

5to FESTIVAL DE LA SALUD

# 5th Annual Healthy Fall festival

## & Turkey Giveaway

presented by EQUALITY HEALTH Foundation.

**1,000 FREE TURKEYS\***  
REGALAREMOS 1000 PAVOS

**SATURDAY, NOV. 20, 2021**  
**7 AM - Noon**  
Isaac Middle School  
3402 W McDowell Rd, Phoenix, AZ 85009

**THURSDAY, NOV. 18**  
**Cafecito Time con Equality Health**

**FRIDAY, NOV. 19**  
**Show Us Your Best Moves**

**FRIDAY, NOV. 19**  
**Turkey Trot Fun Run - Isaac School District**

**SATURDAY, NOV. 20**  
**Turkey and Healthy Bag Giveaway!**

# PHOENIX

## 2021 Healthy Fall Festival Highlights

### Community Impact

**1,000**  
Turkey Giveaways

**1,000**  
Healthy Bag Giveaways

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**20**  
Sponsors

**19**  
EH Volunteers

**11**  
APS Volunteers

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**15**  
Exhibitors

**290** \$10 Farm Express Vouchers

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**259**  
COVID-19 Vaccines

Provided by Arizona Department of Health Services

**48**  
COVID-19 Tests

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**105** Flu Vaccines

Provided by the Phoenix Fire Department

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**6,000** provided by the Equality Health Foundation  
Arizona-grown Fresh Apples

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**56** Student Backpacks  
Provided by Arizona Department of Health Services

**13** Fry's Food Stores \$100 Gift Cards

**17** Mammograms in partnership with AETNA  
provided by MOM Mobile Onsite Mammography

Health Champion Sponsors:

Health Advocate Sponsors:

Health Supporter Sponsors:

THURSDAY, NOV. 18

## Cafecito Time con Equality Health



652 Registrations  
26 Attendees  
Video Views: 162

FRIDAY, NOV. 19

## Show Us Your Best Moves



Soccer Player Demo by Joey Calistri  
122 Registrations  
22 Attendees  
Video Views: 1,148

## Turkey Trot Fun Run - Isaac School District

Approximate number of student participants:  
2,500



- Pueblo Del Sol Elementary School – 150 Turkeys  
875 students participated (largest event)  
Shirts with sponsor logos to each participant
- Esperanza Elementary School – 75 turkeys
- JB Sutton Elementary School – 75 turkeys
- Mitchell Elementary School – 50 turkeys

SATURDAY, NOV. 20

## Turkey and Healthy Bag Giveaway!



1,000 Turkeys  
1,000 Healthy Bags

## Media Coverage

- Total Audience: 7,483,472
- Total Online News Audience: 7,314,378
- Total National TV Audience: 169,094
- Total Local TV Audience: 169,094
- Total Number of Clips: 15  
ABC15, Good Morning Arizona, Telemundo  
Arizona, Phoenix Patch and more

### Social Media Influencer Stats:

Number of video views: 8,700      Comments: 52  
Shares: 73      Reach: 63,800

## Analytics Across Social Channels - All Events

**f** 8.8K People Reached      433 Engagements

**in** 620 Impressions      28 Engagements

**🐦** 7,249 Impressions      380 Engagements

**📷** 246 Impressions      45 Engagements

**🌐** equalityhealthfoundation.org/festival  
2,607 Impressions      2:23 Time on Page

## Engagement Highlights

### Email Report

3 Eblasts

23,496 Emails sent

### Paid Media Results

Total Facebook Ads

Reach: 152,203

Engagements: 6,268

Clicks: 2,489

Shares: 411

Responses: 932

### Isaac Middle School

District-wide distribution (6,540 students, 12 Schools)

**Robocalls** Two times per week (3 weeks)

**E-Flyers** Districtwide to parents' emails

**Texts** Districtwide week of event

**Printed Flyers** (Bi-lingual) door to door distribution (4k)

**Radio** 2-week campaign

