

CONSORTIUM FOR A HEALTHIER MIAMI-DADE

Executive Board
 March 10, 2014

TOPIC	DISCUSSION	ACTION NEEDED
Members Present	<p>Ann-Karen Weller, Florida Dept. of Health in Miami-Dade Nancy Maidique, Florida International University Leyanne Perez, American Healthy Weight Alliance Shanika Watson, Florida Dept. of Health in Miami-Dade Maria-Teresa de Cespedes on behalf of Marisel Losa- Health Council of South Florida</p> <p>Via Conference Call: Alina Soto, Dept. of Children & Families Alfie Leon, Florida International University Karen Hamilton, South Florida Regional Planning Council Valerie Neilson, University of Miami</p>	
Welcome and Introductions	The executive board of the Consortium for a Healthier Miami-Dade was brought to order by Ann-Karen Weller at 9:09 AM and all members were welcomed at the Health Council of South Florida.	
Approval of Minutes	<p>Approval of Minutes – Meeting minutes for February were reviewed by members. The minutes were approved by Alina Soto and seconded by Nelly Rubio.</p> <p>Corrections to be made on the February minutes - Page 4 Tobacco Free Workgroup Mrs. Florida (not Ms. Florida)</p>	Correction to be made to February minutes
Presentation	<p>Leyanee Perez gave a presentation on Healthy Happens Here Initiative. This is the same presentation she gave at the Miami Dietetics Association meeting. It aligns with Surgeon General Dr. Armstrong’s priority for Healthiest Weight. 35% of the Floridians are at a healthy weight. By the year 2030, almost 60% of Floridians will be obese. This video can be seen at www.healthiestweightflorida.com. Restaurants are the target for the Healthy Happens Here initiative since most people eat at</p>	

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restaurants often. Americans are spending at least 50% of their food budget away from home. Frequency of dining out is related to higher consumption of fats, sugar, and sodium. Healthy Happens Here is a tool for residents to know where to go for healthy meals. The focus is on restaurants that are not part of a chain. Restaurants need to voluntarily enroll with FDA for awareness of creating healthy meals. Adopt-A-Restaurant program was discussed as a way to create 3-4 healthy meals in the restaurants that comply with the 7 dietary guidelines. Goal is to create balanced meals that are healthy. Leyanee mentioned the need of having a machine to measure the nutrition analysis for meals which will be further discussed with K.Weller.

Committee Reports

Health Promotion & Disease Prevention/Leyanee Perez –

The committee's chair gave a presentation on the Healthy Happens Here initiative at the last HPDP meeting. She was able to meet with Spot On that will approach the business owners at the restaurants and promote this initiative to them. Leyanee has not been able to get many referrals from members or anyone else. Therefore, there are no restaurants to initiate at the moment. Her goal is to have 10 restaurants by the time of the Consortium Annual meeting. Spot On agreed to help and has doubled the goal to 20. Leyanee will send a form to Consortium chairs to help with restaurant recruitment in the community. She also mentioned that she went to CNN Latino show two weeks ago where there were five phone calls based on a survey poll. It was asked if they wanted to see calories posted on restaurant menus. Of the five calls, there were no messages left with responses. She mentioned Spot On is willing to do a particular icon, the Make Healthy Happen brand so once people download the app on a smartphone, they will have a green dot that says, "Healthy Happens Here." This will enable people to

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find a healthy restaurant wherever they are. Cuban Guys restaurant was also mentioned as a potential choice for serving three healthy cuban meals. K.Weller suggested that the menus of the Healthy Happens Here initiative, be looked at by nutritionists/ dieticians.

Tobacco Free Workgroup/Nancy Maidique –

On February 13, 2014- The Tobacco Free Workgroup presented to the City of Miami commissioners on the first reading to ban the sales of e-cigarettes to minors. Nancy spoke on the behalf of the Tobacco Free Workgroup. The Consortium and Florida Department of Health members were also there as well. On February 14, 2014, Nancy attended a Chamber South meeting with the Wellness committee and offered collaboration with the Consortium. A letter was sent out to CVS that was reviewed by Chairs/Vice-Chairs of the Consortium committees regarding going tobacco free. On February 27, 2014, they went back to the City of Miami Commissioners for the second reading to ban the sales of e-cigarettes to minors and it passed unanimously. The SWAT members gave a presentation and Nancy spoke as well. On March 1, 2014, the Tobacco Free Workgroup had their first Public House Bar social networking event. On March 4, 2014 they presented in front of the Miami Dade County Commissioners also for their first reading to the sales of banning e-cigarettes to minors and they past it on first reading. With the City of Miami, they took out possession so that children caught with it in their possession couldn't be arrested, but in Miami Dade county they left the possession. Nancy gave kudos to Commissioners, Jordan, Bovo, Zapata, Heyman, and Monestine because each of them sponsored one of the bans. March 6, 2014, Nancy visited the Worksite Wellness committee and presented on Tobacco Free policies and E-cigarettes in the workplace.

There were also legislative updates regarding the state of Florida:

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The House Bill is moving along with the playgrounds for children. Smoking in vehicles with the children and the different regulations for e-cigarettes meaning banning the sale to minors. 8 states have already banned the use of smoking in a vehicle with a child present and Florida wants to be the next one. On the preemption issue, we are on the back end because there are only a few states that have the preemption clause.

Nancy recognized the Vice-Chair of the Children's Issue and Oral Health committee, Alfie Leon. It was thanks to him that the Tobacco Free Workgroup was able to present to the City of Miami Commissioners on 1st and 2nd reading of the ban to sell e-cigarettes to minors. It is this collaboration between committees that makes things possible. Kudos to Alfie.

