

The 13th Annual Kids Care Fair

Gail Silverman

American Red Cross of Greater Los Angeles

Abstract

The Kids Care Fair is an annual community outreach event of the American Red Cross of Greater Los Angeles. Details of the 13th Annual Kids Care Fair held in August 2002 are discussed.

© 2003 Californian Journal of Health Promotion. All rights reserved.

Keywords: Red Cross, child health, Kids Care Fair, Los Angeles

The American Red Cross of Greater Los Angeles 13th Annual Kids Care Fair was dedicated to improving the quality of health for children in Southern California (AMRCGL, 2002a,b). These fair sites (AMRGL, 2002c) were open to all children and their families living in Southern California and were absolutely free. The fairs were held on August 23, 24 or 25, 2002 at 20 locations in Los Angeles, San Bernardino, and Orange Counties. The location of these fairs ranged from very large, suburban medical centers to small, community centers that were staffed by local medical clinics. Additionally, both medical and non-medical volunteers totaling 2,664 volunteers staffed the fairs. Total attendance for the three-day event was 16,321 with 5, 715 children being screened.

Each site was a one-day event and offered a full range of free immunizations (AMRCGL, 2002d) required for all children in California, and a variety of health education activities and health screenings. All screenings and immunizations were available to children and youth through 18 years. These sites offered childhood immunizations including: MMR (Measles, Mumps, Rubella), DTaP (Diphtheria, Tetanus, Pertussis), IPV(Polio), Hepatitis-B, Hepatitis-A and HiB (Haemophilus Influenza Type B). At select sites, the varicella (chickenpox) vaccine was offered. In total, 2,202 children were immunized with a total of 4,021 immunizations given. Additionally, six basic screenings were conducted: Registration; Height & Weight;

Vision; Blood Pressure; Dental; and Family Health Review. Family Health Review provides one of the most valuable components of the fair, where families were directed to free or low-cost resources for ongoing health care. Sites also host a Kids Safety Center, a Mom & Dad Resource Center, and an Asthma Education booth. New this year is an Asthma Education Brochure published by the Kids Care Fair office to cover asthma health information basics.

In addition to the basic stations, optional stations available at selected sites included: TB testing, dermatology, fingerprinting, podiatry, scoliosis, and hearing, among others. Various health education and awareness booths featured bilingual information available on a variety of topics such as nutrition, eating disorders, childcare, HIV/AIDS and prenatal health care. Fun, healthy activities such as: crafts booths, face painting, clowns, games, and fire trucks were popular attractions at most fairs.

Beginning in August, Southern Californians could obtain information about Kids Care Fair in two languages (English and Spanish) by calling a toll-free hotline number. Additionally, Union 76 service stations, Circle K stores and Sav-On Drugs featured Kids Care Fair site lists and posters. Site information could also be found on the tray liners at neighborhood McDonalds restaurants as well as the website for the American Red Cross of Greater Los Angeles. The Kids Care Fair for 2002 was made possible by the cooperative sponsorship of the Sav-On Drugs, the American Red Cross, the KABC-TV

Los Angeles and others, and the generous contributions of local Southern California County Health Departments.

Not to neglect the adult population, the American Red Cross of Greater Los Angeles holds a similar outreach screening program

called Health Fair Expo each Spring. This program also provides needed health screenings and a low cost blood chemistry profile that includes risk of cardiac disease, diabetes and prostate specific antigen screening among others.

References

American Red Cross of Greater Los Angeles. (2002a). Home page. Retrieved February 7, 2003, from <http://www.acrossla.org/>

American Red Cross of Greater Los Angeles. (2002b). Kids care fair home page. Retrieved February 7, 2003, from <http://www.acrossla.org/EDUCATION/kcf.html>

American Red Cross of Greater Los Angeles. (2002c). Kids care fair 2002 site list [Brochure]. Retrieved February 7, 2003, from <http://www.acrossla.org/EDUCATION/kcf-sitelist.pdf>

American Red Cross of Greater Los Angeles. (2002d). Kids care fair your child's immunization [Brochure]. Retrieved February 7, 2003, from <http://www.acrossla.org/EDUCATION/kcf-immuz.pdf>

American Red Cross of Greater Los Angeles. (2003). Health fair expo home page. Retrieved February 7, 2003, from <http://www.acrossla.org/EDUCATION/hfe.html>

Acknowledgements

Kids Care Fair Sponsors

Organization	Web Address
KABC-TV Los Angeles	http://abclocal.go.com/kabc/
Sav-On	http://www.savon.com/
American Red Cross of Greater Los Angeles	http://www.acrossla.org/

Kids Care Fair Additional Sponsors

Organization	Web Address
McDonald's Operators Association of California	
Entertainment Industry Foundation	http://www.eifoundation.org/
Los Angeles Times	http://www.latimes.com/
Union 76	http://www.76.com/
Circle K	http://www.circlek.com/cgi-bin/b2cpt01/scripts/home.jsp?Site=ck
The California Endowment	http://www.calendow.org/
Flanigan Farms Natural Foods	
Van Nuys Charities	
Aventis Pasteur	http://www.aventispasteur.com/
California Pistachio Commission	http://www.pistachios.org/
Bristol-Myers Squibb	http://www.bms.com/landing/data/index.html

In Cooperation With:

Organization	Web Address
Immunization Branch California Department of Health Services	http://www.dhs.cahwnet.gov/ps/dcdc/izgroup/
Los Angeles County Immunization Program	http://lapublichealth.org/ip/index.htm
Orange County Immunization Program	http://www.ochealthinfo.com/mcah/immuniz.htm
Riverside County Immunization Program	http://www.rivcoph.org/disease/imms.htm
San Bernardino County Immunization Program	http://www.co.san-bernardino.ca.us/pubhlth/phdata/ProgramDetail.asp?ProgramName=Immunizations
Ventura County Immunization Program	http://www.vchca.org/ph/nursing/iz/index.htm

Author Information

Gail Silverman, R.N., Director
Community Outreach Services
American Red Cross of Greater Los Angeles