



CONDUCTING SUCCESSFUL
**Nutrition Education and
Physical Activity Promotions**
AT COMMUNITY EVENTS



Identifying Community Events

OVERVIEW

Community events range from large events that attract a diverse population to smaller cultural celebrations; they even include festivals, farmers' markets, and health fairs. Some events attract several hundred people while others are attended by thousands. As a community educator, you should determine which events are the best places to reach low-income community members.

In addition, you should look to other Community-Based Organizations (CBO) to identify the most appropriate community events in which to participate. Many community-based organizations, such as churches and community centers, host their own community events. These can provide excellent opportunities to reach your audience. These types of events can take many forms, ranging from community-style block parties to conferences, community forums, and health fairs. While these events tend to be smaller, they still provide an excellent opportunity for quality interaction with the audience.

It is important that you thoroughly research events taking place in your community to determine whether a particular event is appropriate to attend. Begin by researching local events that are occurring around major cultural and community celebrations, such as:

- *Fiestas Patrias* celebrations
- Chinese, Hmong, and Vietnamese New Year festivals

- Latino Health Awareness Month events
- Black History Month events
- American Indian/Alaska Native Heritage Month events
- California Indigenous Peoples Day
- Juneteenth celebrations

CHECKLIST TO IDENTIFY COMMUNITY EVENTS

Once you identify the events that likely reach your target audience, the next step is to carefully research those events. Consider the following:

Average Event Attendance

It's important to keep in mind that large events are not necessarily better. Small events may be better to reach your target audience. Attendance numbers from previous years can help you realistically estimate how many people you can expect to reach. Though event organizers often inflate these numbers, past attendance estimates can help determine whether the cost of the event is justified.



