



2018 YOUTH & FAMILY WELLNESS FAIR WRAP-UP REPORT

**May 5th, 2018
Evergreen Middle School
7621 Beverly Ln. Everett, WA**

This event was a collaborative effort made possible by the following community partners:

Amerigroup

Molina Healthcare

City of Everett

NAMI Snohomish County

Everett Public Schools

Providence Health & Services NW

Everett Transit

Rotary Club of Alderwood-Terrace

**Labor Advisory Council of the United Way of
Snohomish County**

UnitedHealthcare

**Snohomish County Human Services
Department**

WSECU

**Questions on this report can be directed to:
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United Way of Snohomish County**

Table of Contents

What is the Youth & Family Wellness Fair?	2
Who did we serve?	2
How did guests get to the Youth & Family Wellness Fair?	3
How did guests hear about the event?	4
Services Offered	5
Total Impact to the Community	7
Guest Feedback	7
Vendor & Presenter Feedback	8
Looking Ahead to 2019	9



What is the Youth & Family Wellness Fair?

The 3rd annual Youth & Family Wellness Fair was held on Saturday, May 5th, 2018 at Evergreen Middle School in Everett, Washington. Previously known as the Children and Youth Mental Health Fair, the event promotes a healthy lifestyle for the whole family by increasing access to physical health, mental well-being, and parenting resources and workshops for Snohomish County families. A fun and educational event, this one-day fair helps youth and their families understand the connection between physical and mental health to create healthier communities through advocacy and self-empowerment.

Free and open to the public, the event brought together kid-friendly entertainment, free food, community resources, as well as services and trainings for youth and parents covering topics such as early childhood development, bullying, suicide prevention, cultural competency, and parenting strategies.

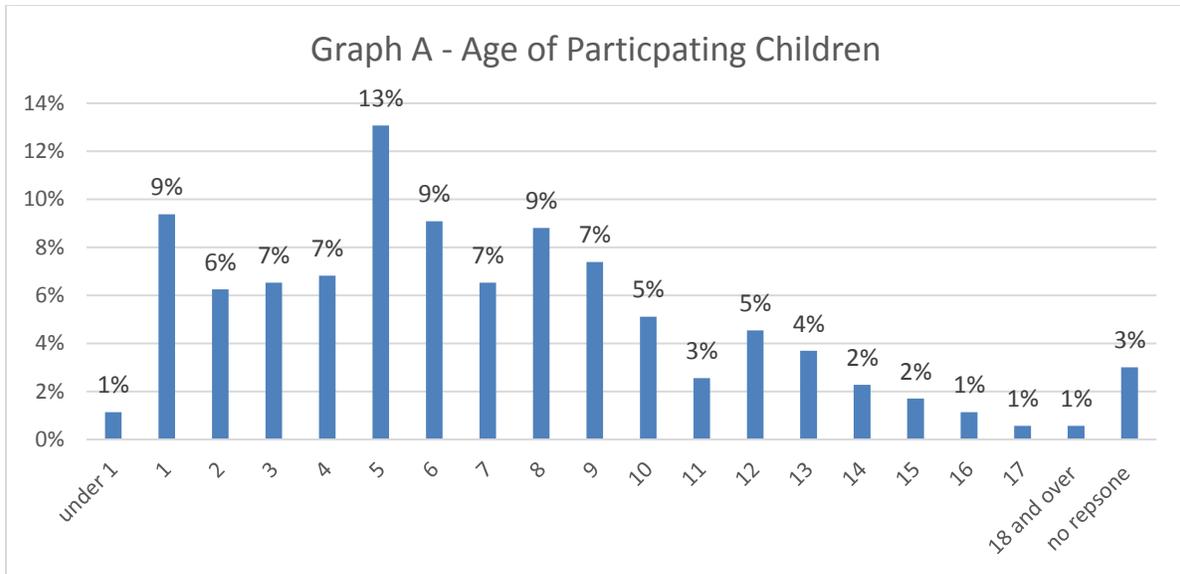
The event originated out of the Snohomish County Children’s Human Services Department and is supported by a planning committee comprised of representatives from Lutheran Community Services Northwest, Snohomish County Human Services Department, Lake Stevens School District, United Way of Snohomish County, and Everett Public Schools.

