

CONSORTIUM FOR A HEALTHIER MIAMI-DADE
Marketing & Membership Committee Meeting
Wednesday, May 4, 2011

TOPIC	DISCUSSION	ACTION NEEDED
Members Present (17)	Bridget Smith, Miami-Dade County Health Department Joanna Kentolall, Miami-Dade County Health Department Fabio Machado, Miami-Dade County Health Department Adam Levy, CBS Lori De La Parra, CBS Bill Grunau, Circle of One Marketing Suzan McDowell, Circle of One Marketing Cristina Alvarez, VS Brooks Veronica Carrillo, VS Brooks Olivia Errasti, VS Brooks Alina Soto, Department of Children and Families Andrea Blanco, Foundation for a Breastfeeding Culture Heidi Agostinho, Foundation for a Breastfeeding Culture Joyita Garg, SFHHA Regina Roig-Romero, WIC Natalia Coletti, Healthy Start Coalition Teleconference Ernst Theloc, Community Health Trust	
Welcome and Introductions	The monthly meeting of the Consortium for a Healthier Miami-Dade Marketing & Membership Committee was brought to order by Adam Levy at 2:00PM. All members were welcomed and introduced themselves.	
Approval of Minutes	The minutes from the April 6, 2011 Marketing & Membership Committee meeting were reviewed. A motion to approve the minutes was initiated by Alina Soto and seconded by Cristina Alvarez.	

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<p>Vice-Chair Election</p>	<ul style="list-style-type: none"> • Previous Vice-Chair stepped down due to previous commitments <ul style="list-style-type: none"> ○ Application for position were sent one week before meeting along with minutes ○ One applicant submitted the application: Cristina Alvarez • Since only one application was submitted, the committee instated Mrs. Alvarez as the vice-chair of the committee 	
<p>Work-plan status update</p>	<ul style="list-style-type: none"> • Adam levy gave a brief introduction of the work-plan template <ul style="list-style-type: none"> ○ Objectives 1.1 and 3.1 were highlighted ○ Committee work plan is separate from the provider’s work plan ○ Provider work plan milestone coincide with committee work plan objectives ○ Committee is tasked with developing branding for convenience stores that offer healthy options • Q: Alina Soto asked what the base number of consortium members was. <ul style="list-style-type: none"> ○ A: 161 organizations • Bridget Smith clarified that all committees have work plans. <ul style="list-style-type: none"> ○ The work plan is used to update the executive board <ul style="list-style-type: none"> • Reports will be generated on these work plans 	<ul style="list-style-type: none"> • The chair and vice-char will meet before next meeting to discuss work plan • The chair tasked committee members to look at the work plan template and come up with suggestions for next meeting
<p>Breastfeeding providers Presentations</p>	<p>The CPPW goal 8 members presented on their organizations and goals.</p> <p>“Miami-Dade County Baby Steps to Baby Friendly” – Dr. Heidi Agostinho</p> <ul style="list-style-type: none"> • Program aims: Reduce early cessation of breastfeeding through cultural change. • Foundation for a Breastfeeding Culture is assisting hospitals and facilities in implementing a baby friendly policy through training and Technical Assistance. • Highlights health benefits of breastfeeding for the baby. <ul style="list-style-type: none"> ○ Reduced risk of being overweight every month infant is breastfed 	

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- California vs. Miami-Dade Hospital breastfeeding initiation and exclusive rates.
 - Data is given voluntarily to the CDC.
- Mother intent to breastfeed vs. what happened
 - Dr. Agostinho collected data which shows that mothers want to breastfeed initially but by discharge (3 days later) they are mostly giving formula.
- 29% (4) of Miami-Dade Hospitals have initiated the second phase of Baby Friendly designation
- Train-the-Trainer training is essential to longevity of the initiative

“South Florida Hospital and Healthcare Association: Role in CPPW grant”-
 Joyita Garg

- Goal: To increase breastfeeding rates and facilities in Miami-Dade County
- Two key areas of focus
 - Pathway to Baby friendly designation
 - Employers adopting a worksite lactation support policy
- Out of 14 hospitals, 10 hospital CEO’s submitted letters of support.
 - 6 hospitals and 1 birthing center have finished phase 1
- No hospitals in Miami have baby-friendly status.
- UM has implemented a policy to include worksite lactation
 - Baptist hospital and FIU are both drafting policies
- Out of SFHHA members none had an implemented worksite lactation policy
- Joyita touched on the sustainability of the project being linked to train-the-trainer trainings in order to keep organizations involved after CPPW

“Miami-Dade County WIC Breastfeeding Program” – Regina Maria Roig-Romero

- Goal is to adopt worksite lactation policy in Miami-Dade County Health Department.

