



2024

Annual Report



Introduction

Strengthening the Health of Our Community



In 2024, My Health Fair continued its mission of improving access to health information and resources for the Hispanic community in Massachusetts.

With a renewed focus on educating, empowering, and connecting individuals with renowned service providers, MHF has established itself as a vital bridge between the community and the healthcare system.

Resources to Educate

Throughout the year, we published over 50 weekly blog articles, addressing health topics of general interest to the community.



18 Oct

Magnolia Contreras
MSW, MBA, Dana Farber Cancer Institute, Vice President for Community Health

Dana-Farber Cancer Institute

The fight against Breast Cancer

MYHEALTHFAIR.COM

The Fight Against Breast Cancer: A Message of Hope and Prevention for the Latino Community

October turns pink around the world, symbolizing the fight against breast cancer. This month serves as a call to raise awareness about a disease that affects millions of women, including

25 Nov



10 Early Signs and Symptoms of Alzheimer's

MYHEALTHFAIR.COM

ALZHEIMER'S ASSOCIATION



The 10 Early Signs of Alzheimer's: Myths, Facts, and How to Detect It Early

Alzheimer's is a progressive disease that affects memory, thinking, and behavior. Recognizing the early signs of Alzheimer's can make a significant difference in timely diagnosis and treatment. This empowers individuals

Each article provided reliable and practical information, as well as links to local resources, actionable guides, and key contacts for the community.

These publications not only offered educational information but also fostered community dialogue, generating interactions and shares on social media.



Strategic Partnerships

A Pillar of Our Success

This year marked a milestone in our partnerships. In addition to collaborating closely with institutions such as United Health Care, Dana-Farber Cancer Institute, Alzheimer's Association, and Joslin Diabetes Center, we strengthened our relationships with key media outlets like El Mundo Boston and Telemundo's programs Acceso Total and ¡Órale con Verónica.

These platforms allowed us to reach a broad and diverse audience, delivering educational messages and resources to thousands of Hispanic households.

Collaborating with these entities helped position us as a trusted source of information, leveraging their extensive audiences to maximize our community impact.



Mission and Vision



Mission

The mission of My Health Fair is to empower communities through access to educational resources and health services.

Vision

Our vision is to become a benchmark for health literacy and equitable access to services in Massachusetts.



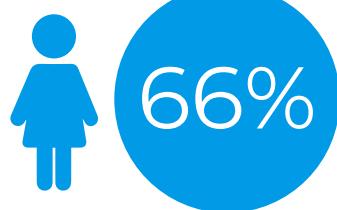
Audience



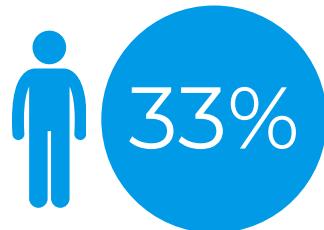
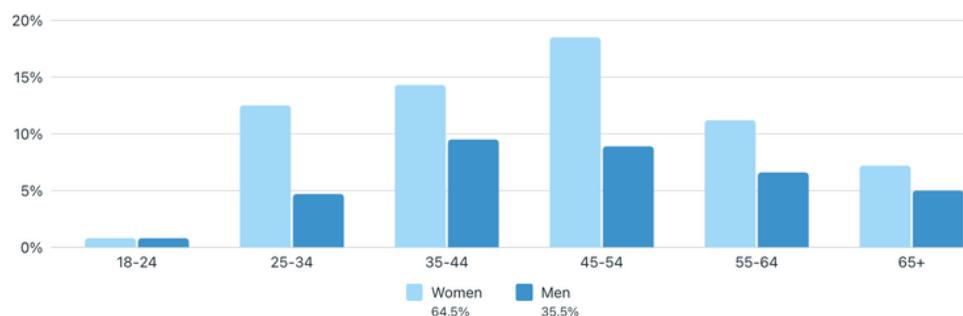
A Reflection of Community Diversity

The demographic profile of My Health Fair participants in 2024 highlights the diversity and breadth of our community.

Our audience included individuals aged 18 to 54 from various ethnic backgrounds and educational levels, uniting the Latino community in Massachusetts in their pursuit of health information and resources.



Age & gender ⓘ



Visibility of the Health Fair

Participation and Reach

The content curated by My Health Fair aims to foster general knowledge, awareness, and promotion.

Although the platform cannot address personal medical inquiries or offer medical advice, it serves as a conduit that directs concerns about medical conditions to healthcare professionals.



Strict adherence to this principle ensures that articles, blogs, and videos do not replace professional medical advice.

Accessibility to Information

Evaluating Health Information Access

As My Health Fair continues to evolve and expand, its commitment to fostering informed, connected, and healthier communities remains steadfast.



Through strategic partnerships, community engagement, and dedication to accessibility, My Health Fair stands as a testament to the positive impact virtual health initiatives can have on the well-being of diverse populations.

