

**CONSORTIUM FOR A HEALTHIER MIAMI-DADE**  
**Executive Board Meeting**  
**May 9, 2011**

TOPIC	DISCUSSION	ACTION NEEDED
Members Present	<p>Ann-Karen Weller (MDCHD), Bridget Smith (MDCHD), Yessica Gomez (MDCHD), Gabrielle Solomon (Health Foundation of South Florida), Marisel Losa (Health Council of South Florida), Shelley-Anne Glasgow (Health Council of South Florida), Imran Ali (Community Action Agency), David Saltman (FIU), Tori Gabriel (Florida Health Research Institute), Janisse Schoepp (Health Foundation of South Florida), Rooney Brodie (South Miami), Cristina Alvarez (VSBrooks), Victoria McBee (MDCHD), Adam Levy (CBS)</p> <p>On the phone: Anamarie Garces de Marcilla (Urban Health Solutions)</p>	
Welcome and Introduction	The Executive Board of the Consortium of Healthier Miami-Dade was brought to order by Karen Weller at 9:11 a.m. All board members were welcomed and introduced.	
Approval of Minutes	<p>Meeting minutes for April were reviewed by members. The minutes were approved by Anamarie Garces de Marcilla and seconded by Imran Ali with the following corrections:</p> <ul style="list-style-type: none"> <li>- Under Members Present: Remove Gabrielle Solomon and replace Wilus with Brodie</li> <li>- Under the CPPW Goal 11 update: Replace “ Diego” with “Yeago” and “ Famers’ with “Farmers”</li> </ul>	
Community Report Update	<p>Marisel Losa provided a brief overview of the Community Report Card Update 2010:</p> <ul style="list-style-type: none"> <li>- Many of the indicators have improved but some have declined</li> <li>- Different from the old report in that it includes a discussion portion</li> <li>- Karen Weller stated that physical activity indicators for teens improved</li> <li>- Adults who are overweight continues to increase</li> </ul>	
Student Membership	<p>Victoria McBee from MDCHD conducted a presentation on the student membership (attached).</p> <p>The following feedback/suggestions was provided:</p> <ul style="list-style-type: none"> <li>- Marisel Losa stated that there should be a general student membership with an option to apply for the internship opportunity. She also suggested contacting the various universities/departments to inquire about their requirements and expectations.</li> <li>- Anamarie Garces de Marcilla suggested revamping the presentation to include different student membership tiers (A general student membership, internship, liaison). She further stated the following: <ul style="list-style-type: none"> <li>o Mentorship should be mandatory with field application</li> <li>o We should reach out to students outside the field of public health</li> <li>o Membership should be accessible and attractive to students</li> <li>o Student membership should be added to the agenda</li> </ul> </li> <li>- David Saltman was concerned about motivation, availability, and the school requirements for</li> </ul>	

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	<p>internship. He suggested aligning the student membership with school expectations and requirements.</p> <ul style="list-style-type: none"> <li>- Shelley Glasgow suggested having Consortium member organizations provide the internship. Karen Weller added that the health department cannot provide internships but could act as a facilitator to link the student member to the member organization             <ul style="list-style-type: none"> <li>o Rooney Brodie expressed some concern about having member organizations provide the internship, since there will be differences between the organization's requirements and the Consortium's requirements</li> </ul> </li> <li>- Members agreed that there should be a formal structured membership and internship process.</li> </ul> <p>Victoria McBee will revamp the student membership based on the suggestions and feedback provided.</p>	
<p>CPPW Updates</p>	<p>Yessica Gomez presented the following materials:</p> <ol style="list-style-type: none"> <li>1. Committee Webpage             <ul style="list-style-type: none"> <li>- David Saltman suggested adding an additional tab for events on the committee page</li> <li>- Members preferred the page layout with the committee facilitators at the bottom</li> <li>- Members agreed that the liaison's contact information should be included on the committee page</li> </ul> </li> <li>2. Committee Description Template             <ul style="list-style-type: none"> <li>- Members were given a template for their committee description to provide them the opportunity to update their committee description</li> <li>- Instead of vision and mission, committees will have goals</li> </ul> </li> <li>3. Consortium Member Handbook             <ul style="list-style-type: none"> <li>- Janisee Schoepp suggested adding access to the speakers bureau as a membership benefit</li> </ul> </li> <li>4. Consortium Membership Form             <ul style="list-style-type: none"> <li>- Janisse Schoepp suggested adding a checkbox to inquire about interest in the speakers bureau on the membership form</li> <li>- Shelley Glasgow suggested adding fundraising and grant writing since it came up as a gap during the SWOT analysis for areas of expertise in the Consortium</li> <li>- Rooney Brodie suggested adding a checkbox to inquire about the organization's interest in student internship</li> </ul> </li> </ol>	

