

**CONSORTIUM FOR A HEALTHIER MIAMI-DADE**  
**Marketing & Membership Committee Meeting**  
**Wednesday, June 1, 2011**

TOPIC	DISCUSSION	ACTION NEEDED
Members Present (15)	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 Suzan McDowell, Circle of One Marketing Cristina Alvarez, VS Brooks Veronica Carrillo, VS Brooks Olvia Errasti, VS Brooks Jim Loretta, Loretta Marketing Group Andrea Blanco, Foundation for a Breastfeeding Culture Regina Roig-Romero, WIC Jack Goldberg, Health Council of South Florida Kerri-Anne Parkes, Miami-Dade County Health Department Kary Suarez, Miami-Dade County Health Department	
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 2:10PM.  All members were welcomed and introduced themselves.	
Approval of Minutes	The minutes from the May 4, 2011 Marketing & Membership Committee meeting were reviewed.  A motion to approve the minutes was initiated by Jim Loretta and seconded by Lori De La Parra.	
Description of Marketing and Membership Committee	<ul style="list-style-type: none"> <li>• Adam Levy read the new description of the committee which is as follows:               <ul style="list-style-type: none"> <li>○ The Marketing and membership committee will be responsible for a) disseminating information to the community and other stakeholders about the Consortium's activities and initiatives</li> </ul> </li> </ul>	

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	<p>through mass media, grassroots events, public relations, and digital means and b) recruitment and retention of members for the Consortium.</p> <ul style="list-style-type: none"> <li>• No objections to description</li> <li>○ The Committee description is to be used in web pages and fact sheets/brochures or other informational material about the consortium.</li> </ul>	
<p>Work-plan status</p>	<ul style="list-style-type: none"> <li>• Adam Levy addressed objective 1.1.1 (increase members by 25%)             <ul style="list-style-type: none"> <li>○ Possible strategy: Ask members to bring a buddy to the next meeting</li> <li>○ Possible strategy: Dedicate an area on the new consortium website for a membership drive.                 <ul style="list-style-type: none"> <li>• Track member quota per committee.</li> </ul> </li> <li>○ Possible strategy: Add a “referred by” box to membership form                 <ul style="list-style-type: none"> <li>• Request to be submitted to executive board</li> </ul> </li> <li>○ Q: Can we access a database with contact information for all members?                 <ul style="list-style-type: none"> <li>• A: Possibility is being discussed at consortium senior level to allow Committees to form their own distribution list to share within the Committee.</li> </ul> </li> <li>○ Q: Do we want to limit the amount of members to organization to one, or can multiple people join from the same org.?  <ul style="list-style-type: none"> <li>• A: Multiple members can join from the same organization but we want diversity in our members.</li> </ul> </li> <li>○ Q: Is the committee’s task to recruit for the committee or for the consortium as a whole?  <ul style="list-style-type: none"> <li>• A: Both, though all committees are tasked to increase their membership numbers.</li> </ul> </li> <li>○ Q: What are the criteria for membership?  <ul style="list-style-type: none"> <li>• No special criteria, anyone can join.</li> </ul> </li> </ul> </li> <li>• Adam Levy addressed objective 1.1.2 (Benefits to members)             <ul style="list-style-type: none"> <li>○ Possible strategy: Draft a document outlining benefits</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Fabio Machado to e-mail handbook to members of the committee</li> <li>• Fabio Machado to send link to consortium website to Jim Loretta</li> <li>• Fabio Machado to send work plan to Chair and Vice Chair</li> <li>• Adam Levy and Cristina Alvarez to meet discuss strategies for 3.1.1</li> <li>• Adam Levy to draft a document outlining membership benefits</li> </ul>

