Wilmington Wellness Day 2019 Evaluation Summary
Prepared for the Wilmington Health Planning Council
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The 17th Wilmington Wellness Day was held on Saturday, September 14, 2019 in Brown-Burton Winchester Park (Prices Run) from 12 pm – 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 2019.

Wilmington Wellness Day featured the following activities:

- Kids Zone - moon bounce/obstacle course, Blue Coats basketball, face painting, free book giveaway, bike safety, healthy games, and a health “passport” seek-and-find card and lanyard
- Entertainment/Movement - DJ/music, Ms. Juneteenth, line dancing, Zumba
- Health screenings/tests – flu shots, HIV screening/testing, Blood pressure/cancer information about where to access screenings, dental screening
- Health Promotion- exhibitors and vendors covering a wide range of health topics and state and community-based services
- Food/Giveaways – healthy lunch and produce, Summer J pops, bicycle and gift card raffle

At-a-Glance

- 230 healthy meals served
- 33 exhibitors
- 29 volunteers
- 154 service hours
The majority of participants whose demographic information was collected at registration were adults ages 18-24 (61%), followed by children ages 0-17 (32%). There were only a small number of seniors ages 65+ who signed in at the registration tent (7%).

The event drew primarily from the surrounding area in which the park is located, with over half (55%) of the participants indicating that they reside within the 19802 zip code. The second most represented zip code was 19801 (11%), with a boundary that begins approximately 5-6 blocks south of the park. Other areas further south of 19802 and 19801, such as the 19720 zip code located in the City of Wilmington’s southernmost section, had the third most representation at 9% of participants.

Attendance counts were based on sign-in sheets at the registration desk (n=82). However, over 230 meal tickets were distributed and nearly 100 wristbands were provided. Event volunteers also observed that everyone did not stop by the registration table.
WILMINGTON WELLNESS DAY 2019 EXHIBITORS

AIDS Delaware
AmeriHealth Caritas Delaware
AtTACK Addiction
Beautiful Gate Outreach Center
Big Brothers Big Sisters of Delaware
Blue Coats
Brandywine Counseling and Community Services
Christiana Care Blood Pressure Ambassador Program
Christiana Care-Graham Cancer Center Community Communities
DART Services & Health Guides
DECF
Delaware Breast Cancer Coalition
Delaware Division of Public Health
Diamond Chiropractic
Emergency Preparedness
Food Bank of Delaware
Health Outreach
Henrietta Johnson Medical Center
Highmark Health Options
Immunization Coalition of Delaware
Mental Health Association Delaware
NAACP Wilmington Branch/Voter Registration
Naloxone Distribution Management
Peace Week
Saint Francis Healthcare
Tau Eta Chapter of Chi Eta Phi Sorority, Incorporated
TOVA Community Health/Sickle Cell
Treatment Efficacy & Language Learning Lab
United Healthcare
University of Delaware Cooperative Extension
University of Delaware Partnership for Healthy Communities
Urban Bike Project
Water Station/Recycling
Westside Family Healthcare
Wilmington Area Planning Council

SPONSORS

City of Wilmington
Wilmington Health Planning Council
Department of Parks and Recreation
Saint Francis Healthcare
Christiana Care Health System
YMCA Delaware
Peace Week
Urban Bike Project
Shoprite – Kenney Foundation
Summer J
Johnny Means and DJ-Cecil Bond
Exhibitors surveyed after the event (n=18) reported the following:

- Outreach to 150 individuals (adults and children)
- 39 Naloxone kits dispensed following individual on-site training
- 13 flu shots; 2 HIV tests
- Delaware Division of Public Health Tobacco Prevention and Control Program (TPCP)
  - Engaged a total of 78 youth
  - 31 youth and adults were educated about the dangers of Juuling and E-Cigarettes
  - 47 received prevention literature about the dangers of secondhand smoke and vaping, and the QuitLine number
Among respondents to the Exhibitor Survey (n=18), a strong majority agreed that the event was held at a convenient time for the community (83%), agreed that they had received clear instructions (83%), agreed there was adequate parking (83%), and overwhelmingly agreed they were given ample time to prepare (94%). There was slightly less agreement that the park was a good venue for this event (82%), and a small minority did not agree that it was a good venue (11%). The majority of surveyed exhibitors (83%) said they would participate again in the future.

Would you participate as an exhibitor again at Wilmington Wellness Day?
OPPORTUNITIES FOR IMPROVEMENT

How Can This Event Be Improved?

• Media/Marketing
  o More neighborhood advertising, along with more promotional and city-wide marketing
  o Information should be distributed and announced in churches, senior centers, day cares and local community centers
  o More promotion
  o Broader advertising

• Venue/Location
  o Consider location change - there were not enough community members at event
  o Try different location

• Raffle/Bandstand
  o Explain how tickets work better for the giveaway, and speak louder for the announcements

“There were many great resource tables (vendors), and activities for the kids”

“Great job by all!”

Based on feedback collected via Exhibitor Survey (n=18)