



ZSFG Community Wellness Program Summer Fest 2016 Project Summary

ZSFG's Community Wellness Program (CWP) hosted its annual seasonal festival on June 10, 2016, *Fresh Vibes of Summer. Summer Fest* promoted and celebrated our community and our wellness in a half day health fair onsite at the hospital cafeteria and Wellness Center! We reinvented the traditional health fair into an interactive festival, offering an array of wellness resources and education, with cultural dancing and cooking activities that represent the diversity of our staff and patients. Vendors, community agencies, and the department of public health represented programs from Mission/Potrero Hill, Tenderloin and Bayview districts

ZSFG seasonal festivals are committed to ensure that the wellness programs and services we offer build upon participants' strengths, abilities, and interests, are linguistically and culturally accessible, and are useful, relevant, and fun.

Highlights

- Over 190 participants completed our satisfaction survey
- 24 winners from Wellness raffle went home with blenders, crockpots, George Foreman grills and much more!
- A partnership with the ZSFG Foundation to secure a photoshoot with San Francisco Giants' Lou Seal
- Nominating and announcing 2016 Wellness Champions from ZSFG, wellness participants who have inspire wellness!
- A Vegan Filipino Cuisine Cooking Demonstration in the Community Wellness Center with No Worries Foods
- CHEARS booth promoting staff engagement and celebration- an important component of wellness
- A greater number of children activities offered this year such as face painting, carnival games & Music Time with Tom.
- Over 25 community programs providing free resources & information to the community, including a number of DPH programs like, the Tobacco Free Project.
- Healthy food sampling and recipes provided by Food & Nutrition Services.
- Local seasonal farmers market set up with recipes and education for all (over 275 participants left with a bag full of fresh produce)
- Event was entirely free of charge to all participants.

Community Partners

At Summer Fest we welcomed over 25 different community partners who hosted booths, activities and engaging lectures. Our community partners included:

- Walgreens
- ZSFG Food & Nutrition Services
- Leah's Pantry
- San Francisco Giants
- Community Wellness Program
- Wellness Navigators
- DPH Shape Up San Francisco
- All Stars Showgrams
- SF Department of the Environment
- Mystical Booth with Tarot Cards
- San Francisco District Attorney's Office
- Domestic Violence and Elder Abuse Units
- Imperfect Produce
- San Francisco Health Network
Outpatient Nutrition Department

- Good Samaritan Family Resource Center
- CalFresh & San Francisco Marin Food Bank
- San Francisco Recreation and Parks
- On Lok Lifeways
- Heart of the City Farmer's Market
- DPH Healthy Hearts SF
- Aging and Disabilities
- Resource Centers
- Tobacco Free Project
- Stop Smoking Program
- ZSFG Cancer Awareness, Resources, and Education Program (C.A.R.E.)
- San Francisco Recreation and Parks
- YMCA Diabetes Prevention Program
- City and County of San Francisco
- WIC Program @ ZSFG
- ZSFG Library and Archives
- Institute on Aging
- Health Service System Wellness
- ZICO
- East West Academy-Healing Arts
- Community Wellness Program
- Replenish

Volunteers

One of the Community Wellness Program goals is to engage the community and develop staff and volunteers. Our volunteer and navigator program recruits, trains, and supports a diverse group of volunteers who then incorporate healthy behaviors in their own lives and communities. Summer Fest 2016 had a total of 65 volunteers: 13 Wellness Navigators (College Students), 14 from Volunteering Services, 5 ZSFG Staff Volunteers and 33 Patient Volunteers from C.A.R.E., Tobacco Cessation Group, W.O.W. participants and Diabetes Prevention. All volunteers received a T-Shirt and lunch as an appreciation for their dedicated time. Volunteers invested over 100 hours of service in preparation and implementation of Summer Fest.

Our Participants

During Summer Fest, a robust survey was collected from a sample size of 190 participants to better understand the demographics of attendees.

Results demonstrated that 45% of participants are between 41- 65 years of age, which shows a wider spectrum of age participants among this year's guests in comparison to 2015. This year's participants were primarily female representing close to 60% of attendees. Our evaluations also concluded that participants are associated with the following titles: 22% are Community Members, 27% are ZSFG Patients, and 51% ZSFG are Staff. Our survey findings confirmed that participants are most excited about nutrition education and CWP farmers market. With nutrition resources being among the most popular activities at Summer Fest.

Opportunities: Although the overwhelming majority of participants enjoyed the event, we received feedback that incorporating more health education, particularly on diabetes, more dancing opportunities and adding karaoke to the program would enhance satisfaction. Participants voiced that although they event is "chaotic" it is a chaos of happiness at Summer Fest. It was suggested that we have outgrown the cafeteria space and should move it to a larger venue that can accommodate the number of festival goers.

Marketing:

Concerning event promotion, we learned that print outreach material and word of mouth are the most successful vehicles for marketing this event. For further quantitative finds, see below:

