

A photograph of three individuals in athletic attire performing squats on an outdoor basketball court. The person in the foreground is a woman with dark curly hair, wearing a black and white patterned sports bra and leggings. Behind her are a man in a grey long-sleeve shirt and black pants, and a woman in a red sports bra and black shorts. They are all in a squatting position with their hands clasped in front of them. The background shows the court's floor with orange lines and a blurred outdoor setting.

South Jamaica Health and Wellness Expo

“Good Health is Real Wealth”



South Jamaica Health and Wellness Expo

The Health and Wellness Expo seeks to educate and empower residents of greater South Jamaica to take ownership of their physical and mental health. The Covid pandemic not only isolated people around the world, but it served as a mirror of our personal health. Studies have consistently shown that underlying health issues transform the Covid virus from a mild cold to a deadly illness.

Unfortunately, residents in certain communities were disproportionately affected by the virus. The underlying health issues of obesity, high blood pressure, and diabetes have historically plagued communities of color. Black men have a 70% higher rate of developing high risk prostate cancer. African American women have a 31% breast cancer mortality rate. The mortality rate is highest of any racial or ethnic group. Although the stats can be terrifying, there are preventative measures when implemented strategically that can turn the tide in a healthy direction.

For most, living a healthy lifestyle is not an easy task. Some people aren't sure on the proper building blocks of nutrition, exercise, talking to a therapist, or simply setting up annual checkups with their physician.

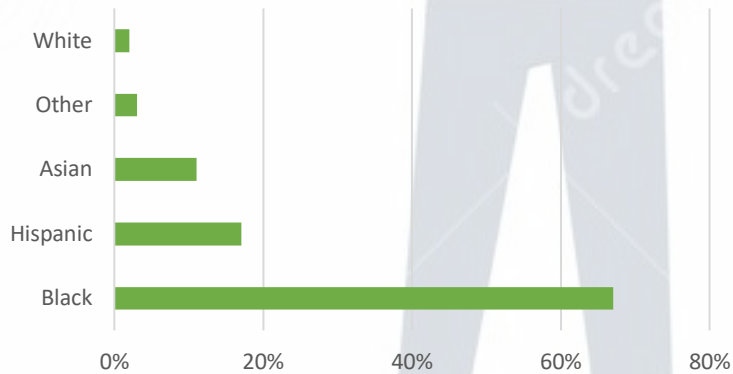
The Health and Wellness Expo will bring the necessary teaching tools to live a healthy lifestyle in a very relatable format. A combination of health professionals, vendors, fitness experts, and health screening units, will deliver an empowering array of life changing and powerful teaching tools to get residents on the right track for a healthy lifestyle.

South Jamaica Health and Wellness Expo

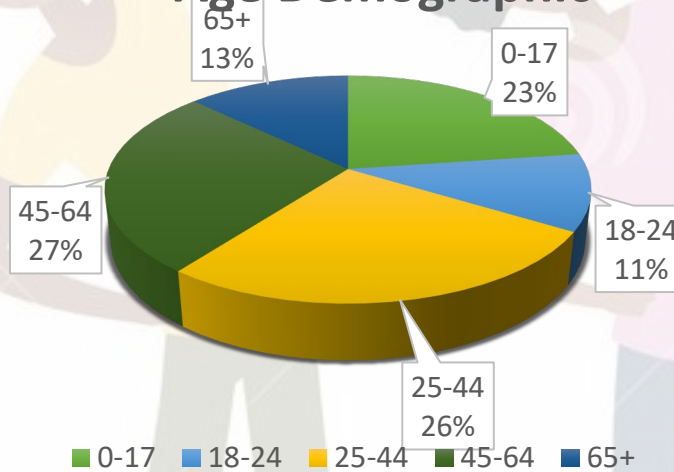
Demographics for Community Board 12-Jamaica and Hollis

Population 230,527

Population By Race And Ethnicity



Age Demographic



Economic Facts

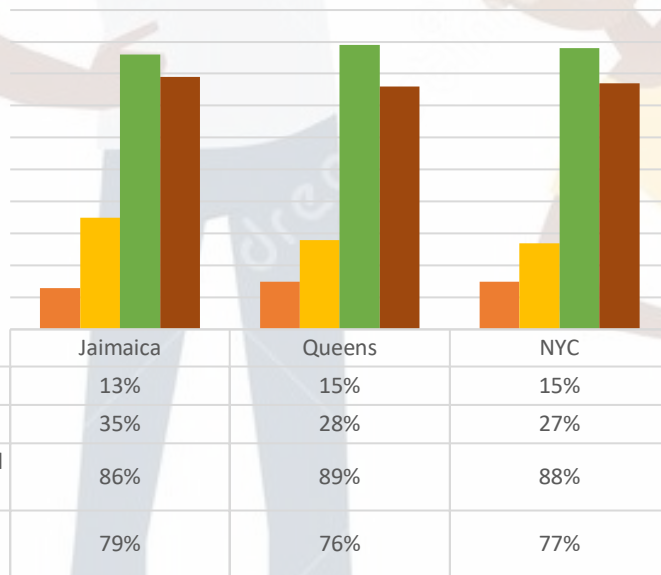
Poverty	17% Ranks 36th
Unemployment	15% Ranks 15th
Rent Burden	59% Ranks 8th

South Jamaica Health and Wellness Expo

Health Stats for CB 12 Jamaica and Hollis

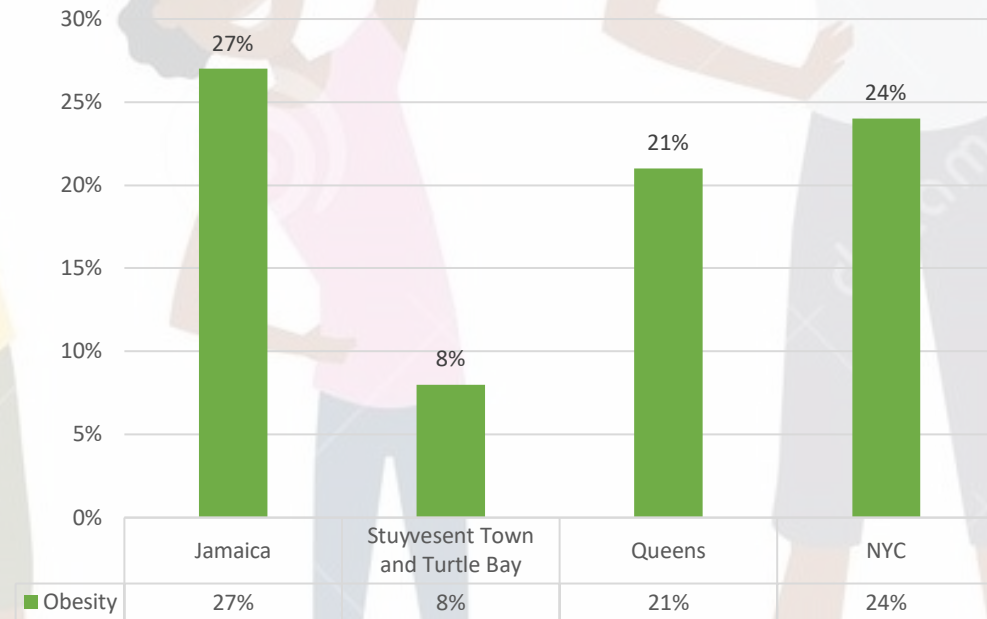
Studies show that Smoking, Bad Diet and lack of Physical Activity can contribute to poor health

Smoking, Diet and Physical Activity



Residents of Jamaica and Hollis consume more sugary drinks than adults in Queens or citywide

Obesity (percent of adults)

