



I. THE TBH FAIR: AN INTRODUCTION

This section introduces the TBH FAIR program, including the benefits of the program and evidence that supports its efficacy.

Like a street fair, where folks travel from booth to booth or tent to tent in order to check out a variety of foods, crafts, or other offerings, a TBH FAIR allows participants to move among “stations” where they can test-drive different brain boosting activities. The activities showcased at a TBH FAIR represent all three dimensions of brain health—body, mind, and spirit—so a person could go from trying her hand at juggling to playing a board game to meditating. The point is to help participants find several brain-health enhancing activities that they enjoy and feel they can easily pursue on their own.

When planning a TBH FAIR, you will use the TBH Blueprint from start to finish. The keynote speaker you choose should reflect the philosophy of this approach, as should any designated partners and incentive plans, so that attendees are clear about the importance of trying all (or most) of the activities being showcased. The purpose of the TBH FAIR program is to provide not only educational information but a “TBH experience,” so that attendees get a true taste of what it means to work toward optimal brain health.

PROOF THAT IT WORKS: EVIDENCE-BASED EFFICACY AND OTHER BENEFITS

After developing the TBH FAIR program in 2010, we wanted to see how well this unique approach to educating people about brain health would work. In 2011 and 2012 we conducted three pilot events with several partners, including senior outreach programs at community hospitals, the New Vitality Program of Chilton Hospital in Pompton Plains, New Jersey, and the SAIL Program of Somerset Medical Center, in Somerville, New Jersey. The programs targeted community dwelling, cognitively healthy adults over age 65. Each fair had between 100 and 150 people in attendance. As each participant left the fair, he or she was offered an evaluation survey to complete voluntarily and anonymously. Of the folks who completed the evaluation:

- 99% rated the overall program as “very good” or “good”
- 98% said they planned to engage in more brain healthy behaviors as a result of the TBH FAIR
- Over 50% indicated interest in taking a brain education or memory wellness class

These results provide strong evidence that the TBH FAIR Program improves the well-being of older adults by providing a direct experience of brain healthy behaviors. More information from the TBH FAIR efficiency study can be found in Appendix A.

THE WIN-WIN BENEFITS OF A TBH FAIR

With a TBH FAIR, there’s much to be gained by everyone involved:

Your Clients Will Get ...

- A clear vision of what it actually takes to become brain healthy
- A direct, hands-on, and fun experience
- Tremendous satisfaction from taking part in an inspiring brain-building day
- Actionable steps they can take to improve intellectual functioning and long term brain health

Your Organization Will Get ...

- A large-scale event focused on a hot topic that draws clients of different ages, backgrounds, and abilities
- A program that is guaranteed to satisfy your clients
- A terrific opportunity to promote your organization or facility, to showcase what you already do to support brain health, and to introduce new offerings
- The ability to align your organization with a nationally recognized leader in the brain health field
- A chance to build partnerships with other organizations and businesses



II. PLANNING A TBH FAIR

This section presents the nuts and bolts for planning and running a successful TBH FAIR.

Planning a TBH FAIR is similar to implementing any large format event, such as a more general health fair. Key differences include:

- Developing the event so that it reflects the TBH philosophy
- Balanced distribution of TBH Stations with activities that offer a full range of activities along the Body|Mind|Spirit continuum of the TBH Blueprint
- Formal methods for encouraging full participation across the spectrum of brain-healthy activities offered at the event

THE TBH FAIR PROGRAM: THE BASICS

The framework of a TBH FAIR is simple and straightforward:

- **A large format.** A TBH FAIR is designed to accommodate a minimum of 50 to a maximum of 250 people.
- **A half-day event.** A TBH FAIR is generally three hours long. You may add an additional hour if necessary—for example, if you have an audience of more than 200.
- **A Keynote presentation.** A keynote speaker or panel of experts whose philosophy and work are consistent with the TBH approach will kick off the event with a 40- to 60-minute presentation that highlights the association between the science of brain health and the day's activities.

- **TBH Stations.** The main “event” of the fair consists of several stations featuring ways to get brain healthy that are hands-on, interactive, and entertaining, and that represent the Body|Mind|Spirit continuum of TBH. The purpose of the TBH stations is to give participants a taste of the many different ways brain health can be improved, so that they can then pursue brain healthy behaviors on their own. In addition, stations providing literature, items for purchase, partner materials, etc., may be included.
- **An incentive program.** A TBH FAIR program includes an incentive program to encourage participants to take part in all the activities.

As you plan your TBH FAIR, you may want to consider partnerships and sponsorships, especially if you will need help with financing the event, as well as with marketing and advertising it.