



## **Summary of HopeFest '06 Exhibitor Evaluations** (based upon feedback from 31 of 55 exhibitors and ministries)

### **I. Attendance:**

- 3,000+ people attended HopeFest. Approx. 1,900 signed in and gave information about where they were from and how they heard about HopeFest.
- Close to 50% of the attendees came from the target area zip codes, 78752 and 78723. The rest came from scattered zip codes around Austin.
- Distributing flyers through the schools was very effective. Other ways people heard about HopeFest was through churches, posters, signs near Reagan, radio and friends.
- Overall, exhibitors were very pleased with the traffic at their tables.

### **II. Outcomes:**

#### **Health Screenings:**

- 137 people (85 adults + 52 children) were screened for glaucoma and visual acuity by Prevent Blindness. Many applications for referrals were given.
- 89 blood glucose tests and 4 pregnancy tests were done by St. John Health & Human Services on the City of Austin African American Quality of Life van. 48 people with no insurance were referred to the insurance zone and 14 people with high readings were referred for follow up.
- 200 people received dental screenings by dentists and dental hygienists from the Austin Area Dental Hygienist Society
- 10 patients were referred for treatment to the Texas Mission of Mercy dental outreach in Round Rock on Nov. 10 & 11. All were given information on where to obtain dental services.
- 50+ blood pressures were taken by nurses. 6 were referred to the physician in the First Aid tent for counselling.
- 30 pregnant women were guided through pregnancy passport and assessed for prenatal care needs with referrals to appointments, support and education
- 4 patients received first aid from the nurse (with one transfer to the ER) and 6 people referred from the blood pressure table were counselled by the physician in the First Aid Tent
- ~80 people were screened, given cold laser treatments and taught how to do stretches & exercises by Christian Chiropractors of Austin

#### **Donations:**

- 400 toothbrushes & toothpaste given away
- 225 families received free clothing for children, men, women and pregnant women
- 50 packages of diapers were given away
- 390 packages of baby wipes were given away

- 2800 sandwiches and chips, 300 granola bars, 1500 apples and 3000 bottles of water were given away for free
- 800 children's books were given away with the remaining 100 donated to Pickle Elementary School
- 10 new children's bicycles were raffled off
- 5 new baby cribs and mattresses were given away at HopeFest
- 15 new baby cribs and mattresses will be given as incentives when HopeFest attendees keep their WIC appointments
- 20 strollers were donated to St. John Health & Human Services to be used as incentives for classes

### **Appointments:**

- 63 CHIP/Children's Medicaid applications were given out by Insure-a-Kid
- 40 people signed up for eligibility and application assistance calls with Insure-a-Kid
- 5 people made appointments for home visits about Medicare coverage
- 6 women signed up for Christian Women's Job Corps class in English
- 5 women signed up for Christian Women's Job Corps class in Spanish
- 3 women signed up to volunteer with the Christian Women's Job Corps
- 10 appointments were made for pregnant women with WIC – St. John Community Center (incentive: will receive new crib donated by Children's Hospital of Austin and mattress donated by Babies R Us when they keep the appointment)

### **Other Outcomes:**

- 30 people received information on how to register for ESL classes, 5 for ESL for nurses aid, 20 for GED prep and 3 for ESL teacher training with Austin Community College
- 30 people received information about Medicare Advantage Benefits
- 220 people received information from Insure-a-Kid and were referred through the Health Insurance Zone on their way to the clothing give away
- 223 people were counselled about Texas Health Steps information
- 300 people received info on Amerigroup Insurance
- 312 children played safety question games at the City of Austin Child Safety table
- 50 gift bags given by El Buen Samaritano
- 200 pregnancy care pamphlets were given by the City of Austin Maternal and Child Health Project
- 100 Austin Police Dept gift bags were distributed

## ***II. What worked well:***

### **Set-up:**

- Location was excellent (4)
- We liked the area, especially because we were in the shade all day (3)
- The tent was wonderful
- It was good to have all dental providers together

