

TBH[®] FAIR TOOLKIT



Welcome to your **TBH FAIR Toolkit!** Here you will find all the materials and resources that are part of your toolkit. You can view them online, print them for your own use, or link to the many resources available to you.

START HERE | IT'S AS EASY AS 1-2-3!

- 1. READ** the TBH FAIR introductory materials to learn about the program, including the benefits and evidence that supports its efficacy.
- 2. PRINT** the TBH FAIR stations descriptions for each fair station you'll be hosting on your event day.
- 3. TAKE ADVANTAGE** of all the additional TBH marketing and trainer support materials in your toolkit.

Acknowledgements

TBH Brands, LLC gratefully acknowledges the many partners who have inspired and contributed to the growth of the TBH[®] FAIR program. It is only by working with our many incredibly talented and dedicated colleagues that we have been able to create a program that we hope will inspire others to develop novel and impactful programming to help make the world a healthier place.

In particular we wish to thank:

- Executive Director Joan Beloff and the staff of New Vitality at Chilton Hospital in Pompton Plains, New Jersey, who embraced the TBH FAIR with tremendous enthusiasm and added to its complexity and richness. The incentive program as well as some of the TBH Stations sprung directly from the fairs developed in collaboration with Joan and her colleagues. Having produced three TBH FAIRS together, we are looking forward to seeing what they do with this version!
- Executive Director Susan Hoskins and the staff at Princeton Senior Resource Center (PSRC), who piloted the “program in a box” version of the TBH FAIR. The PSRC showed us the full range of possibilities the program offers, not the least of which is what it could become in the hands of seasoned and talented professionals. The color coding of the TBH Station space was one of PSRC’s innovations, and their feedback on the manual was instrumental in improving the final program.
- The Total Brain Health[®] Coaches who have completed the TBH FAIR training and have provided invaluable feedback on this portion of the program. Thank you, TBH Coaches!
- The incredible team who helped bring these materials to life—Heather Kern, Maura Rhodes, the folks at Cloudy Reason—and, of course, the TBH staff, including Lauren Canning and our many TBH Station Experts.

Finally, we would like to acknowledge with much gratitude the many folks who have attended our TBH FAIRS over the years and provided us with great feedback, advice, inspiration, and plenty of laughs. It is our hope that by providing the program in this format even more folks can have as much fun as you have at these fairs.

Here’s to many years of wonderful memories!

Cynthia R. Green, Ph.D.
Chief Executive Officer
TBH Brands, LLC

Melissa Engel
Chief Operating Officer
TBH Brands, LLC