

CONSORTIUM FOR A HEALTHIER MIAMI-DADE
Marketing & Membership Committee Meeting
Wednesday, May 4, 2016



TOPIC	DISCUSSION	ACTION NEEDED
Members Present (7)	<p>Nelly Rubio, CBS4 (Chair) Frensy S Melo, FDOH-MD (Liaison) Valerie Turner, FDOH-MD Melissa Maytin, FDOH-MD Ray Nellissery, FDOH-MD</p> <p><u>Teleconference</u> Alejandro Perez, Avanza Advertising Lawren Bellamy, The Miami Times</p>	
Welcome and Introductions	<p>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.</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 NR and second by LB and AP.</p>	
<p>Executive Board update</p> <p>Consortium Annual Event Highlights</p>	<p>VT provided updates from the Executive committee's April meeting. Highlights included PICH year three realignments which will be shared in the upcoming months. Nancy Vasquez, Government Analyst I, FDOH-MD gave a presentation on the Community Health Improvement Plan (CHIP) which is now available online for the public at healthymiamidade.org.</p> <p>VT provided highlights from the Annual Event. She stated that the event had a good turnout with an estimated 100 participants. The breakout sessions this year were new and various recommendations were gathered from the Marketing and Membership Committee session with a focus on new and innovative ways to promote messages so that they are more effective and have a wider reach these included:</p>	

CONSORTIUM FOR A HEALTHIER MIAMI-DADE
Marketing & Membership Committee Meeting
Wednesday, May 4, 2016



<p>Robert Wood Johnson Foundation Visit Highlights</p>	<ul style="list-style-type: none"> • Having the Consortium for a Healthier Miami-Dade host a Healthy Happens Here event in which all of the initiatives are shared with the community. Committees will participate and have their members share the work they are doing. There could be opportunities for networking, and sharing of projects and ideas with the community and stakeholders to get more buy-in; • Putting together a Flash Mob to a song that promotes physical activity such as the Uptown Funk. Flash mobs are quickly becoming very popular and because they are “quick” and happen sporadically, it gains attention and is often re-shared via a variety of media resources meaning that the messages of physical activity would be widely shared with others. LB indicated that utilizing radio could be a useful tool in planning this event; • Developing an App as most people are mobile and use their phones or smaller electronic devices to get media information and news. Therefore developing an app that is inclusive of the projects and shares media messages would be good as well as linking the app back to the healthyhappenshere.org website for integration and consistency; • Targeting points of entry will also assist in sharing messages of healthy living such as at airports; • Obtain a Healthy Happens Here Bus so that our messages are mobile and can travel to communities that need assistance on learning key initiatives and projects. Can be used at fairs and as an educational tool in communities and schools. <p>The FDOH-MD has been selected as one of 16 finalist to receive a \$25,000.00 dollar award for being a community that promotes a culture of health. NR provided a brief summary of the April Robert Wood Johnson Foundation Visit. Four evaluators flew down to Miami and did a tour around the community to assess current efforts. NR further indicated that she participated and presented on behalf of media and marketing. Other Organizations such as the United Way and the Knight Foundation also participated in the visit. The winners will be announced later this year.</p>	
--	--	--

CONSORTIUM FOR A HEALTHIER MIAMI-DADE
Marketing & Membership Committee Meeting
Wednesday, May 4, 2016



Speakers Bureau	No requests	
Partner Updates	None	
Other Business	<ul style="list-style-type: none"> a. Old Business- NR stated that while she plans to step down as Chair for the Committee she will continue to serve until the position has been filled. She further indicated that there is much potential for the Committee and promoting health through the Healthy Happens Here marketing campaign. She noted that Victoria Villaboa from Parks and Recreation could be a good fit for the position. VT stated that she will assess this internally and discuss with the leadership. b. New Business- Currently the Vice-Chair position for the Committee is vacant. c. Upcoming events- No presentations for the committee will be scheduled until change in leadership. 	
Adjournment	The next Marketing and Membership Committee meeting will be held on June 1, 2016 at 2:00 PM at the CBS4 news location: 8900 NW 18 Terrace, Miami, FL 33172. The meeting was adjourned by NR at 2:55PM.	