The event would not be possible without the financial support from the following sponsors: Molina Healthcare, NAMI Snohomish County, WSECU, Labor Advisory Council of the United Way of Snohomish County Human Services Department, Snohomish County, Amerigroup, Rotary Club of Alderwood-Terrace, and Providence Health & Services NW. Thank you to our sponsors for making this possible!

Who did we serve?

In total, over 700 people attended the 3rd annual Youth & Family Wellness Fair. This year, prior to entering the event, guests were taken through a “Registration” survey by volunteers. Registration survey questions captured general data of attendees, to better inform the event for the future. Please take note that while the registration survey provided needed demographic and informative data, an exact count of attendees cannot be determined. Guests were given the option of declining to take the survey, and not all guests who took the registration survey answered every question.

Registration volunteers surveyed 296 adults, which reported bringing 353 accompanying children to the event. GRAPH A shows the estimated breakdown of youth attending the event. The average age of children attending the event was just over 6 years old (6 years, 4 months). Over 300 families attended the event, with an estimated 52% of families reported being a low-income household (of those that responded to the question).

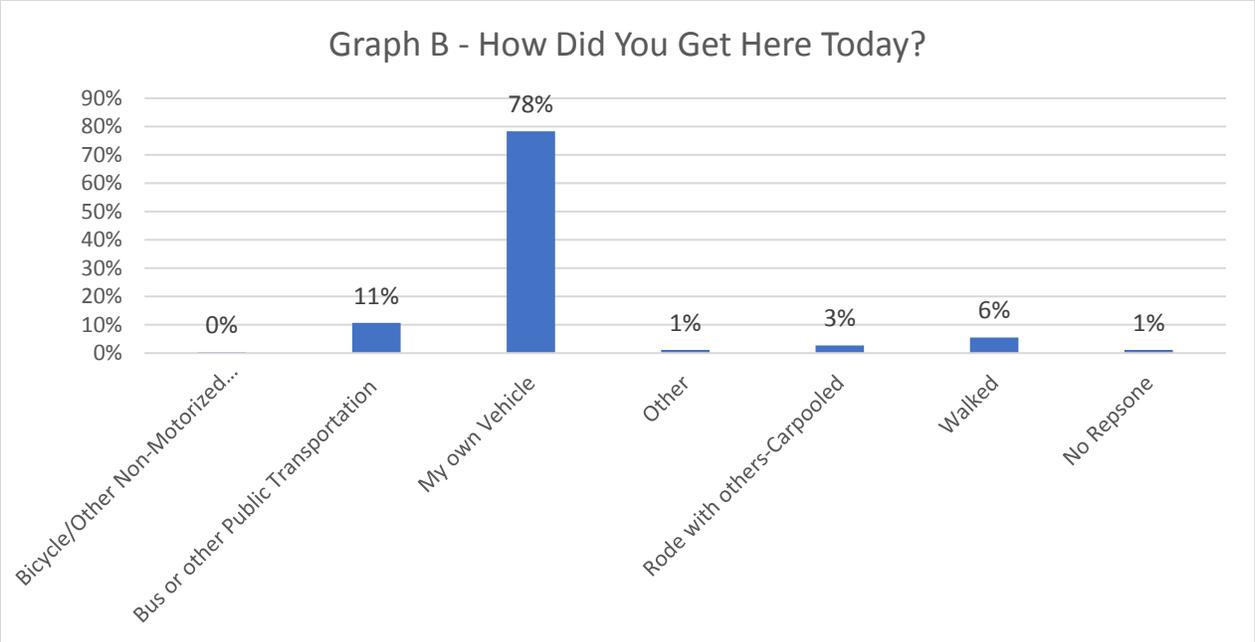


How did guests get to the Youth & Family Wellness Fair?

Many variables come into play when outreaching to all of Snohomish County regarding the Youth & Family Wellness Fair, including the location of the event, timing of hours, availability of services and workshop times, and capacity. Finding a location that is easily accessible for all transportation types is integral to an accessible event. This year's location at Evergreen Middle School was very conducive to access by a vehicle or public transit, as the school was positioned on two bus lines and near two busy highways.