The variety of topics addressed by My Health Fair reflects our ongoing commitment to providing comprehensive and accessible health information, ensuring that everyone, regardless of age, gender, or background, can access quality resources to enhance their well-being and quality of life.



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Organizations that Transform Lives



One of the most notable aspects of My Health Fair is the caliber of the participants contributing to the health fair.

In 2024, we were privileged to have renowned institutions join us in sharing their expertise and services with our community.

These organizations, recognized for their unwavering commitment to health, offered everything from free medical screenings to educational seminars, further reinforcing our vision of a healthier and more connected community.



Dana-Farber
Cancer Institute



MASSACHUSETTS
Alzheimer's Disease
Research Center



PROJECT
BREAD

Beth Israel Lahey Health
Joslin Diabetes Center



WHITTIER STREET HEALTH CENTER
Comprehensive. Compassionate. Community.

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A Milestone Achievement: Our Trademark

Securing our trademark in 2024 marked a significant milestone for My Health Fair, establishing us as a registered brand, strengthening our identity, and protecting our work.

This achievement paves the way for new opportunities in expansion, partnerships, and increased visibility at both the state and national levels

It is a testament to years of dedication and reinforces our commitment to serving the community with integrity and purpose.





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Social Media: An Amplified Voice

We published engaging and educational content, including informational videos, health literacy graphics, and expert interviews.

These platforms allowed us to connect directly with our audience, promoting events and key resources.

Reach:



+61,1 K

My Health Fair
★ Favorites · November 25, 2024 · ⏲

La diabetes es una condición que afecta a millones, pero detectarla a tiempo puede marcar la diferencia.

En **Acceso Total Nueva Inglaterra de Telemundo Nueva Inglaterra**, Janine Suárez, MD, del **Joslin Diabetes Center**, habló sobre la importancia de la detección temprana de esta enfermedad.

Gracias a la alianza entre **My Health Fair** y **Telemundo Nueva Inglaterra**, llevamos temas de salud esenciales, explicados por expertos, a nuestra comunidad latina.



Video Views



+45,7 K

Engagement



+2,251

My Health Fair
464 followers
1hr · ④

The holidays can be a joyful yet challenging time for individuals with Alzheimer's and their loved ones.more

Health Literacy and Resources

My Health Fair

**THE HOLIDAYS
AND ALZHEIMER'S**
ALZHEIMER'S
ASSOCIATION

MYHEALTHFAIR.COM

How to Enjoy the Holidays with a Loved One Who Has Alzheimer's: Practical
Tips
My Health Fair on LinkedIn · 3 min read
holiday season is a time for joy and connection, but it can present unique challenges for

My Health Fair
3 Favorites · October 30, 2024 · ⏲

¿Qué es el cáncer de mama? Conozca los síntomas y opciones de tratamiento en este blog de Dana-Farber Cancer Institute.

[La detección temprana puede salvar vidas!]

Lea más: <https://myhealthfair.com/blog/que-es-el-cancer-de-seno>

Dana-Farber
Cancer Institute

My Health Fair

**¿Qué es el
CÁNCER DE SEÑO?**

Comments:



82



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Marketing



Educational Digital Content

We created informational videos and short reels featuring practical health tips from health fair participants and experts.



Educational Materials

We designed and distributed downloadable PDFs on topics such as cancer prevention, diabetes management, and caregiver support.



Mailing

Monthly bilingual newsletters were sent, featuring highlighted blogs, health resources, and event announcements, maintaining an impressive 39% open rate.



Social Media

We increased engagement and reach by 600% with educational content, interactive stories, and videos, tailoring specific campaigns for Facebook, Instagram, and LinkedIn..



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United for a Healthy Community

The impact of My Health Fair in 2024 is the result of the joint efforts of our team, partners, vendors, and the community.

We extend an invitation to all renowned health organizations in Massachusetts to join our fair, sharing their knowledge and resources to serve our communities.

Additionally, we invite the mayors of all counties to become strategic partners with My Health Fair, promoting essential health topics in their localities.

Together, we can build a stronger and more effective network to address the health needs of our community.

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Bilingual Health Professionals

In 2024, My Health Fair enhanced its impact by collaborating with bilingual health professionals who significantly contributed to our virtual platform. Through interviews and articles, they established a deep connection with the Hispanic community.

Their bilingual approach enabled us to reach a broader audience, breaking down language barriers and ensuring that thousands of individuals gained access to educational content and vital health resources.



Leonor Buitrago

Diversity Outreach Manager
Alzheimer's Association MA/NH



Vanessa Cruz Weimann

Mental Health Advocate, Coach, and International Director of Mental Health at REDNUM



Andreina Millan Ferro

Healthcare Quality & Equity Improvement Manager, Joslin Diabetes Center



Nancy Peña

Patient navigator at Dana-Farber Cancer Institute



Sujeila Trujillo

Mammography Program Coordinator Dana-Farber Cancer Institute



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Joe Pereira

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Iliana Puello

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More Information

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Visit the Virtual Health Fair at:

myhealthfair.com

