

CONSORTIUM FOR A HEALTHIER MIAMI-DADE
Marketing & Membership Committee Meeting
Wednesday, June 1, 2016



TOPIC	DISCUSSION	ACTION NEEDED
Members Present (7)	Nelly Rubio, CBS4 (Chair) Valerie Turner, FDOH-MD Jimmy Tan, HCSF Brady Bennett, HCSF Grace Libin, Wellcare Lisseth Guerra, FDOH-MD Suzan McDowell, Circle of One	
Welcome and Introductions	The monthly meeting of the Consortium for a Healthier Miami-Dade Marketing & Membership Committee was brought to order by NR at 2:00PM. 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 not reviewed. A motion to approve the minutes could not be initiated because no members from the previous meeting were present. The minutes will be reviewed in the next meeting.	
Executive Board update Make Healthy Happen Miami Campaign Overview	No update provided. NL Provided a brief update of the previous CPPW grant and its objective in influencing policies to support community health in Miami-Dade County. CBS 4 worked directly on the communication efforts for that grant. She stated that for the PICH grant the station did not have a role in managing the contracts allocated for the communication efforts and such were directly managed by the Consortium Staff. VT stated that funding for year three of the PICH grant was cut by 25% and will essentially result in a short “nine month” year. Year three will focus efforts in restaurant initiative, active design/ parks initiative, communication efforts, and tobacco prevention.	

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<p>Make Healthy Happen Creole Campaign Overview</p>	<p>SM provided a Prezi presentation overviewing the PICH year two Haitian Creole marketing campaign consisting of:</p> <ul style="list-style-type: none"> - Three Haitian radio spots one on physical activity, one on healthy eating, and one on tobacco prevention. - Over 1000 creole radio spots between February and May 2016. - The spots received a good response from the Haitian community and the audience called the radio stations repeatedly to inquire about healthy eating. - Flyers were also distributed in the Haitian Community through businesses and events from Homestead to North Miami. 	
<p>Speakers Bureau</p>	<p>No requests</p>	
<p>Partner Updates</p>	<p>None</p>	
<p>Other Business</p>	<ul style="list-style-type: none"> a. Old Business- VT reviewed the MHH Miami Campaign. She stated that for year one of the grant most efforts were unpaid utilizing social media. For year two of the grant seven vendors were contracted to cover tv ads, stream radio, page takeovers in local newspapers, social media, public transportation ads, Haitian radio ads, and billboards. The campaign focused on physical activity, healthy eating, and tobacco prevention. All ads ran under the Healthy Happens Here Miami Brand. Traffic to the website increased by 61% in the time the campaign was running. Ads ran in English, Spanish, and creole. NL commented that Pandora might not be as effective in reaching the targeted community and advised that for year three it might be better to allocate such funding for conventional radio. b. New Business- The CDC will be coming down to Miami for a visit in the upcoming months. The dates will be provided in the near future. c. Upcoming events- No presentations for the committee will be scheduled until change in leadership. 	
<p>Adjournment</p>		

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	<p>The next Marketing and Membership Committee meeting will be held on July 6, 2016 at 2:00 PM at the CBS4 news location: 8900 NW 18 Terrace, Miami, FL 33172. The meeting was adjourned by NR at 3:12PM.</p>	
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