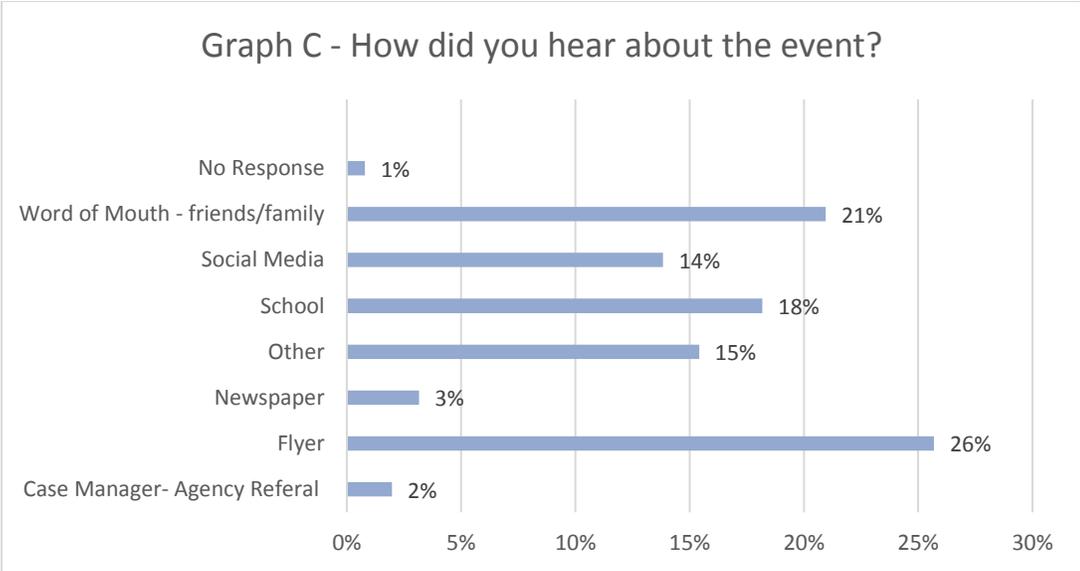
On the day of the event, Everett Transit offered rides free of charge to anyone requesting a ride to the event. Access to transportation continues to be a significant barrier for low-income families and lack of transportation limits access to services such as basic needs and everyday tasks like getting groceries or going to a doctor appointment. The partnership and support of Everett Transit on community events such as this event is invaluable, and many families would not have had the opportunity to attend the event without this support.

Graph B illustrates how guests reported getting to the event. The majority of attendees utilized their own vehicle, followed by use of public transit.



How did guests hear about the event?

Outreach for the Youth & Family Wellness Fair is a joint-effort among not only the planning committee, but all of the vendors providing services. Graph C shows survey responses on how guests heard about the event. The use of event fliers and hearing through word-of-mouth were the top ways families received this communication. Social media was another effective tool for reaching families, especially as the community becomes increasingly more comfortable with sharing information online.



Of those attendees choosing the “Other” response to this question, most responses included seeing bus advertisements, specific case manager names, and also hearing about the event through employers or jobs. As the event continues to grow in its reach across Snohomish County, further analysis into how families find out about events and resources should be conducted. 70% of attendees reported they had never attended the event before. Though that information may indicate the event reached more people unaware of the event than in the past, the event planning committee agreed that further improvements in outreach is necessary. Further involvement by outreach-driven groups, including the incorporation of a ‘family voice’ in this process is critical to improving overall awareness of the event.

