

CONSORTIUM FOR A HEALTHIER MIAMI-DADE
Marketing & Membership Committee Meeting
Wednesday, August 3, 2016



TOPIC	DISCUSSION	ACTION NEEDED
Members Present (8)	Nelly Rubio, CBS4 (Chair) Frensy Sheran Melo (Liaison) Valerie Turner, FDOH-MD Jimmy Tan, HCSF Nicole Marriot, HCSF Carla Timm, Cox Media Christina Brown, MD-Parks Lauren Brackenridge, MD-Parks	
Welcome and Introductions	The monthly meeting of the Consortium for a Healthier Miami-Dade Marketing & Membership Committee was brought to order by NR at 2:05PM. Members introduced themselves and were notified that the meeting was being recorded.	
Approval of Minutes	The minutes from the previous Marketing & Membership Committee meeting were reviewed. A motion to approve the minutes was initiated by NR and seconded by JT.	
Executive Board update	VT provided updates of the July 2016 Executive Board Meeting. Highlights included: <ul style="list-style-type: none"> - The work of the committees is currently being realign to better address the needs of the Community. - A half-day ‘Vision Going Forward’ summit is being planned for September 9th 2016. - The Robert Wood Johnson Foundation Award on a “Culture of Health” will be awarded in the upcoming months. Miami-Dade is a finalist. - The CDC June site visit was discussed. Overall feedback received from the visit was positive, advised realignments with work from parks. The official summary letter is expected to be received in the near future. - Contracted providers for PICH year three were reviewed. Media piece will be going out through RFP. 	

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<p>Presentation on the Affordable Care Act and its meaningful impact on the health of Miami-Dade County residents</p> <p>Make Healthy Happen Miami Campaign Overview</p>	<p>JT from the Health Council of South Florida gave a presentation on the Affordable Care Act overviewing key areas and its meaningful impact on the health of Miami-Dade County residents. The presentation can be found at https://docs.google.com/presentation/d/1jgGoWvVNT18sh2BiLAZUngOfr5vDqi6FHHc3DroptpM/edit#slide=id.p74</p> <p>SM provided a brief update on PICH Year 2 Quarter 4 communication efforts. SM highly encouraged members to take a look at social media campaign efforts and share Make Healthy Happen infographics found on Consortium Facebook page.</p>	
<p>Speakers Bureau</p>	<p>Speaker's requests #86 and #87 were received in July and processed by Consortium Liaison Melissa Hernandez.</p>	
<p>Partner Updates</p>	<p>None</p>	
<p>Other Business</p>	<ul style="list-style-type: none"> a. Old Business: None b. New Business: CB from Parks stated that they are currently working on developing a Parks 305 application. The goal is to increase access to parks through its use and adapt effective behavioral marketing techniques. JT suggested contacting Pokémon Go makers to inquire about increasing Pokémon stops in Miami-Dade parks as this would increase traffic at such. NR mentioned 'Walk my City' initiative as another effective and innovating initiative to increase physical activity in the community. c. Upcoming events: Presentation on Emergency Disaster Preparedness and Enrollment in Miami-Dade County by the Health Council will be taking place in September MMC meeting. Parks will be presenting on Behavioral Marketing Techniques in October meeting. 	

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Adjournment	The next Marketing and Membership Committee meeting will be held on September 7, 2016 at 2:00 PM at the CBS4 news location: 8900 NW 18 Terrace, Miami, FL 33172. The meeting was adjourned by NR at 3:45PM.	
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