

CONSORTIUM FOR A HEALTHIER MIAMI-DADE
Marketing & Membership Committee Meeting
Wednesday, October 7, 2015

TOPIC	DISCUSSION	ACTION NEEDED
Members Present (10)	<p>Nelly Rubio, CBS4 (Chair) Jeff Hurst, Department of Children and Families (Vice-Chair) Shanika Watson, Florida Health in Miami-Dade County Dairo Baez, Magellan Complete Care Leyanee Perez, The American Healthy Weight Alliance, Inc. Samantha Sater, Health Council of South Florida Otto Rodriguez, Florida Health in Miami-Dade County Monica Dawkins, University of Florida/Miami-Dade County Extension Expanded Food and Nutrition Education Program Richard Thurer, University of Miami Marie Marcelle Fatal, Amerigroup</p>	
Welcome and Introductions	<p>The monthly meeting of the Consortium for a Healthier Miami-Dade Marketing & Membership Committee was brought to order by Nelly Rubio at 2:06PM. 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 Jeff Hurst and Dairo Baez.</p>	
<p>Marketing & Membership Workshop</p> <p>Last Brain Storm Session</p>	<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 from 3pm-4pm at CBS4. Leyanee will provide an update on the Healthy Happens Here initiative.</p> <p>There was a discussion about the last brain storm session presented by the Tobacco Free Workgroup. A Breath of Fresh Air session was presented by Jan Ding, Florida Department of Health in Miami-Dade, Tobacco Free Workgroup Senior Health Educator. The feedback was well received for their media campaign and recommendations were given.</p>	

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<p>Upcoming Brain Storm sessions</p>	<p>Committee discussed upcoming Marketing and Membership committee brain storm sessions. It was recommended that the Children Issues committee present on their Partnerships to Improve Community Health (PICH) grant initiatives and how they are marketing it.</p> <p><u>Future workshop topics mentioned:</u></p> <ul style="list-style-type: none"> - Children Issues (November) - Green Prescription (December) - Healthy Hub (Health & Wellness Center) (January) - Worksite Wellness (pending) 	
<p>Speakers Bureau</p>	<p>Jeff Hurst provided an update on the Speakers Bureau. He mentioned he has been requested as a speaker for the Lotus House on the topics of childcare regulation and child safety on October 27th. Committee Liaison provided an update on requested speakers for the Speakers Bureau as well as individuals wanting to become a speaker. Chairs are to follow up with their new requests and vet any presentations by the speakers. Nelly would like to promote the Speakers Bureau more and has requested Otto to look into possible ways of doing this.</p>	<p>Jeff will follow up with Consortium Committee Chairs on vetting speakers' presentations.</p>
<p>Partner Updates</p>	<p>Leyanee Perez, Chair of the Health Promotion and Disease prevention committee will provide a healthy breakfast for the upcoming Executive Board meeting, courtesy of Pizza D'light.</p>	
<p>Executive Board update</p>	<ul style="list-style-type: none"> - Health Council of South Florida provided a PICH evaluation update at the October Executive Board meeting. There were modifications that were approved by CDC in the areas of Tobacco Smoke Free Environments, Physical Activity in childcare settings and Clinical 	

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	<p>Linkages/Healthy Hub.</p> <ul style="list-style-type: none"> - Karen Weller, Florida Department of Health in Miami-Dade provided an update on the Community Health Improvement Plan where committee Chairs are to provide indicators on their committee meeting agendas. - Commissioner Levine Cava will be attending the next Executive Board meeting on October 19th. - Future Executive Board meetings will be held from 10:00am – 12:00pm beginning November 2015. 	
PICH update	<p>Otto Rodriguez, Florida Department of Health in Miami-Dade provided a PICH update regarding the media campaign. The campaign is out regarding phase 1 of the PICH grant with Outfront Media. There will be wraps on metromovers and buses. Bus shelters are also part of the media campaign. The Marketing & Membership committee viewed photos of the media campaign on the Consortium website during the meeting. Messages address nutrition, physical activity and tobacco smoke free environments. Phase 2/Year 2 of the media campaign will encompass the healthy hub, green prescription and corner stores. There are 300 interior cards for the inside of the buses. There will also be tv spots for the general audience, streaming radio through Pandora, billboards, Haitian/creole radio and social media. A twitter account for the Consortium for a Healthier Miami-Dade is currently being developed.</p>	
Other Business	<ul style="list-style-type: none"> a. Old Business- None. b. New Business- None. c. Upcoming events- None. 	
Adjournment	<p>The next Marketing and Membership Committee meeting will be held on November 4, 2015 at 2:00 PM at the CBS4 news location: 8900 NW 18</p>	

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	Terrace, Miami, FL 33172. The meeting was adjourned by Nelly Rubio at 3:05PM.	
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