

CONSORTIUM FOR A HEALTHIER MIAMI-DADE
Executive Board Meeting
November 14, 2011

TOPIC	DISCUSSION	ACTION NEEDED
Members Present	<p>Ann-Karen Weller (MDCHD), Bridget Smtih (MDCHD), Yessica Gomez (MDCHD), Marisel Losa (Health Council of South Florida), Adam Levy (CBS4 Television), Shelley-Anne Glasgow (Health Council of South Florida), Cristina Alvarez (VSBrooks Advertising)</p> <p>On the phone: Imran Ali (Community Action Agency), David Henderson (Miami-Dade MPO), Tedd Marefka (Health Choice Network), Janisse Schoepp (Health Foundation of South Florida)</p>	
Welcome and Introduction	<p>The Executive Board of the Consortium for a Healthier Miami-Dade was brought to order by Karen Weller at 9:06 a.m. All board members were welcomed and introduced.</p>	
Approval of Minutes	<p>Meeting minutes for September were reviewed by members. The minutes were approved by Imran Ali and seconded by Janisse Schoepp with corrections to the spelling of Imran Ali’s first name and Janisse Schoepp’s last name.</p>	
Committee Quarterly Reports and Workplans	<p>Committee Quarterly Reports and Workplans</p> <ul style="list-style-type: none"> • Several committees have not submitted their quarterly report. Karen Weller reminded all Chairs and Vice-Chairs that reports were due October 15th and requested all reports be submitted as soon as possible. • The final quarterly report of the year, which was originally due January 15th will now be due on December 16th to allow sufficient time to develop the Consortium Annual Report prior to the annual event. • Karen Weller also request all workplan be finalized as soon as possible. 	
Consortium Annual Event and Updates	<p>Yessica Gomez provided the following Consortium updates:</p> <ul style="list-style-type: none"> • As of November 1st, 328 members are registered members of the Consortium. A membership summary was provided as an attachment with specific committee membership information. • An additional web page was added under the Marketing and Membership Committee to add committee membership information for the membership drive. • A committee involvement survey will be going out to all the committee members to gauge their level of involvement and satisfaction, as well as ways to improve the committee experience. 	

CONSORTIUM FOR A HEALTHIER MIAMI-DADE
 Executive Board Meeting
 November 14, 2011

	<p>Annual Event Updates: Guidelines were drafted in preparation for the annual meeting to summarize Chair/Vice-Chair responsibilities.</p> <ul style="list-style-type: none"> • Committee presentations should be 8-10 slides and should include the following: description, goals, initiatives, accomplishments/highlights and committee plans moving forward. • Committees not presenting have an option of a booth or poster; however, additional suggestions were welcomed. Chairs/Vice-Chairs should identify 1-2 members who will be responsible for either the booth or poster during the event. • All presentations and posters are due on January 6, 2011. • All committees will have the opportunity to recognize one member. The member's name and information will be due no later than December 16, 2011. • All items are due to Yessica Gomez via email on the date established in the guidelines. • Karen Weller added that all past Chairs/Vice-Chairs will be recognized at the annual event. 	
<p>Local Public Health Assessment</p>	<p>Karen Weller provided the following information:</p> <ul style="list-style-type: none"> • MDCHD in partnership with Health Council conducted an extensive community assessment in 2008. The assessment identified areas of need and improvement that were included in the Mobilizing for Action through Prioritization and Partnership Report. The work of the Consortium addresses some of the needs identified, such as health disparities and chronic diseases. • MDCHD and Health Council will be conducting another local public health assessment. The assessment looks at how the local public health system is functioning and is based on the three core functions of public health: assessment, policy development, assurance. • Karen Weller informed the Board that MDCHD will be applying for public health accreditation and these assessments are essential for the accreditation. • An hour of the next two meetings will be spent on discussing the assessment. • The accrediting body is the Public Health Accreditation Board, which is a national organization comprised of several agencies. • Cristina Alvarez inquired on the benefits of the accreditation. Karen Weller responded that the purpose of the accreditation is to improve the quality and performance of public health agencies and it may increase grant opportunities. 	
<p>CPPW Updates</p>	<p>The Executive Board was provided with a copy of the CPPW Quarter 8 Report. Bridget Smith provided the following CPPW updates:</p> <p>Goal 1: Strengthen the Consortium</p> <ul style="list-style-type: none"> • Several strategies have been implemented to strengthen and standardize the Consortium. Committee membership has now been tracked and assessed. • Multiple leadership meetings have taken place during the year. 	

CONSORTIUM FOR A HEALTHIER MIAMI-DADE
 Executive Board Meeting
 November 14, 2011