Services & Activities Offered

In total, over 80 services and activities were offered. A few notable statistics outlining the range of services and activities are below:

- 12 mental health workshops were provided, and attended by 88 guests
- 100 bike helmets were handed out by Safe Kids Snohomish County
- Over 50 children received dental services, plus 21 adults with urgent dental needs through Medical Teams International & the Arcora Foundation’s Smilemobile
- 48 people received manicures and haircuts provided by Everett CC’s Cosmetology department
- Over 125 faces were painted by Emerald City Arts
- 75 gun locks were given out by the Mukilteo Police Department
- Over 200 youth participated in art activities put on by the Tulalip Tribes Behavioral Health & Recovery Program
- 106 families received family photos provided by Moonstruck Photographic Images and Family Focus Portraits

A complete list of every vendor and program represented at the 2018 Youth & Family Wellness Fair is as follows:

- | | |
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| • Al-Anon and Alateen | • Citrine Health |
| • American Foundation for Suicide Prevention | • ChildStrive |
| • Amerigroup | • Community Health Plan of Washington |
| • Arc of Snohomish County | • Compass Health |
| • Arcora Foundation’s Smilemobile | • Coordinated Care |
| • Big Brothers Big Sisters of Snohomish County | • Dawson Place Child Advocacy Center |
| • Bikers Against Child Abuse | • Dog Day Afternoon |
| • Brain Injury Alliance of Washington | • Domestic Violence Services of Snohomish County |
| • Camp Fire | • DSHS & DSHS Washington Connection |
| • Catholic Community Services Recovery Center | • Early Support for Infants & Toddlers: A Collaboration of Birth to Three Providers |
| • Catholic Community Services Children’s Mental Health | • Edmonds Community College – Head Start & Early Head Start |
| • Changes Support Group | • Emerald City Arts |

- Everett Public Schools ECEAP
- Everett Community College School of Cosmetology
- Everett Transit
- Family Centers of Snohomish County
- Family Focus Portraits
- Farmer Frog
- Girl Scouts of Western Washington
- Housing Hope
- Imagine Children’s Museum
- Interfaith Family Shelter
- Little Pearls Kids Dentistry and Orthodontics
- Lutheran Community Services Northwest, Familias Unidas, Everett Family Support Center of Snohomish County
- Lutheran Community Services, Foster/Adopt Program
- Mazatlan Restaurant
- Medical Reserve Corps
- Medical Teams International
- Metro’s ORCA-To-Go
- Molina Healthcare
- Moonstruck Photographic Images
- Mukilteo Police Department
- NAMI Snohomish County
- North Corner Studios
- North Sound 2-1-1
- North Sound Youth and Family Coalition
- Oilistic Aromatherapy
- Washington SERVES
- Youthville Emberhope
- YMCA Mukilteo Branch
- PAVE Partnerships for Action Voices for Empowerment
- Pink Zebra Cheer
- Pregnancy Resource Center of Snohomish County
- Providence Institute for a Healthier Community
- Providence Intervention Center for Assault and Abuse
- Reading with Rover
- Safe Kids Snohomish County
- Sea Mar Behavioral Health
- Shoreline Community College
- Son of the Reptile Man, Entertainer
- Sound Dietitians
- Snohomish County 4-H
- Snohomish County Music Project
- Snohomish County Prosecuting Attorney Courthouse Dogs
- Snohomish Health District
- Tim Noah, Entertainer
- Tulalip Tribes, Behavioral Health & Recovery – Child, Youth & Family Wellness Program
- UnitedHealthCare’s Community Plan
- Victim Support Services
- Volunteers of America Western Washington, Dispute Resolution Center
- Volunteers of America Western Washington, Behavioral Health
- WithinReach

Workshops Offered

Workshops aimed at mental health topics is at the core of the event. The event offered 12 different workshops, ranging from early childhood development, to bullying and suicide prevention, to cultural competency, parenting strategies and more. A full list of the workshops and presenters are listed below:

- “How to Handle Temper Tantrums,” presented by Deb Weiner, Mental Health Specialist at Snohomish County Early Head Start
- “Immigration & Family Rights,” presented by Terry Preshaw, Law Offices of Terry T. Preshaw

