

CONSORTIUM FOR A HEALTHIER MIAMI-DADE
Marketing & Membership Committee Meeting
Wednesday, August 5, 2015

TOPIC	DISCUSSION	ACTION NEEDED
Members Present (13)	<p>Nelly Rubio, CBS4 (Chair) Jeff Hurst, Department of Children and Families (Vice-Chair) Shanika Watson, Florida Health in Miami-Dade County Megan Garber, University of Miami Nina Talamas, Larkin Hospital Su-Nui Escobar, Larkin Hospital Natalie Diaz, Health Council of South Florida Dairo Baez, Magellan Complete Care Monica Dawkins, University of Florida/Miami-Dade County Extension Veronica Serrano, University of Florida/Miami-Dade County Extension Otto Rodriguez, Florida Health in Miami-Dade County Laurent Saint-Louis, University of Miami</p> <p><u>Teleconference</u> Gorke De Los Santos, Coca-Cola</p>	
Welcome and Introductions	<p>The monthly meeting of the Consortium for a Healthier Miami-Dade Marketing & Membership Committee was brought to order by Nelly Rubio at 2:10PM. Members 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 Dairo Baez and Jeff Hurst.</p>	
Marketing & Membership Workshop	<p>Consortium members are invited to attend a presentation by the Consortium's Executive Board Co-Chair and Health and the Built Environment Chair, Karen Hamilton on August 5, 2015 from 3pm-4pm at CBS4. Karen will provide background on the relationship between the built environment and health; share the Committee's mission and current work plan; and discuss opportunities for inter-committee coordination and partnership.</p> <p>There was a discussion that the upcoming workshops be interactive and</p>	

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	<p>strategic based on the on Partnerships to Improve Community Health grant. Objectives of the PICH as well as committee contributions to spreading those marketing messages is key. CDC requires that Health Council of South Florida focus on 3 areas for feedback: Healthy hub, Tobacco Free and Clinical linkages.</p> <p><u>Future workshop topics mentioned:</u></p> <ul style="list-style-type: none"> - Tobacco Free Workgroup - Physical Activity - Worksite Wellness - Children Issues - Health Promotion & Disease Prevention (Disease risk reduction) 	<p>There will be a conference call with DOH-Miami-Dade staff and CBS-Nelly regarding PICH related workshops. Date TBD.</p>
<p>Speakers Bureau</p>	<p>Nelly mentioned 40 letters have been sent out to potential organizations to book and provide services from the Speakers Bureau. Flash drives were given to the speakers by their respective committee Chair. The goal is to promote the Consortium for a Healthier Miami-Dade for a greater reach in membership and educate the community on various topics.</p> <p>Evaluation form for the Speakers Bureau was reviewed by the Marketing and Membership committee Chairs and approved. The evaluation form will be sent to speakers that will present in the community.</p>	
<p>Partner Updates</p>	<p>Otto Rodriguez (DOH-Miami- Dade) There was an approval from Media Sole Source vendor to do bus wraps and bus shelters. There will be a meeting during the week with Alpha Media to review the artwork that was previously done with Make Healthy Happen. Messages will be chosen to include Tobacco Free Workgroup for outdoor advertising. The second phase of the campaign starts on Oct. 1st that includes tv advertising in English, tv spots in Spanish. There will also be</p>	

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	<p>billboards, radio spots, digital and social media. They also want to include streaming and internet radio as new concepts.</p> <p>Monica Dawkins (UF/Miami-Dade County Food Extension Program) The UF/Miami-Dade County Food Extension Program is a free educational service to the community for research information through a university system in every state. Every state has an extension program. Some resources include gardening, marine science, school programs, housing, financial programs and more. The state website is www.solutionsforyourlife.com . In February, there will be an agricultural tour.</p>	
Executive Board update	Alina Soto (Chair of Children Issues committee) and Karen Hamilton (Chair of the Health and the Built Environment committee) will be facilitating the upcoming Executive Board meeting.	
Other Business	<ul style="list-style-type: none"> a. Old Business- None. b. New Business- Each committee will have a Healthy Happens Here sticker with their activity. c. Upcoming events- None. 	
Adjournment	The next Marketing and Membership Committee meeting will be held on October 7, 2015 at 2:00 PM at the CBS4 news location: 8900 NW 18 Terrace, Miami, FL 33172. The meeting was adjourned by Nelly Rubio at 3:05PM.	