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- Identify lactation locations
- Provide trainings to staff
- Design and implement a pilot lactation support program
- Miami-Dade WIC program sees 70,000 people every month.
- WIC offers a helpline, a breast pump loan program, peer councilors, classes and board certified breastfeeding councilors.
- Exclusive breastfeeding mothers get more money than formula feeding mothers.
- WIC is working to adopt drafted policy to MDCHD Administrators.

“Healthy Start Coalition of Miami-Dade: CPPW Goal 8 ”-Natalia Coletti

- Organizational goal are to reduce infant mortality (<1 year old) and low birth weight babies and to improve maternal and child health outcomes.
- Goal is to increase awareness among employers on the economic benefits of breastfeeding and increase the number of places that offer lactation support.
- Benefits:
 - Reduce employee absenteeism, healthcare costs and improve employee morale and productivity
- Worksite lactation policies need to include the following:
 - Location to privately express milk
 - Flexible breaks (don't need to be paid)
 - Education and support
- Labor laws passed in March 2010 require employers to provide break time for nursing mothers for employers that have more than 50 employees
 - Law is passed but there is no regulation
- Technical Assistance is being provided to organizations that want to implement policy
- Healthy Start provides CEU's and CME's (credits for professionals to keep their license) for attending trainings.

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	<p>Q: Is there any correlation between breastfeeding and breast cancer? A: Yes, around 25% reduction in risk</p> <p>Q: Is there a partnership with big cancer institutions? A: No, but the Health Dept. has tried before but not been successful</p> <p>Andrea Blanco added that if a mother participates in 5 of the 10 steps to baby-friendly, the risk of the mother weaning was reduced by 1/3. If the mother exclusively breastfeeds the 3 days she's in the hospital she is more likely to breastfeed for 8 weeks, where workplace policy would facilitate breastfeeding. Breastfeeding is a primary preventative measure, that is, it is preventing the disease before it starts.</p> <p>Q: How does lack of breastfeeding lead to obesity? A: Various mechanisms. Overfeeding with formula expands the stomach, therefore, it takes more food to fill the stomach. Formula fed babies have different tissue formation which affects their metabolism. The nutritional content is better in breast milk than in formula so it takes less breast milk to deliver the same nutrients which cuts caloric intake.</p> <p>Q: Is there a special promotion or plans for August which is national breastfeeding month? A: The Consortium or taskforce could consolidate efforts of the breastfeeding providers to do an event.</p> <p>Mrs. Roig-Romero commented that at a WIC conference a CDC presenter mentioned that breastfeeding is the only intervention that has a lasting effect on obesity up to 10 years after the intervention.</p> <p>Andrea Blanco commented that the breastfeeding initiative crosses cultural bounds so that resources could be shared with non-english speaking populations.</p> <p>Suzan McDowell commented that there is a social embarrassment factor for</p>	
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	<p>breast feeding. Regina backed up the claim citing her experience with breastfeeding mothers who say that it is the main reason they use bottles in public. Andrea Blanco added that Florida was the first state to pass a breastfeeding law but it has no enforcement.</p>	
CPPW Updates	<p>CBS 4:</p> <ul style="list-style-type: none"> • Have a storyboard for general campaign “Imagine a Miami...” • Mock-up for print ads and outdoor for campaign “Making Healthy Happen, Miami” • Website is in development <p>Q: How do we get a message that targets breastfeeding? A: All storyboards and concepts are referred to the media advisory board to provide feedback. From there it will go through DOH approval process.</p> <p>VSBrooks:</p> <ul style="list-style-type: none"> • Developing creative concepts • Finalizing media plan • Doing focus groups to test the name, logo and concepts that have been developed <p>Circle of One Marketing:</p> <ul style="list-style-type: none"> • Sent in 3 PSA scripts starring spokespersons around the “Imagine” theme 	
Other Business	<ul style="list-style-type: none"> • None 	
Upcoming events	<ul style="list-style-type: none"> • DCF and Parks and Recreation event: May 7th • Miami Children’s initiative : May 7th 	
Adjournment	<p>The next Marketing and Membership Committee meeting will be held on June 1, 2011 at 2:00PM.</p> <p>The meeting was adjourned by Adam Levy at 3:30PM.</p>	