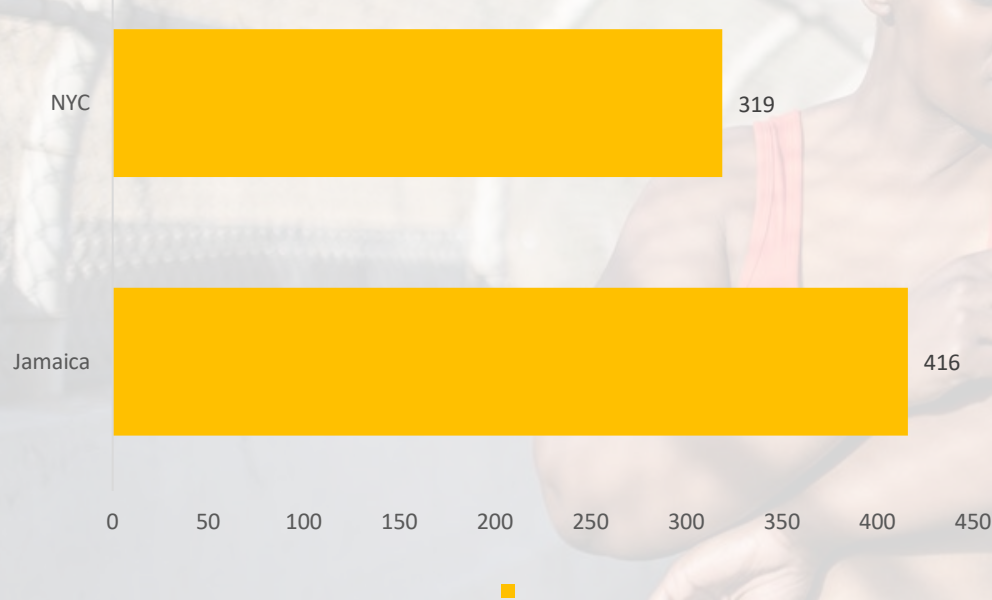


Adults in Jamaica and Hollis have higher rates of obesity than other areas of NYC

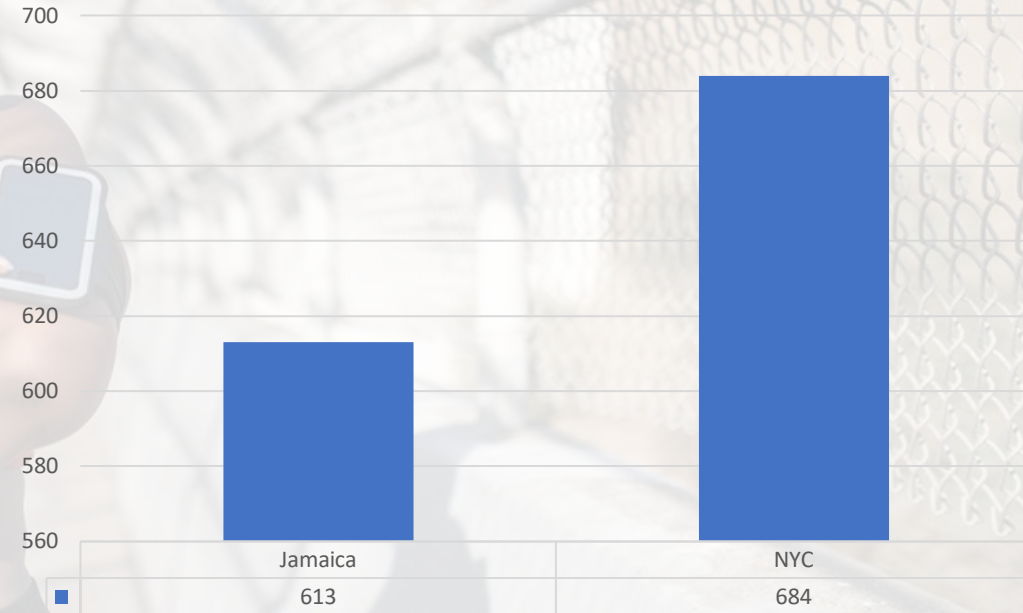
South Jamaica Health and Wellness Expo

Hospitalization Rates of Adults in Jamaica/Hollis

Hospitalizations Due to Stroke (per 100,000)



Psychiatric Hospitalizations (Per 100,000)



Adults in Jamaica and Hollis have higher hospitalization rates for stroke than NYC.

South Jamaica Health and Wellness Expo

Outreach and Marketing Plan

The South Jamaica Health Expo will be advertised and marketed in several ways.

Social Media



Local Newspapers



Radio



TV Commercials



South Jamaica Health and Wellness Expo

Potential Vendors

Vendors will be selected to cover various health needs in the community.