	<p>Goal 2: Mass Media Campaign</p> <ul style="list-style-type: none"> • Make Healthy Happen commercials continue to be aired, as well as radio announcements through the various media outlets. • The campaign will be shifting to “ We made Healthy Happen” • The national media campaign has finally launched and they will be doing local buys, probably for radio and print ads. <p>Goal 3: Child Care Centers</p> <ul style="list-style-type: none"> • The legislation was drafted and submitted to Senator Rene Garcia; currently in the phase of introducing and passing the policy. <p>Goal 4: Farm-to-School Nutrition</p> <ul style="list-style-type: none"> • MDCPS is in the process of revising their school wellness policy • The farm-to-school and healthy vending machine initiatives are doing well and will be evaluated during the next couple of months. • MDC Parks and Recreation will be installing their healthy vending machines within this month. <p>Goal 5: Physical Activity in MDCPS</p> <ul style="list-style-type: none"> • Currently only 13 schools participating in the 7th period initiative. • The SPARK data shows improvements in the level of physical activity. • Alliance for a Healthier Generation will be launching their mini-grants soon. <p>Goal 6: Access to Healthy Foods via Convenience Stores</p> <ul style="list-style-type: none"> • South Florida Regional Planning Council and Florida International University will be conducting the Nutrition Environment Measures Survey (NEMS) assessment. Currently they are in the process of choosing the convenience stores for the assessment. <p>Goal 7: Farmers Markets</p> <ul style="list-style-type: none"> • Has finally launched! • Several new and updated markets will be launched this month. Health fairs will be conducted alongside the markets in partnership with the Health Promotion and Disease Prevention Committee. <p>Goal 8: Breastfeeding Practices and Facilities</p> <ul style="list-style-type: none"> • Exceeded outcome objective for the Baby-Friendly Designation. • Healthy Start Coalition has recruited several organizations to implement a lactation support policy and progress continues to take place. 	
--	--	--

CONSORTIUM FOR A HEALTHIER MIAMI-DADE
 Executive Board Meeting
 November 14, 2011

	<ul style="list-style-type: none"> • MDCHD recently adopted a worksite lactation support policy. <p>Goal 9: Active Transportation and Recreation</p> <ul style="list-style-type: none"> • MDC Parks and Recreation completed Urban Design Manual I and they are currently drafting Urban Design Manual II. They will also be working on installing fitness zones at various parks. • The City of Miami and North Miami have installed most of their bicycle racks and signage. <p>Goal 10: Safe Routes to Schools</p> <ul style="list-style-type: none"> • The crossing guards are currently in the process of being placed. • Currently amending the statute to sustain this initiative. <p>Goal 11: Worksite Wellness</p> <ul style="list-style-type: none"> • Several Consortium member organizations are in the process of implementing a worksite wellness program. • The worksite wellness center at MDCPS continues to have high attendance and has been successful in increasing physical activity among employees. 	
<p>Committee Action Report</p>	<p>Adam Levy, Marketing and Membership</p> <ul style="list-style-type: none"> - New membership has increased by ~50%. Therefore, it may make sense to pause with the membership drive and focus on attrition - A new web page was developed for the membership drive but will now house general membership information, since the goal was exceeded. - Shelley Glasgow suggested developing a specific annual membership goal, since the initial goal was based on CPPW, as well as measure attrition and actual active membership. - In terms of the farmers market goal, the committee will be moving forward with facilitating the point of decision and education prompts for the farmers markets. - The media campaign will start working on the “Healthy Happens Here campaign. - Discussions will continue to take place with the Chair of the Health and the Built Environment Committee, David Henderson, to identify ways to promote Goal 9 (Active Transportation and Recreation). - Cristina Alvarez added the following: <ul style="list-style-type: none"> o VSBrooks will be developing a new media spot. o Will be working with Chef Luis Blanco several media ads. <p>Janisse Schoepp, Health Promotion and Disease Prevention</p> <ul style="list-style-type: none"> - Mirelys Ramos, the MDCHD liaison provided an update on the speakers’ bureau. Only eight 	

CONSORTIUM FOR A HEALTHIER MIAMI-DADE
 Executive Board Meeting
 November 14, 2011

	<p>members were part of the speakers' bureau and were members of the following committees: Health Promotion and Disease Prevention, Health and Built Environment, Elders Issues, and Worksite Wellness. At the next meeting, Mirelys Ramos will be presenting a speakers bureau request form. A further discussion need to take place on how to improve and grow the speakers' bureau.</p> <ul style="list-style-type: none"> - The City of Miami farmers market ordinance, which was facilitated through the Access to Healthy Foods Workgroup will be presented at next Thursday's commissioner meeting. The ordinance will create a famers market pilot program, which will address high fees, permitting and zoning to facilitate expansion of farmers market in the City of Miami. The second reading for the ordinance will take place in December. - A committee involvement survey was sent to the committee to gauge the level of involvement, satisfaction and identify ways to improve the committee experience. The committee will discuss the results of the survey at the next meeting. <p>Children Issues, Imran Ali</p> <ul style="list-style-type: none"> - The committee discussed a draft committee fact sheet, which was presented at the last meeting. Revisions will be made based on feedback received. - A draft of strategies for collaboration was sent to all members to review and provide feedback. A further discussion will take place at the next meeting. - CPPW Providers gave their usual updates. - The committee continues to provide content for the Consortium Connection. 	
New Business	No new business	
Announcements	<p>Marisel Losa, Health Council of South Florida</p> <ul style="list-style-type: none"> - A Community Health Workers Subgroup was successfully formed last week. The subgroup will raise awareness on community health workers and will develop a platform for trainings, advocacy and best practices. There will also be training opportunities through Miami-Dade College. - The Health Council will be holding their retreat this week. Thursday morning will be open to the community during which experts will be discuss legislative issues. - Miami Matters has undergone significant data updates. Increased information is now available on poverty and education in Miami-Dade. 	
Adjournment	The meeting was adjourned at 10:253am. The next meeting will take place December 12, 2011.	