- “Managing Screen Time & Maximizing Children’s Learning,” presented by Kari Pendray, Education and Family Support Coordinator at Snohomish County ECEAP
- “When a Kid or Teen Loses a Loved One,” presented by Cheryl Kline, LMFT, MA
- “Suicide Signs & Prevention,” presented by Justine McClure, Washington State Area Director at the American Foundation for Suicide Prevention
- “Kids Using: How to Talk About It,” presented by Steve Pitkin, Prevention/Intervention Specialist at the Lake Stevens School District
- “Growing Up LGBTQ+,” presented by Wendy Burchill & GLOBE panel, Healthy Communities Specialist at the Snohomish Health District
- “What is Bullying & How to Handle It,” presented by Holly McCallum, Clinician at Compass Health
- “Self-Harm & Depression,” presented by Nikki Golden, Mill Creek Family Services
- “Coping with Anxiety at Home & School,” presented by Elizabeth Thompson, LMFT at Puget Sound Psychiatric Center
- “Understanding Trauma & Finding Resiliency,” presented by Jennifer Hudson, Student Mental Health Support Specialist at the Lake Stevens School District
- “How to Talk About Suicide, for Teens,” presented by the Lake Stevens Lantern Group and facilitated by Steve Pitkin and Emily Dean

Total Impact to the Community

Measuring the event’s impact to the community is important to continuous improvement and sustainability of the event. Data from vendors, volunteers and staff is gathered as quickly and efficiently as possible, to ensure the most accurate and complete information as possible. Each vendor was asked to detail the approximate scope of services they provided at the event – from staff time, to the value of volunteer hours, to an approximate value of items and goods distributed. At a 70% response rate from vendors, an approximate measure of the total return in investment back to Snohomish County was collected.

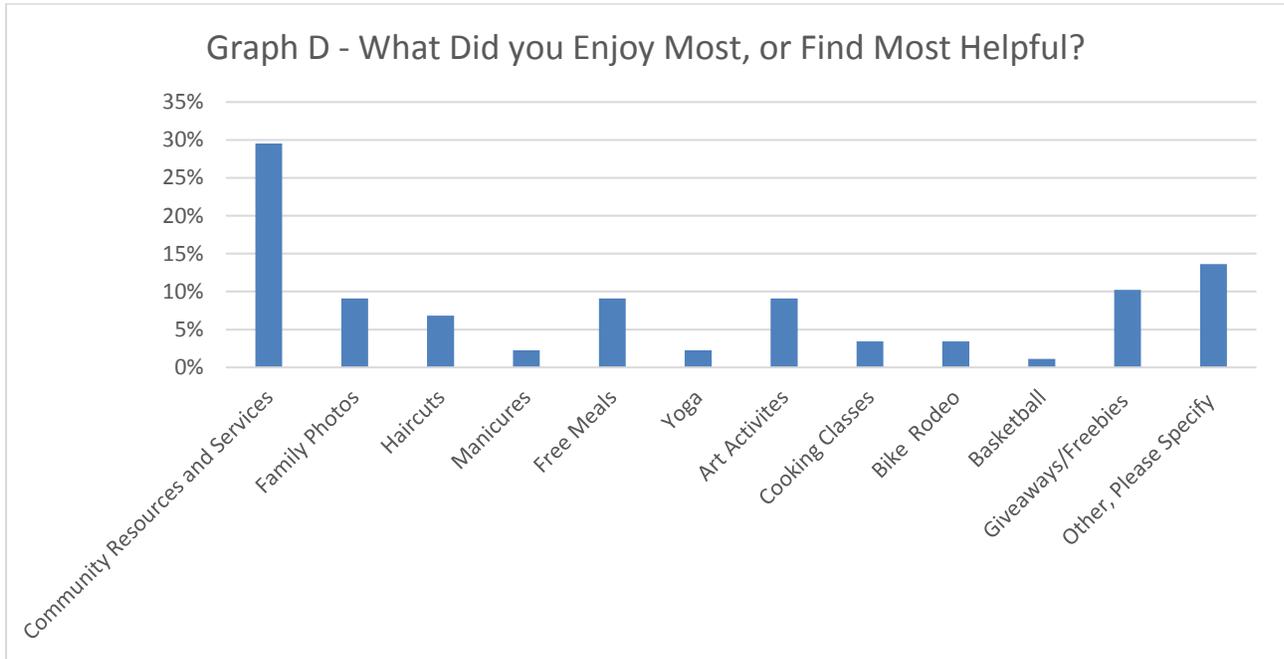
Contributing a record breaking 423 hours of service - 100 event volunteers donated a combined \$12,267 in the value of time. With grant funding and sponsorships totaling \$30,000, goods and services brought back to the community came to an estimated \$56,494 in value. Again, this is calculated based on a 70% response rate from vendors, which indicates that the actual impact to the community could be much higher.