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	<ul style="list-style-type: none"> <li>• Adam Levy addressed objective 3.1.1 (Develop Mass Media)             <ul style="list-style-type: none"> <li>○ Possible strategy : have media providers input some of their milestones into the work-plan                 <ul style="list-style-type: none"> <li>• Bridget Smith highlighted that                     <ul style="list-style-type: none"> <li>• The consortium’s focus is in chronic disease not necessarily just obesity.</li> <li>• Items in the work plan have to align with the mission and vision of the consortium</li> <li>• Some of the provider’s milestones could be tweaked into fitting the work plan</li> </ul> </li> </ul> </li> <li>○ Q: Is there a list of activities that the committee is to support?                 <ul style="list-style-type: none"> <li>• A: The marketing and membership committee is to support other committees in their activities. Bridget Smith asked Fabio Machado to provide the Health Promotion and Disease Prevention Committee’s (HPDP) work plan to the chair and vice chair to see if there was common ground to collaborate.</li> </ul> </li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Bridget Smith to ask executive board if a “referred by” box can be added to the membership form</li> <li>• CPPW media providers to look at their CPPW work plans and select which would apply towards fitting 3.1.1</li> </ul>
<p>Status of membership recruitment</p>	<ul style="list-style-type: none"> <li>• Adam Levy announced that 3 new members had joined the consortium, Jim Loretta, Jennifer Wescott and Celia Coulombe             <ul style="list-style-type: none"> <li>○ All were referred by Cristina Alvarez</li> </ul> </li> </ul>	
<p>Logo or Seal for Convenience stores</p>	<ul style="list-style-type: none"> <li>• Q: Is there a criteria established for healthy store designation?             <ul style="list-style-type: none"> <li>○ A: Not yet, contracts are still being drafted. The criteria will depend on a survey that is to be conducted; time frame is indeterminate at the moment.</li> </ul> </li> <li>• Q: How many stores are being targeted? A: 40</li> <li>• Q: Where are the stores that are being targeted located?             <ul style="list-style-type: none"> <li>○ A: Locations for stores will depend on the geographical survey that is to be conducted.</li> </ul> </li> <li>• Possible strategy : Use a mascot or spokesperson for campaign</li> </ul>	

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<p>Worksite Wellness Presentation</p>	<ul style="list-style-type: none"> <li>• Program objectives           <ol style="list-style-type: none"> <li>1. A 10% increase in CMOs implementing a Worksite Wellness program.</li> <li>2. 25% of the CMOs will have introduced, proposed, sponsored, and enacted two policy changes that relate to MAFPS strategies.</li> <li>3. Two large-scale public service venues (i.e. local government facilities) will have healthier food &amp; beverages vending options.</li> <li>4. Increase the availability of healthier foods from farmer's markets, located in public service venues by 20%.</li> <li>5. 40% of the CMOs will adopt a policy that meets CDC guidelines for Worksite Wellness in reference to nutrition and physical activity.</li> <li>6. Improve the MDCPS Worksite Wellness Program by increasing the available opportunities to engage in physical activity.</li> </ol> </li> <li>• Q: Is there a difference between objectives 1 and 5?           <ul style="list-style-type: none"> <li>○ A: Objective 1 relates to implementing a program and Objective 5 relates to implementing a policy</li> </ul> </li> <li>• In order to implement a policy organizations must have senior level support</li> <li>• CBS, VSBrooks and Circle of One were all interested in receiving more information about worksite wellness programs</li> </ul>	
<p>CPPW Updates</p>	<p>Circle of One Marketing:</p> <ul style="list-style-type: none"> <li>• Focus Group conducted           <ul style="list-style-type: none"> <li>○ Might recruit a 4<sup>th</sup> spokesperson</li> <li>○ Participants were receptive to messages and liked the TV spot               <ul style="list-style-type: none"> <li>• Wanted emphasis on healthier behaviors instead of unhealthy ones.</li> </ul> </li> </ul> </li> <li>• Introduced "Pumpkin Soup" book which might be integrated with messaging</li> <li>• Met with CoSida           <ul style="list-style-type: none"> <li>○ Working together on health fairs</li> </ul> </li> <li>• Presented 1:00 min spot</li> </ul>	

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	<p>VSBrooks</p> <ul style="list-style-type: none"> <li>• Presented 2 storyboards           <ul style="list-style-type: none"> <li>○ Tested at focus groups</li> <li>○ Approved by DOH</li> </ul> </li> <li>• “Has Salud Realidad” was approved by DOH</li> </ul> <p>CBS 4</p> <ul style="list-style-type: none"> <li>• Working on media guide, pending approval</li> <li>• Website is built, pending approval           <ul style="list-style-type: none"> <li>○ Q: Who will be the administrator?               <ul style="list-style-type: none"> <li>▪ A: Access will be given to CBS, VSBrooks, Circle of One and DOH.</li> </ul> </li> <li>○ Website will be in beta phase before it debuts to give time for feedback from providers.</li> </ul> </li> <li>• Print ads being distributed in newspapers and magazines.</li> <li>• Presented (7) 0:30 sec spots           <ul style="list-style-type: none"> <li>○ 5 in English, each one different from the other</li> <li>○ 1 in Spanish, to be given to VSBrooks for customization</li> <li>○ 1 in Creole, to be given to Circle of one for customization</li> <li>○ Providers to change music and voiceovers</li> </ul> </li> </ul>	
Other Business	<ul style="list-style-type: none"> <li>• None</li> </ul>	
Upcoming events	<ul style="list-style-type: none"> <li>• None</li> </ul>	
Adjournment	<p>The next Marketing and Membership Committee meeting will be held in August 3, 2011 at 2:00PM.</p> <p>The meeting was adjourned by Adam Levy at 3:30PM.</p>	