Wilmington Wellness Day 2018 Evaluation Summary
Prepared for the Wilmington Health Planning Council
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October 2018
The 16th Wilmington Wellness Day was held on Saturday, September 15, 2018 in Herman Holloway, Sr. Park from 12 – 3 pm. The event theme was “Living Well in the City” and was one of several events to help launch the start of Delaware Peace Week 2018.

Wilmington Wellness Day featured the following activities:

- Kids Zone - moon bounces, obstacle courses, t-shirt tye-dyes, face painting, book giveaway, health “passport” seek-and-find card and lanyard
- Entertainment - drum line, DJ/music, line dancing, DE Teen Idol performances, drill team
- Health screenings/tests - dental and vision screening for children, skin cancer, blood pressure, HIV, diabetes, flu shots
- Health Promotion - exhibitors and vendors covering a wide range of health topics and state and community-based services
- Food/Giveaways – healthy lunch and produce, schools supplies and book bags, bicycle and gift card raffle

<table>
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<th>At-a-Glance</th>
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<td><strong>437</strong> attendees</td>
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<td><strong>25</strong> organizations</td>
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<td><strong>50</strong> volunteers</td>
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Self-reported data collected at event registration suggests that families with children made up a large portion of the crowd. Nearly half of the attendees were adults ranging in ages between 20 – 59. One hundred and fifty children, representing one-third of the crowd, were ages 12 and under. The smallest segment of individuals to attend were seniors ages 60+ (13%), followed by teenagers ages 13-19 (5%).
Data suggests that the event drew primarily from the surrounding neighborhood. Three-quarters of all attendees, or 331 people, were from the same zip code (19801) in which the event was held. The second largest zip code represented was the adjacent 19802. In total, there were 20 different zip codes represented by the attendees that included other parts of the City of Wilmington, broader New Castle County, and surrounding areas in Pennsylvania.

The racial demographics of attendees also reflected those of the surrounding area. The majority of attendees (88%), or 390 participants, identified as Black. Similarly, 77.5% of residents in the 19801 zip code, and 93.6% of residents in the neighborhood census tract identify as Black or African-American (2012-2016 American Community Survey).

Of attendees who disclosed their gender, 247 (57%) identified female and 190 (43%) male. These gender demographics more closely mirror census tract level demographics (61.1% female; 38.9% male) than area zip code demographics (48.9% female; 51.1% male).
Exhibitors surveyed after the event (n=17) reported the following:

- **22** Flu Shots Given
- **5** HIV Tests & **3** Glucose Screens
- **9** Outreach & Hepatitis Screenings
- **7** people identified in need of a Mammogram and directed to a Women’s Health Screening Van
- **45** Youth & Adults Completed a True/False Survey About 2nd & 3rd Hand Smoke
- Approximately **300** individuals visited the Education Outreach Table
- **74** Tie-Dye T-Shirts made
Among respondents to the Exhibitor Survey (n=17), a strong majority (94%) agreed that the event was held at a convenient time for the community, agreed that they had received clear instructions (94%), and agreed they were given ample time to prepare (94%). There was also solid agreement that Herman Holloway park was a good venue for this event (82%) and that there was adequate parking (77%). All surveyed exhibitors (100%) said they would participate again in the future.

WOULD YOU PARTICIPATE AS AN EXHIBITOR FOR WILMINGTON WELLNESS DAY IN THE FUTURE?

Yes
100%
OPPORTUNITIES FOR IMPROVEMENT

How Can This Event Be Improved?

- Food Distribution
  - Adhere to receipts of tickets from participants
  - Distribute box lunches instead
  - Consider different lunch vendor

- Logistics/Setting
  - Position music/DJ further away from exhibitors area to reduce noise and facilitate information sharing
  - Rodney Square Location More Beneficial
  - Hold event in a more populated area for better turnout
  - Put all vendors together
  - Raffle the giveaways every 30 minutes since people do not stay for whole event

- Safety
  - Assure pathways are clear of debris, rocks and branccheds to prevent falls and other injuries

- Marketing
  - Pass out flyers by the school

“Great participation with all vendors!”

“I can’t think of anything for improvement- great event!”

Based on feedback collected via Exhibitor Survey (n=17)