Guest Feedback

Input from attendees is used year after year to continuously improve the event experience. Guests have the opportunity to provide feedback to roaming volunteers taking mobile “exit” surveys near the event exits, giving input on what they liked most about the event and suggestions for improvements.

The top responses for what guests liked most were the community resources, art activities and the free lunch. Other notable favorites were family photos, cooking classes, haircuts, face-painting, and

the entertainers like Son of the Reptile Man and Tim Noah. Reference Graph D for an overview of the range of responses.



Top suggestions from guests for future Youth & Family Wellness Fair events were more variety of food offered for lunch, including more vegetarian options. Additionally, more volunteers were also a consistent suggestion, indicating that some families may be wanting additional support finding services and activities during the event.

Vendor and Presenter Feedback

Along with guest feedback, vendors are also consulted for their input on continuously improving the event. Feedback from vendors was very positive overall, citing a fun event with many different services providing a holistic event aimed at the whole family.

Vendors had important suggestions for improvement, a few of which further analysis and group thought will be needed by the event’s planning committee. Simple suggestions to implement in future events included more planning of use of the intercom system, better organization of the many different activities happening during the day and, reorganizing the community resource area for enhanced traffic flow to all vendors. Another recommendation was to be mindful of having the event on a holiday – holding the event on May 5th, or Cinco de Mayo, presented barriers for some vendors to attend the event, and probably affected guest attendance as well.

One important vendor suggestion that should be analyzed by the event planning committee prior to next year’s event is a more narrowed focus on the purpose, or outcomes the event is aiming at. Evolving from the Children and Youth Mental Health Fair, the event planning committee changed the title in an effort to attract more families to the event and to decrease the cultural stigma around mental health. This decision led to a more family-fun event, bringing in more kid-friendly entertainment and

other services families could access along with gaining resources on various mental health topics. Moving in this direction placed less emphasis on mental health and more on holistic health for families. Some vendors felt this move changed the original intention of the event, evolving it to more of a traditional fair for families. Whether positive or negative, identifying outcomes of the event would help guide the purpose and attract the right vendors to continually improve guest experience and amplify the event's impact towards specific outcomes.

Additionally, the event title is aimed at families and youth in general. However, the majority of youth that attended are under the age of 8 years old. Delivering services that encompass the full youth spectrum (birth to 18) is difficult, especially as the event looks toward increased outreach and PR efforts. Further clarity, or discussion, around this situation is needed to increase the event's impact and draw more families.

Looking Ahead to 2019

As the Youth & Family Wellness Fair heads into its 4th year, there are ample opportunities for continued success and improvements. Applying the constructive feedback provided by vendors and guests, including identifying specific outcomes for the event, is the first step to taking the event to the next level and attracting even more families to the event next year.

From the beginning, the event's planning committee has been a collaborative effort that brings together multiple non-profit agencies, school districts, the Snohomish County Mental Health Department, and community volunteers. As the event continues to grow in size and quality, the planning committee will look to continue to diversify its membership as Snohomish County itself becomes more diverse. This includes not only increased focus on issues relating to diversity, equity and inclusion, but also whether the right agencies that work with the event's target population is represented as well. As noted before, further clarification and discussion is needed around whether focus should be on a specific subset of youth – whether that be early learning, middle school or high school engagement.

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Want to be involved in the 2019 Youth & Family Wellness Fair? Reach out to either Liza Patchen-Short (liza.patchen-short@co.snohomish.wa.us) or Lynsey Gagnon (lynsey.gagnon@uwsc.org) to be added to the email distribution list for event updates and when registration for the 2019 event opens.

Also, follow the Youth & Family Wellness Fair Facebook page, for event details, including general community updates and other local events throughout the year: @snocowellness.

