

CONSORTIUM FOR A HEALTHIER MIAMI-DADE
Marketing & Membership Committee Meeting
Wednesday, January 6, 2016

TOPIC	DISCUSSION	ACTION NEEDED
Members Present (9)	Nelly Rubio, CBS4 (Chair) Jeff Hurst, Department of Children and Families (Vice-Chair) Frenslly S Melo, FDOH-MD (Liaison) Jan Ding, FDOH-MD Maria Negahbani, FDOH-MD Melissa Hernandez, FDOH-MD Natouchka Murray, FDOH-MD Nicole Marriot-Health Council of South Florida Thao Tran MD, MPH, Green RX	
Welcome and Introductions	The monthly meeting of the Consortium for a Healthier Miami-Dade Marketing & Membership Committee was brought to order by Nelly Rubio at 2:05PM. Members were notified that the meeting was being recorded.	
Approval of Minutes	The minutes from the previous Marketing & Membership Committee meeting were reviewed and approved.	
Executive Board update	Jeff Hurst provided updates from the Executive committee's December meeting. He introduced the "cultural health" concept being used at a federal level to target and reach all cultures and ethnicities in the Unites States; communicating how healthy choices can be part of our habitual diets regarding cultural culinary costumes. The idea is to raise awareness and highlight the importance of a comprehensive health approach alongside a balanced nutrition and healthy living habits. Melissa Hernandez, Liaison for Worksite Wellness Committee, expressed her committee will cover "Culture of Health" in upcoming February meeting.	
PICH Media Updates	Frenslly Melo provided an update on the current efforts of the Media campaign for PICH, including TV advertisements, social media, billboards, stream radio and Haitian radio.	
OCH&P Com Updates	The Consortium Connection News Letter January Issue was discussed and the	Partners invited to

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<p>Marketing & Membership Hosted Workshop</p>	<p>messages being disseminated to partners and the general public.</p> <p><u>Future workshop topics mentioned:</u></p> <ul style="list-style-type: none"> - Worksite Wellness (March) <p>Consortium members attended a presentation on Green RX the green prescription project by Thao Tran MD, MPH from 3pm-4pm. Dr Tran provided information and updates on the initiative. The GRx is a health professional's written advice to a patient or their family to encourage and support them becoming more physically active. GRx are to support prevention and management for patients with chronic disease to encourage them to manage their own conditions by Increasing physical activity and improving nutrition.</p>	<p>submit articles for February News Letter</p>
<p>Speakers Bureau</p>	<p>No current request</p>	
<p>Partner Updates</p>	<p>Nicole Marriot from HCSF discussed progress on acquiring baseline for Healthy Hubs, and encouraged all present to visit miamimatters.org for more information.</p>	<p>Partners to visit miamimatters.org</p>
<p>Other Business</p>	<ul style="list-style-type: none"> a. Old Business- None. b. New Business- None. c. Upcoming events- There will be no presentation in February and instead the MMC will support Worksite Wellness Committee Forum on Thursday February 4th from 9:30 AM - 11:30 AM at Beacon Center, 8323 NW 12th Street, Suite 212, Miami FL 33126 	
<p>Adjournment</p>	<p>The next Marketing and Membership Committee meeting will be held on February 3, 2016 at 2:00 PM at the CBS4 news location: 8900 NW 18 Terrace, Miami, FL 33172. The meeting was adjourned by Nelly Rubio at 3:00PM.</p>	