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<p>CPPW Updates</p>	<p>Members were provided with the CPPW quarterly report. Bridget Smith provided the following updates:</p> <p><u>Goal 1: Enhance/strengthen the Consortium</u> Standardization is underway; the membership will be assessed with the new membership form.</p> <p><u>Goal 2: Mass Media Campaign</u> Moving forward; currently working on identifying the general message. The current brand identity for Miami-Dade County is “Make Healthy Happen Miami”.</p> <p><u>Goal 3: Child Care Centers</u> Public Health Policy and Law is conducting a policy scan for this goal and will provide feedback on the policy brief.</p> <p><u>Goal 4: Farm-to-School Nutrition</u> Reimbursable healthy vending machines have been installed at various public high schools throughout the county. To date, the machines have been successful with the most popular item being the yogurt parfait.</p> <p><u>Goal 5: Physical Activity in Miami-Dade County Public Schools</u> Currently conducting the FITNESSGRAM assessment and trying to problem solve the 7<sup>th</sup> period initiative to assure successful implementation in Miami-Dade County public schools.</p> <p><u>Goal 6: Access and Consumption of Healthy Food via Convenience Stores</u> Identified the grantees- Food Trust will be conducting the food desert assessment and South Florida Regional Planning Council will be working on the food policy and conducting the Nutrition Environment Measures Survey (NEMS).</p> <p><u>Goal 7: Farmers Markets and Farm-to-Institutions</u> Grantees will be announced this week.</p> <p><u>Goal 8: Breastfeeding Practices and Facilities</u> The Baby Friendly Designation initiative is going very well. Currently, a total of 4 organizations are within the second pathway. Healthy Start Coalition and Miami-Dade County Health Department are also moving forward with their initiatives.</p> <p><u>Goal 9: Active Transportation and Recreation</u> MDC Parks and Recreation is currently finalizing the urban design manual. City of Miami and City of North Miami had some milestones behind schedule due to permitting issues but they are moving forward.</p>
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	<p><u>Goal 10: Safe Routes to Schools</u> The contract with Miami-Dade County Policy Department was executed. Crossing guards will be stationed in underserved areas.</p> <p><u>Goal 11: Worksite Wellness</u> Some areas are behind schedule due to delays with the Farmers Market. Everything else is moving forward.</p>	
<p>Committee Action Report</p>	<p>Adam Levy, Marketing and Membership</p> <ul style="list-style-type: none"> <li>- Elected a new vice-Chair- Cristina Alvarez from V.S. Brooks Advertising</li> <li>- Had a series of presentations on Goal 8 (Breastfeeding)</li> <li>- Will be working on the goal specific creative</li> <li>- The website development is underway- the Url for English and Creole have been purchased</li> <li>- VS Brook is conducting a focus group for the brand identity</li> </ul> <p>Tori Gabriel, Worksite Wellness</p> <ul style="list-style-type: none"> <li>- Announced that she tendered her resignation as Chair of the Worksite Wellness Committee</li> <li>- Actively trying to recruit someone to take her place -Laura Denoux has expressed interest however, she has only been a member of the committee the past few months</li> <li>- The last meeting focused on the Awards Ceremony and on planning for the next educational forum which is scheduled for June 30, 2011. Laura Denoux will be the speaker for that upcoming forum.</li> <li>- A member raised the idea of having the committee adopt a health awareness month every month and encourage worksites to conduct activities around the health awareness topic. However it was further discussed that perhaps this initiative should be done on the Consortium level instead of just the committee.             <ul style="list-style-type: none"> <li>• Karen Weller and Marisel Losa will review the monthly health observances list and choose the ones aligned with the Consortium’s initiatives.</li> <li>• Shelley Glasgow suggested including these monthly observances on the Consortium’s newsletter.</li> </ul> </li> </ul> <p>Rooney Brodie Heath Promotion and Disease Prevention</p> <ul style="list-style-type: none"> <li>- Prior to last committee meeting, had a strategic planning session and came up with an action plan. During the last meeting, the committee reviewed the plan and the vision and mission.</li> <li>- The committee discussed creating a database for evidence-based health promotion programs to disseminate and have as a resource tool for future initiatives within the Consortium.</li> <li>- Janisse Schoepp added that the committee fact sheet is complete and will be used to disseminate to the community during outreach activities.</li> </ul>	<p>Karen Weller and Marisel Losa will select the monthly observances for the Consortium and will discuss with members next month.</p>

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Access to Healthy Foods Working Group

- Janisse Schoepp stated that members discussed policy issues with the farmers markets. Currently, members are working on finalizing talking points for farmers markets.
- Anamarie Garces de Marcilla added that the work group is also working on provided feedback for the Evaluation and Appraisal Report (EAR) recommendations.
- The next teleconference call will be held tomorrow.

David Saltman, Elder Issues

- Due to changes in the mayor's office, Marilyn Rey is no longer the Chair of Elder Issues
- Karen Weller met with the county manager and she committed a continued amount of support for the committee including keeping the meeting site at government center. Betty Jimenez will serve as the liaison between the mayor's office and the committee.
- A seminar took place on March 4, 2011 on the changing needs of baby boomers. Experts from Chicago and Ohio came down for the event. The seminar focused on community-based and social services. AARP is an active member of the committee and is interested in supporting the next seminar.
- Quick Facts Provided: On January 1, 2011, the first baby boomer turned 65; about 44 million people are currently over 65 compared to the 4 million that existed in 1936 when social security was passed.

Imran Ali, Children Issues

- Committee members were provided with the committee work plan. Members were assigned to review the committee work plan and provide feedback and suggestions on committee initiatives.
- Sheila Simpson, one of the CPPW Providers for Goal 3, conducted a presentation on menu revisions at child care centers.

Anamarie Garces de Marcilla, Health and the Built Environment

- Announced that she is now with Urban Health Solutions.
- The committee will be reviewing the workplan action items and making revisions at tomorrow's meeting.
- Looking at different grant opportunities to incorporate health impact assessment into the workplan
- The committee officially moved to Steven P. Clark Government Center.
- A survey was developed and sent to the committee to provide feedback on the time, location and date of the committee meetings. Results of the survey will be discussed with the committee at tomorrow's meeting.



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Old Business	No old business	
New Business	No new business	
Announcements	<p>Karen Weller announced that there will be a sequel to the Communities Putting Prevention To Work kick-off event in September-details will be provided at a later date.</p> <p>Marisel Losa announced that Health Council will be holding their annual luncheon on May 25, 2011; Senator Garcia will be the keynote speaker.</p>	
Adjournment	The meeting was adjourned at 11:01 am. The next meeting will be held on June 13, 2011.	