

CONSORTIUM FOR A HEALTHIER MIAMI-DADE  
Marketing & Membership Committee Meeting  
Wednesday, September 2, 2015

TOPIC	DISCUSSION	ACTION NEEDED
Members Present (7)	<p>Nelly Rubio, CBS4 <b>(Chair)</b>            Jeff Hurst, Department of Children and Families <b>(Vice-Chair)</b>            Shanika Watson, Florida Health in Miami-Dade County            Andrew Fisher, University of Miami            Megan Garber, University of Miami            Natalie Diaz, Health Council of South Florida            Otto Rodriguez, Florida Health in Miami-Dade County</p>	
Welcome and Introductions	<p>The monthly meeting of the Consortium for a Healthier Miami-Dade Marketing &amp; Membership Committee was brought to order by Nelly Rubio at 2:10PM. Members were notified that the meeting was being recorded.</p>	
Approval of Minutes	<p>The minutes from the previous Marketing &amp; Membership Committee meeting were reviewed. A motion to approve the minutes was initiated by Natalie Diaz and Jeff Hurst.</p>	
Marketing & Membership Workshop	<p>Consortium members are invited to attend a presentation by the Consortium's Health Promotion and Disease Prevention Chair, Leyanee Perez, R.D., .L.D.N on October 7, 2015 from 3pm-4pm at CBS4. Leyanee will provide an update on the Healthy Happens Here initiative.</p> <p>There was a conference call on August 12<sup>th</sup> with the Consortium liaisons, DOH-Miami Dade Website Management Publications and Special Projects and Marketing Chair to come up with ways for workshops to be interactive and a brainstorming session. The purpose is to receive feedback from audience and market messages that will be effective with tasks of the Consortium committees.</p> <p><u>Future workshop topics mentioned:</u></p> <ul style="list-style-type: none"> <li>- Worksite Wellness (pending)</li> </ul>	

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	<ul style="list-style-type: none"> <li>- Children Issues (November)</li> <li>- Green Prescription (December)</li> <li>- Healthy Hub (Health &amp; Wellness Center) (January)</li> </ul>	
Speakers Bureau	<p>An overview of the Speakers Bureau was provided by Nelly Rubio, Jeff Hurst and Shanika Watson. Nelly mentioned letters have been sent out to potential organizations to book and provide services from the Speakers Bureau. Flash drives were given to the speakers by their respective committee Chair. The goal is to promote the Consortium for a Healthier Miami-Dade for a greater reach in membership and educate the community on various topics. The evaluation forms are sent to speakers that will present in the community for feedback.</p>	
Partner Updates	<p>Natalie (Health Council of South Florida) Natalie spoke about the Healthy Hub at West Kendall Baptist hospital. Basic vitals are done for the community and based on their results, green prescriptions are given on how to live a healthier life, for example exercising, better food options and more.</p>	
Executive Board update	<ul style="list-style-type: none"> <li>- Nelly and Jeff spoke briefly about the Partnerships to Improve Community Health grant. The committees are planning for the second and third year. Children Issues committee will join the Early Learning Coalition at the Children First: Literacy is a Family Affair conference on September 19<sup>th</sup> as part of the deliverable for the PICH grant. Collaboration amongst other Consortium committees were also suggested.</li> <li>- Healthy Happens Here stickers- acknowledge businesses that are part of the Make Healthy Happen Miami campaign. Each committee</li> </ul>	

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	<p>will have a hashtag on their Healthy Happens Here sticker.</p> <ul style="list-style-type: none"> <li>- Commissioner Levine Cava will be attending the next Executive Board meeting on October 19<sup>th</sup>.</li> <li>- Worksite Wellness committee will host a forum entitled Incorporating the Benefits of Worksite Wellness forum on September 10.</li> </ul>	
Other Business	<ul style="list-style-type: none"> <li>a. Old Business- None.</li> <li>b. New Business- None.</li> <li>c. Upcoming events- Early Learning Coalition Children First: Literacy is a Family Affair conference on Sept. 19. Time: 7:30am -5pm. Registration is \$15.</li> </ul>	
Adjournment	<p>The next Marketing and Membership Committee meeting will be held on <b>November 4, 2015</b> at 2:00 PM at the CBS4 news location: 8900 NW 18 Terrace, Miami, FL 33172. The meeting was adjourned by Nelly Rubio at 3:05PM.</p>	