

CONSORTIUM FOR A HEALTHIER MIAMI-DADE
Marketing & Membership Committee Meeting
Wednesday, January 8, 2014

TOPIC	DISCUSSION	ACTION NEEDED
Members Present (10)	<p>Adam Levy, CBS4 (Chair) Shanika Watson, Florida Health in Miami-Dade County Nhong Le, Florida Health in Miami-Dade County Intern Lee Zimmerman, CBS4 Mayra Garcia, Florida Health in Miami-Dade County Mia DeVane, Farm Share Nelly Rubio, CBS4 Helga Goebel, Helga Goebel business Jeff Hurst, Department of Children and Families Leyanee Perez, The American Healthy Weight Alliance, Inc.</p>	
Welcome and Introductions	<p>The monthly meeting of the Consortium for a Healthier Miami-Dade Marketing & Membership Committee was brought to order by Adam Levy at 2:10PM. Members were notified that the meeting was being recorded.</p>	
Approval of Minutes	<p>The minutes from the previous Marketing & Membership Committee meeting were reviewed. A motion to approve the minutes was initiated by a Lee Zimmerman and Megan Garber.</p>	
Review Marketing & Membership Workshop feedback results	<p>Consortium members were invited to attend the seventh workshop entitled <i>How to employ Social Media to achieve a specific result</i> held by the Marketing & Membership Committee on January 8, 2014 from 3pm-4pm at CBS4. The presenter is Jason Mizrachi, Digital Sales Manager for CBSMiami.com.</p> <p>It was asked if the Consortium for a Healthier Miami-Dade can have Facebook. This is still pending until further notice from the Florida Department of Health Administrator.</p> <p>Committee discussed workshop topics for the month of February 2014. Adam suggested Karen Weller, Director of Office of Community Health & Planning present on the Consortium for a Healthier Miami Dade at the February or March Marketing & Membership committee meeting. It was</p>	

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	<p>recommended that Mrs. Weller present on a general outline of the goals of the department and how they integrate with the Consortium as well as talking about each committee and what they are doing. As a different course of action, this would be to motivate people coming into the new year and feel a connection with the Florida Department of Health leadership.</p> <p>Currently in Miami, Channel 7 news station is taking on the advertisement of E-Cigarettes. CBS, NBC and Channel 10 refuse to take the advertisement of E-Cigarettes. Adam mentioned that cigarette advertisement used to be banned from television 40 years ago due to it being a strong marketing tool. Since this is a hot topic in the community now, it was suggested that the Marketing & Membership committee host a workshop on E-Cigarettes to be presented by members of the Tobacco Free Workgroup in either February or March 2014.</p>	<p>Shanika will send out survey monkey invitation to committees so members can sign up to attend workshop.</p>
<p>Update on plan for “Make Healthy Happen” sponsors</p>	<p>One of the main initiatives is to try to extend the Make Healthy Happen branding campaign from the CPPW grant. CBS4 sales department helped build a deck that is now being presented to potential sponsors and partners for companies that might want to help the Make Healthy Happen brand stay on television. Adam presented this deck at the committee meeting. It asks the potential sponsors the following:</p> <p>Does your company do something extraordinary in our community to improve the lives of its employees, partner with educational institutions, or support healthy lifestyles of South Florida residents?</p> <p>The template was designed to give to the potential sponsors as an idea of how they can integrate with the Make Healthy Happen messaging. This example of a “spot” would start the Make Healthy Happen branding, then have a partner with a spokesperson talking about some element of healthy living (whether it be healthy foods, worksite wellness, childcare, safe routes</p>	

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	<p>to school, active transportation and recreation); the “spot” would close with again the Make Healthy Happen and Healthy Living messaging. Adam mentioned from the presentations today, Healthcare organizations and hospitals have shown the most interest.</p> <p>Adam also discussed Eco Media- a division inside CBS4 that work with advertisers and incorporate projects into the media that they spent that would help with the environment or health. The purpose was giving back to the community. He mentioned this would be a good idea to add to the Make Healthy Happen. On the deck presented by Adam, it mentioned:</p> <p>With your 3 month commitment, 10% will go back into our community to develop a campaign legacy project initiated with one of the following organizations in partnership with the CBS EcoMedia Wellness Ad program.</p> <p>Outside of the Make Healthy Happen campaign, there have been great responses from big institutional ad agencies that are looking to make an impact in the community. Some include, Cadallac, AT&T, that have taken part on the EcoMedia campaign. Potential start date is March or April 2014.</p> <p>Adam suggested the committee members play a role in helping marketing this. He mentioned that CBS4 can do the heavy lifting of securing the meeting and making the presentation. Adam suggested committee members go along to the meetings, it would lend credibility to the process. This can show a united front in trying to get a commitment from one of these sponsors to get the Make Healthy Happen messaging going.</p>	
<p>Executive Board update</p>	<p>Leyanee, Chair of Health Promotion and Disease Prevention committee gave the Executive Board update. She mentioned that there was an Electronic Cigarette presentation done by Tobacco Free Workgroup members at the last Health Promotion and Disease Prevention committee meeting held at a</p>	

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	<p>restaurant- Italy Today. Leyanee also mentioned that she did a presentation on a Healthy Happens Here experience. The purpose of this initiative is to recruit many restaurants in Miami to provide healthy meals under 500 calories to help those that want to lose weight.</p>	
<p>Other Business</p>	<p>a. Old Business</p> <ul style="list-style-type: none"> i. Suggestions for the Committee stipend: <ul style="list-style-type: none"> - Guest speaker - :30 second infomercial/spot (not enough stipend money to do this). - TBD at the next meeting ii. New Business <ul style="list-style-type: none"> ➤ E-Cigarettes and Marketing workshop to be presented by Tobacco Free Workgroup Miami Dade in February or March 2014. TBD <p>b. Upcoming events- None</p>	
<p>Adjournment</p>	<p>The next Marketing and Membership Committee meeting will be held on February 5, 2014 at 2:00 PM at the CBS4 news location: 8900 NW 18 Terrace, Miami, FL 33172 . The meeting was adjourned by Adam Levy at 3:00PM.</p>	