- Good idea to have APD robbery prevention, the Mexican Consulate for matriculas and Wells Fargo for bank accounts next to each other in the immigrant support zone for robbery prevention (2)
- Liked being across from the free health screenings
- Insurance providers appreciated being located at the entrance to the clothes give away (3)
- It was great being the “sticker provider” for access to the clothes give away so people had to come through my table. Great!
- Liked having all insurance providers together so people could be referred easily
- Booth set up was good

**During the event:**

- Being able to move around in the crowd worked well for me. Interactions were great (clown)
- People came, however they were “sticker driven” rather than “information driven” (prenatal zone)
- Free merchandise and handouts worked well
- The Glad Tidings Sunday school bus w/stage worked great for kids outreach
- All worked well
- Personal approach with conversations and flyers at the booths worked well
- Just liked being able to share our information with the community

**People:**

- This was a very large event and I commend the planning and coordination. It was excellent! We reached many but many still need to be reached!
- I think you all did a great job as a whole.
- The workers were excited and helpful. Some of them knew the kids and interacted well with them (clothes swap area)
- Great volunteers who interpreted for us
- It was so nice of the event organizers to arrange for food and water for the exhibitors – much appreciated!
- The number of volunteers
- Everyone worked well together
- Everything was good

***IV. Suggestions for improvement:***

**Vendor Prep:**

- We might bring more signs and larger signs to attract attention at our table
- We would bring more handouts (3) – as we got notice of this event too close to the actual event to order extra materials
- Everything in SPANISH and english, but mostly spanish.
- I would bring my own tent and more to give out
- Invite more organizations to come out
- I would have more supplies for crafts for kids at our table

- Find out who our target audience is ahead of time. Ensure we have more give-aways. Bring materials that fit the audience.
- Bring more of our own volunteers to help through the day. 9-4 is a long time. (3)

### **Organization:**

- Having the rap music play on and on just across from our area was disturbing. We had trouble communicating with people as well as our co-workers because it was so loud. Locating the exhibitor tables inside would have been less distracting and better for everyone's ears.
- Put the table more to the front (from an exhibitor that was in the courtyard by the cafeteria).
- Shorten the day. Most of the crowd was gone by 2:30. (2)
- Possibly limit the amount of clothes people could take. Most of the clothes were gone by noon which decreased the incentive for people to visit our booth.
- Put signs up that indicate where things were . People couldn't read the map provided. Have maps posted at front entrance and around to help people find things (2)
- Please give vendors a map/instruction sheet. Many people asked us for info about what was where and we couldn't help.
- Nothing (3)

### **Volunteers:**

- Additional volunteers needed for crowd control so we could do kids face painting. I brought my own paints and used them (and left for others to use). The poster paints provided to the other painters were non-toxic but they aren't intended to be used on skin and cause problems. Supplies for face painting would be baby wipes, brushes, paper towels, fresh water, hand mirror and face paints – it makes everything go faster. AWESOME EVENT!
- Have volunteers direct traffic a little more because individuals were not aware of the flow of traffic or what was intended to happen (to get into clothes give-away)
- Having spanish translator volunteers available for non-spanish speaking exhibitors was very helpful

## ***V. Service Projects***

- Over 20 churches and organizations took part in service projects, either through volunteering at the HopeFest Celebration or through other projects.
- Schools, health agencies, libraries, police and non-profits submitted requests for service. We could have used more volunteer groups to fulfill requests.
- Both Covenant Presbyterian and Great Hills Baptist Churches provided the largest groups, with 75+ volunteers doing clean-ups, landscaping, repairs and number painting. Glad Tidings Church also strongly supported the HopeFest celebration with volunteers.

- Several UT fraternities, sororities and service groups did projects and volunteered at HopeFest.
- One contractor in St. John volunteered to repair the roof and siding of a senior's house. AISD System Wide Testing staff at the central office heard about HopeFest and collected food for the St. John food pantry. We expect these "word of mouth" projects to grow next year.
- Churches in the east Austin service area took part in projects, with Iglesia El Shaddai providing 68 volunteers for HopeFest and supporting other projects. PromiseLand Church also provided volunteers.
- A number of project requests remain unfulfilled. We hope that, through the contacts built during HopeFest, we can see those projects done.
- Looking towards next year, we will try to turn more of these projects into long-term partnerships.