



Planning a Green Health Taster Event

Introduction

A Green Health Taster event can be a great way to showcase what activities are available within a locality and encourage new participants to take part. It is also a great opportunity for activity providers to meet and chat with those supporting individuals into new activities, as well as a great chance for them to network. This brief outlines some the consideration needed when planning a green health taster event.

1. Purpose of the Event

At the outset decide what the purpose of the event will be and who your main target audience is. What are the desired outcomes? These could include some or all of those listed below:

- To get more people to use the outdoor environment for health more regularly
- To allow health & social practitioners to meet the activity providers and understand the services on offer
- To allow the health & social care practitioners to meet with some of the participants that benefit from the activities
- To showcase and promote what is available locally
- To allow for those with an interest in green health to network
- To consult with the community about their needs

There may be other priorities for a locality such as to launch a new service or campaign.

If you are asking people to provide contact details as part of the event (to be placed on a distribution or network for example) then you will need to also have a private policy. The Think Health Think Nature privacy statement can be found [here](#) and can be adapted for your use.

2 . Planning of Event

Once you have identified your audience and key outcomes. Consult with the relevant stakeholders to help shape the event. Some questions to consider may be:

- When would be the best time to run the event?
- Where?
- What activities should be on offer?
- What might be the barriers to participation?
- Are there other events happening locally that may compete with this event?
- Who would like to get involved?

Invite volunteers to join a steering group to help pull the the event together. Identify a budget for the event. Costs can include:

- Venue hire
- Catering
- Advertising
- Provision of transport
- Hire of freelance providers/Expenses for volunteers
- Photography/filming
- Materials for activities

3. Groups and Activities

The event should showcase a variety of green health opportunities in the area. Activities on offer should preferably be activities that participants can access easily following the event, rather than once-off initiatives. Green Health activities are divided across eight different categories:

1. Walking
2. Cycling
3. Gardening and Growing
4. Outdoor Volunteering
5. Outdoor Learning
6. Relaxation and Mindfulness
7. Outdoor Sports
8. Creative Arts

Activities can be 'Passive' or 'Active'. Be mindful that nature is something that can also be engaged with from indoors. Our [Community Green Health Guide](#) explains more.

4. Venue and Risk Assessment

The venue for your event should ideally be central and allow for access by walking, cycling or public transport. Consider the weather and offer shelter and seating where needed. Toilet facilities are essential.

Visit the site in person and take note of any potential hazards that may arise and note them in a [risk assessment template](#). We have a sample template you can adapt available [here](#).

Assign a First Aider on the day of the event and ensure first aid kits/defibrillators are present on site.

5. Green Health Activities

Confirm ahead of the event:

- What activities will be provided?
- How long each will run for?
- How much space or equipment will be needed?
- Who is the lead contact?

This information can be used to draw up a programme for the event. Draw a map of where each activity provider will be located and assign a volunteer to meet the activity providers on the day to help direct them.

Confirm which of your activity providers have liability insurance. Ensure that your group or organisation has appropriate insurance to host the event.

We have developed a [short questionnaire](#) for activity providers that can be adapted to your needs and is available [here](#).

6. Advertising

Create a poster or flyer advertising the event. Consider appropriate sizing for social media.

- Clearly state the date time, time and venue
- Briefly describe what is on offer and who the event is aimed at
- Include the logo's of all the stakeholders in the event.
- Indicate whether the event has to be booked in advance and the mechanism for this.

Visit our [Think Health Think Nature media guidance](#) for up to date logo's, social media handles and hashtags. Use these to help spread the news about the event and on the day of the event so that others can re-share.

You may also wish to approach local press and radio station about your event.

It can take some time to finalise plans so an initial poster sparking interest could be created and a finalised programme launched nearer the time.

We have some example posters on our webpage [here](#)

7. Volunteers

Make sure you will have enough helping hands on the day to help with the running of the event. Arrive early enough for set up and allow plenty of time for a clear up at the end.

8. Debrief

Soon after the event itself, set a time with your stakeholders and volunteers to discuss and evaluate how the day went. Consider what follow-up actions may be needed.

The photographs from the day can be placed on social media or written in a blog and local press could be encouraged to write-up about the event. We welcome news on our website at www.thinkhealththinknature.scot and would be happy to share.

Wishing you every success for your Green Health Taster Event

Ailsa Villegas
Senior Development Officer Green Health
Think Health Think Nature