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**MSSNY & NYSSA Booth
New York State Fair
2016**

For decades, MSSNY has had a booth at the New York State Fair. In 2009, MSSNY partnered with the NYS Society of Anesthesiology (NYSSA) to share the costs and administrative responsibilities of the booth. Onondaga County Medical Society (OCMS) provides the coordination with the Anesthesiology Society's Upstate University Hospital resident physicians and other NYSSA members interested in interacting with the public at the Fair booth. OCMS also provides transportation of materials and year round storage of NYSSA display equipment and literature. For the MSSNY portion of the booth, OCMS provides the same year round logistical support as mentioned previously for NYSSA. OCMS also takes the local administrative lead in dealing with the Fairgrounds office as the Fair is located in the Syracuse area. For MSSNY, OCMS provides recruitment for staffing the booth with area member physicians as well as appropriate public health agencies with an interest in getting their information to the Fair going public.

Attendance at the 2016 twelve day long NYS Fair set an all time record in excess of 1.1 million visitors. This means that tens of thousands of people come through the Science & Technology Building where the MSSNY/NYSSA booth is located.

The value of having a MSSNY/NYSSA booth at the New York State Fair:

- As the main banner at the booth states, ***"Physicians Serving the Healthcare Needs of All New Yorkers"***.
- The booth is a great public awareness opportunity to have physicians share medical information and hold casual but important health related conversations with people outside the office. OCMS secures the donated use of blood pressure monitors from Welych Allen for physicians to use to provide thousands of blood pressure checks to the public. For some of the public, this is one of the few, if any, medical encounters they have throughout the year. Several people have been recommended to see a physician for abnormally high(or low) readings. During one four hour 'shift', two physicians estimated they each conducted 60 blood pressure checks (120 total) as they engaged the public in conversation. Throughout the twelve day fair, other physicians spoke with the public about and anesthesia procedures and effects of anesthesia, smoking cessation, going to urgent care v. the ER, rheumatologic diseases. Additionally, some other health organizations provided materials on the value of immunizations, glaucoma conditions, the importance of taking drugs as prescribed, and eyecare.
- Other health professionals also have booths in the same Fair building: the Physicians Assistants Association, the Nurses Association, the Association of

Nurse Practitioners, Respiratory Therapists among other health related causes and associations. If there were no MSSNY/NYSSA booth it would cause the public to ask, "Where are the doctors?"

- Interesting additional facts from this year's booth at the Fair :
 - 8, 000 pairs of sunglasses were distributed to the public in two days by a local member physician's eyecare office.
 - Physicians taking blood pressure readings typically conducted 50-60 during the shift times they were at the booth.
 - A local Poison Control Center educator reported speaking directly with over 250 people during his four hour shift on poison prevention.
 - Local representatives of the *Take As Directed* prescription awareness program distributed over 2,000 pill minders and hundreds of refrigerator magnets in addition to literature promoting the program.
 - Local health department officials spoke throughout their assigned times to both parents and children about the importance of immunizations.
 - Given the extreme heat during the Fair, it was not uncommon for some sick fairgoers to seek first aid assistance at the booth before EMTs arrive.
- Nearly two dozen Anesthesiology related physicians and residents staff the NYSSA portion of the booth during the Fair
- At least fourteen MSSNY member physicians and their staff members 'manned' shifts at the booth during the Fair.
- Member physicians and their staffs are already requesting time slots for the 2017 Fair.

I look forward to talking with both of you soon regarding plans for 2017.

Best regards,
---Jim