Marketing & Membership Committee/ Nelly Rubio on behalf of Adam Levy- Workshops have received great responses and well attended by Consortium members. The March workshop was an overview on the Consortium for a Healthier Miami Dade presented by Karen Weller, Assistant Community Health Nursing Director. The next workshop will be on April 2, 2014 called Health Public Relations Best Practices workshop. The presenter is Kathy Barbour, Corporate Director of Public Relations & Marketing from Baptist Health South Florida. She will be providing tips on how to speak to the media about health issues, who are the key writers locally, and best practices. Future workshops will be presented on demand, instead of a monthly basis. If a committee has a particular interest that focuses on marketing, Marketing committee would bring someone and schedule it. The committee feels they have covered many topics for the past year and the attendance is declining. K.Weller feels what would be a social marketing piece for health, is the tie in with the Miami Dade Action network where the members are health oriented. Regarding the Speakers Bureau,

Health Public Relations Best Practices workshop invitation to be sent on DOH-Miami Dade list serv and Consortium and Heath Council of South Florida.

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the MM committee will take on this component letting others know we have experts available. Nelly suggested a letter go out via email or mail with Adam's signature on it. She already looked into organizations that need speakers, but the target is the general population, i.e. PTA's in the schools, Rotary clubs, JC clubs and condo associations. Everyone will need to go to a Speakers Bureau form for completion. The committee thinks it would be a good way to market the Consortium as well as increase membership as a form of outreach.

Children Issues/Alina Soto – March 20th the Consortium Child Care Initiative piloting process will begin. Committee will be visiting 5 child care centers in underserved communities. This initiative will last 5 months: March-July 2014. The members will be providing technical assistance according to their area of expertise – oral health, physical activity, nutrition and screenings. Short Chef will be preparing healthy foods, engage the families and the importance of eating family style and preparing meals in a family setting. For Oral health, dental screenings will be done for the children and educate the parents on the importance of oral health. The diseases associated with oral health and childhood will also be discussed. In another center, wellness and health screenings for adults will be conducted. Information will also be given on healthy weight and activities, as well as resources for where they may go. Although the Affordable Care Act enrollment closes on March 31st, they will still have a community representative talking about local access to health care plans, for example Jackson. In another center, nutrition and physical activity will be presented and a book reading will occur and engaging the kids to be physically active. The last center, a committee member from Nemours, who has the CDC curriculum for training child care providers, will provide the component of family engagement. These events will

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occur during pick up time 5:15-6:30pm at the child care centers. The providers are reported to be very excited. UM has designed a post assessment to measure the impact the initiative may have on the child care settings, on children and families. The membership still continues to grow for the Children Issues committee.

Health & the Built Environment/Karen Hamilton –

The HBE committee had a formal election for the new Vice-Chair, Valerie Neilson. The meeting time has also changed and is now being held at 9:00 am with an end time of 10:30 am in order to be respectful of the members' time. They have already formed a strategy where HBE links with events related to HBE. For example, this Thursday Urban Land Institute is putting together a half a day symposium about building healthy places. HBE is a partner and K.Weller is the presenter speaking about the Consortium and specifically HBE. They also partnered on an event last week that dealt with complete streets. The purpose of this is for people to know about the committee and what they do. They are having a strategic planning session to talk about the activities they want to engage in this year and the remaining use of the committee stipend.

The Health Council of South Florida -update from Maria-Teresa de Cespedes on behalf of Marisel Losa Health. The Health Council is working with the health insurance exchange. They are currently working with 70 certified application counselors, where 9 are housed at the Health Council. They have trained 60 UM doctors to become certified counselors. Worked with approximately 500 consumers between Oct. 2013 to February 2014. Some have enrolled on the site because many like to go home and review their options. Health Council was highlighted as a Best Practice in January 2014. They were highlighted as the first partnership of this

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	<p>kind in the United States. They have built partnerships with Miami Dade, FIU, The Neighborhood help program and UM. They have CACs housed in various areas in North Miami, North Miami Beach, Opalocka, Doral, Kendall, Perrine, Sweetwater and Fountainbleu. They host regular weekly massive enrollment events with partners. They typically see 80 consumers in about four hours. March events will be held in North Miami, Liberty City, Little Havana, Kendall, Downtown Miami, and Tavenier. They have a weekly phone call with all of the Miami Dade stakeholders and HHS. The Health Council events are on the calendar located on the Miami Matters website.</p>	
<p>Old Business/New Business</p>	<p>The Consortium Annual Meeting will take place on April 25, 2014 from 8am-12pm and the location is to be announced. This is the opportunity to share with the community what work has been done with the Consortium. There will be a panel discussion consisting of Children Issues/Oral Health, Marketing and Membership and Elder Issues committees. The panel discussion is ten minutes length to include the highlights of the committees, any policy, environment and system changes. Chairs and Vice Chairs are to work on their presentations with their liaisons. For those committees that are not presenting, there will be a year in review that includes the highlights of all the other committees. K.Weller suggested there be one Consortium table at the event as an overview of what the committees are doing.</p> <p>Business Cards will be discussed at the next meeting.</p>	<p>K.Weller will have a presentation on outcome measures for the next Executive Board meeting.</p>
<p>Adjournment</p>	<p>The meeting was adjourned at 11:10am. The next meeting is scheduled for April 14 at the Health Council of South Florida</p>	



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