Invited Vendors List

- *Robert F Smith Prostate Cancer Screening Van*
- *Mobile Breast cancer Screening*
- *Diabetes*
- *Geriatric Fitness*
- *Mental Health reps*
- *Planet Fitness*
- *Registered Dietician*
- *Mobile Vaccination*
- *Fitness Instructor*
- *NYS Health Insurance Rep*
- *Therapist*
- *Health Food Truck*
- *American Heart Association*
- *Sexual Health Vendor*
- *Back Health (Chiropractor)*
- *Prenatal Care*
- *Stress Management*
- *Foot Doctor (Podiatrist)*
- *We Juicing (Health Food Store)*

South Jamaica Health and Wellness Expo

Expo Location

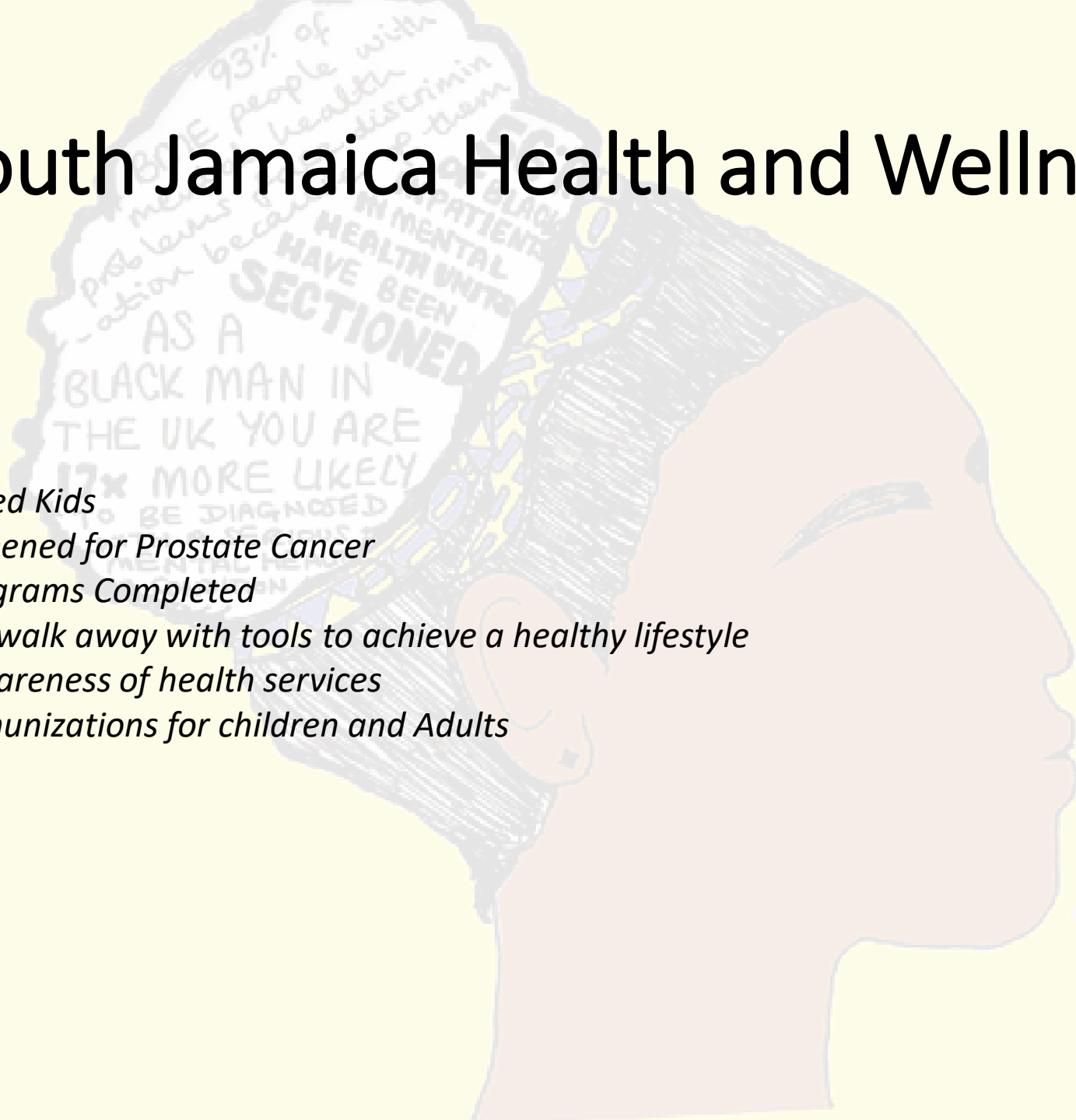
Rochdale Park will host the Expo. Rochdale Village has over 25,000 Residents within walking distance of Rochdale Park. Location is easily Via bus. Surrounding communities of South Ozone Park, St Albans, Springfield Gardens, Rosedale, and Laurelton.



