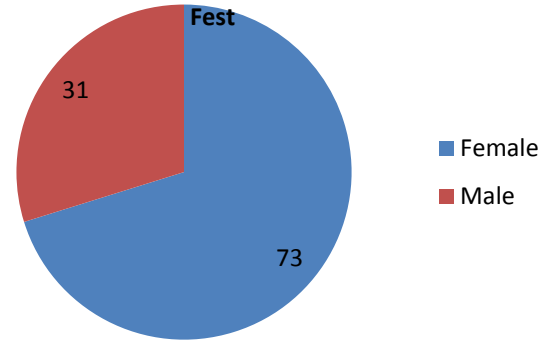


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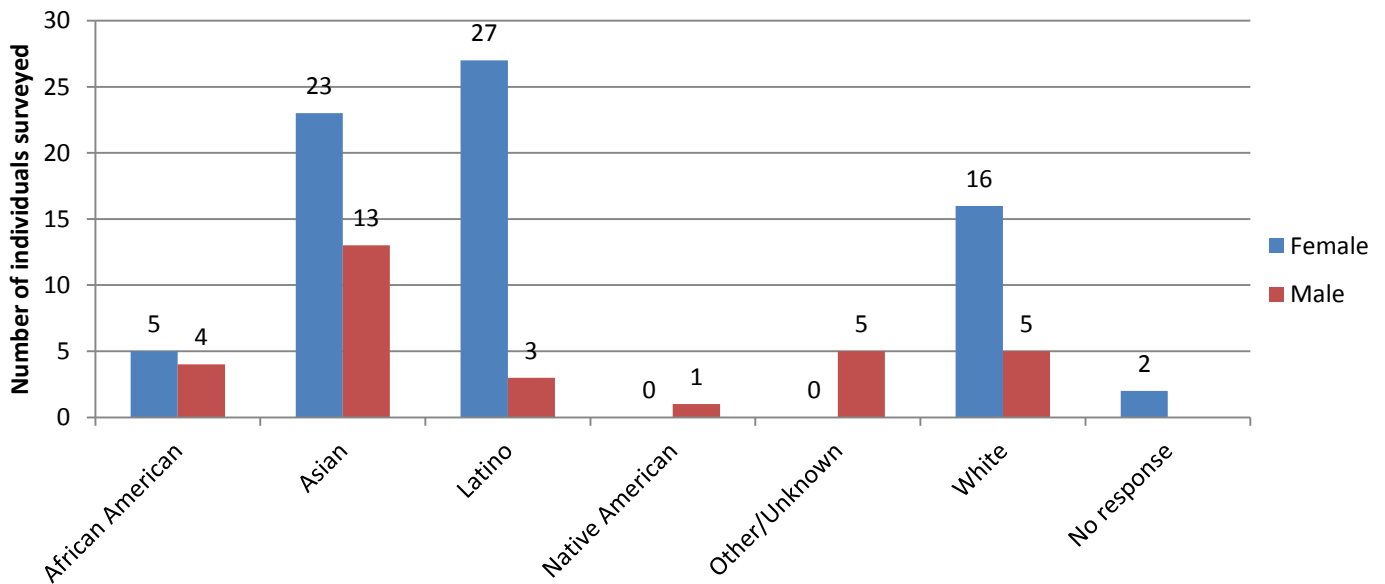
### Participant Summer Fest Ratings



### Gender Distribution Surveyed at Summer Fest



### Represented Ethnicities at Summer Fest



At Summer Fest we welcomed 29 different community partners who hosted booths, activities, and engaging lectures. Our community partners included:

- San Francisco Parks and Rec
- SFGH Dieticians
- Bayview YMCA
- Capay Valley FarmShop
- DJ Matteo & Associates DJ's-Musicians-Performers-Talent
- OnLok
- Garden Giveaways & SFGH Facilities
- SFGH Food Services and Sodexo Management
- SFGH Wellness Navigator
- Tobacco Free Community



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- UCSF Barnett-Briggs Medical Library
- Golden Gate National Park Rangers
- EatFresh & Leah's Pantry
- Good Samaritan Family Resource Center
- University of the Pacific SCOPE
- Fresh and Easy Grocery
- Purple Plant
- 6M Pediatric Asthma/Allergy Clinic
- Health Insurance Counseling and Advocacy Program (HICAP)
- Women Infant Children (WIC) at SFGH
- Shape Up SF/Healing Zone/Walking Challenge
- SF Emergency Preparedness
- California Telephone Access Program
- City College Nutrition Assistant Program
- SF Environment
- Patient Advisory Board
- David Wolfe & NutraBullets®
- UCSF Pharmacy students enrolled in the SPhA

All community partners who held a booth at Summer Fest were asked to complete a *Community Partner Participation Survey* via web or via hard copy at the event. We received 15 surveys back from our community partners. Some of the results are as following:

- 93% rated the fair as Excellent
- 93% reported they would like to participate in the following festival
- Partners reported, on average about 88 participants visited their booth.
- 100% responded that we provided adequate information to successful plan their community booth
- Partners recommended to invite participants such as; SF Bike Coalition, SF Health Plan, Homeless Prenatal Program, The NABE at Potrero Hill, and CARCEN to next year's festival.

Our community partners provided us with the following feedback:

- "You all did a really great [job] organizing this event. Everyone seemed to be enjoying themselves; I would love to come to any future festivals or programs."
- " I know the room was packed, but infomercial stars making substantiating claims may not be appropriate. The music was too loud, making it difficult to give advice to people. Great giveaways; healthy food samples. Well organized. Congratulations to the organizing committee!"
- "My booth is too close to the DJ, music was too loud which makes communicating a big challenge especially when we are providing free phones to hard of hearing folks. would like to be placed further away from the DJ next year if possible."
- " This event was truly inspirational. I feel so honored to have been a part of it. Thank you so much for the good work you all do at the CWP!"