South Jamaica Health and Wellness Expo

Goals

- *600 Visitors*
- *50 Vaccinated Kids*
- *20 Men Screened for Prostate Cancer*
- *10 Mammograms Completed*
- *Visitors will walk away with tools to achieve a healthy lifestyle*
- *Increase awareness of health services*
- *Provide Immunizations for children and Adults*



South Jamaica Health and Wellness Expo

Event Guide

Location-Rochdale Park

Date-Saturday September 3, 2022

Time-10AM-4PM

The expo will be held outdoors in Rochdale Park. Attendees will be entertained by the sounds of a live DJ. Vendors will be in place to interact with attendees. Free water and giveaways will be available to attendees.

Planned Activities and Demonstrations

- *2 Mile Walk Around Rochdale Village*
- *Cooking Demonstrations*
- *Home Fitness Instructional*
- *Sponsorship Giveaways (exercise bikes, treadmills, Fitbit, etc)*

South Jamaica Health and Wellness Expo

Budget

EXPO BUDGET				
EST NUMBER OF ATTENDEES	600			
MARKETING	\$7,463.00			
LOGISTICS	\$2,595.00			
EXPO ACTIVITIES	\$1,750.00			
VOLUNTEER	\$620.00			
TOTAL	\$12,428.00			
Primary Category	Item	Estimated Quantity	Estimated Cost per Unit	Estimated Subtotal
Marketing	T Shirts	500	\$3.00	\$1,500.00
Marketing	Radio Ads	6	\$200.00	\$1,200.00
Marketing	Newspapers	3	\$225.00	\$675.00
Marketing	Banners	5	\$72.00	\$360.00
Marketing	Balloons	100	\$1.68	\$168.00
Marketing	Website	4	\$40.00	\$160.00
Marketing	Giveaways	700	\$2.00	\$1,400.00
Marketing	Commercial Shoot	1	\$2,000.00	\$2,000.00
Marketing Total				\$7,463.00
Logistics	Walkie Talkie	1	\$38.00	\$38.00
Logistics	Clean Up Costs	1	\$1,000.00	\$1,000.00
Logistics	Permits	1	\$25.00	\$25.00
Logistics	Tables	4	\$23.00	\$92.00
Logistics	Chairs	30	\$10.00	\$300.00
Logistics	Tent	2	\$80.00	\$160.00
Logistics	Event Insurance	1	\$800.00	\$800.00
Logistics	Uhaul Truck	1	\$80.00	\$80.00
Logistics	PPP Supplies	1	\$100.00	\$100.00
Logistics Total				\$2,595.00
Expo Activities	DJ	1	\$500.00	\$500.00
Expo Activities	Videographer	1	\$1,000.00	\$1,000.00
Expo Activities	MC	1	\$250.00	\$250.00
Expo Activities Total				\$1,750.00
Volunteer Service	Water	1	\$200.00	\$200.00
Volunteer Service	Food	60	\$7.00	\$420.00
Volunteer Service Total				\$620.00
Expo Event Total				\$12,428.00

South Jamaica Health and Wellness Expo

Organizers-Brothers Who Care Inc

Daniel George



Daniel George was born in Jamaica, Queens. Daniel is graduate of St Johns University. Currently, Daniel holds the role of Asset Manager with Spurs Capital LLC. Daniel and his wife Judy have 3 sons. The George's currently reside in Farmingdale, NY.

Royal Hubbard



Royal is a lifelong resident of Jamaica, Queens. Royal attended xxxx HS. Shortly after his graduation, Royal started his career in Property Management with Rochdale Village. Royal currently holds a management role with Rochdale Village, where he supervises a maintenance team responsible for the physical appearance and upkeep of the Cooperative grounds. Royal resides in Rochdale Village with his lovely wife Marium. Royal and Marium have one son RJ.

Craig Clinkscales



Craig Clinkscales was born and raised in Jamaica, Queens. Craig is currently employed with Rochdale Village Inc. Due to his love for community, Craig spearheads an effort for seasonal clean ups in Rochdale Park. Craig currently resides in Rochdale Village with his wife Tavera.