# Marketing & Membership Committee Meeting

**Wednesday, November 1, 2017**

<table>
<thead>
<tr>
<th>TOPIC</th>
<th>DISCUSSION</th>
<th>ACTION NEEDED</th>
</tr>
</thead>
</table>
| Members Present (6) | Valerie Turner, Florida Department of Health  
Ray Nellissery, Florida Department of Health  
Edwin O’Dell, Jackson Health System |  |
| **Teleconference:** |  |
| **Chair:** Frantz Theodore, Verite Insurance  
Leyanee Perez, American Healthy Weight Alliance  
Simone Cook, Sonshine Communications |  |
| Welcome and Introductions | The monthly meeting of the Consortium for a Healthier Miami-Dade Marketing & Membership Committee was brought to order by Valerie Turner at 2:05 PM. |  |
| Approval of Minutes | There was a motion to approve the July meeting minutes by Ray Nellissery; the motion was seconded by Edwin O’Dell.  
There was a motion to approve the October meeting minutes by Ray Nellissery; the motion was seconded by Leyanee Perez. |  |
| Executive Board Update | Update was provided by Valerie Turner:  
The Tobacco-Free Work group presented on the initiatives and activities that the committee has embarked on which included the Students Working Against Tobacco (SWAT) Chapter, Florida Quitline and tobacco cessation services. The |  |
committee also shared that they are working on policy and system changes that reduce tobacco use and secondhand smoke exposure.
- The Environmental Scan/SWOT analysis session is scheduled for November 13 from 9:00 am to 1:00 p.m. at the Health Council of South Florida.
- The Executive Board felt the need for increased understanding of the County’s emergency response system so that the Consortium can be a community resource.
- A presentation on hurricane preparedness will be requested to the FDOH-MDC emergency preparedness department to better understand the County’s emergency response during a natural disaster.

| Marketing and Membership needs/request form | - The committee reviewed the draft Marketing and Membership needs request form. The form will be updated to incorporate the inputs from the committee.  
- The Marketing & Membership request form will be available through the Consortium website by the end of the December. |
|------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Social Media Challenge                   | - The committee reviewed the Social Media Challenge Flyer.  
- The challenge will run from November 1\textsuperscript{st} through 30\textsuperscript{th}.  
- The flyer will be disseminated via Consortium Social media platforms. |
| Speaker Bureau Update                    | - Nine speaker requests were received during the month July, September and October.  
- The Speaker Bureau will be promoted via email blast as well as Consortium Social Media platforms. |
| Performance Measures                    | The committee will collaborate with the Health Council of South Florida in order to analyze current data trends regarding the benefits of healthy lifestyles and health promoting environments. Ray will co-ordinate with the Health Council of South Florida to schedule a presentation on current data trends. |
| December meeting | -The committee agreed to have a potluck along with the committee meeting for December.  
- The committee decided to cancel the January, 2018 meeting. |
|------------------|-------------------------------------------------------------------------------------------------|
| Partner Updates  | -Consortium Annual Event Task Force update was provided by Leyanee Perez:  
- A sponsorship package was created by the committee.  
- The committee is in the process of raising funds for the event and in-kind donations as well as sponsorships from the partners are being accepted.  
- Jackson Health System update was provided by Edwin O’Dell:  
- Jackson Health System and the Florida Department of Health in Miami-Dade County celebrated Jackson Health Systems for becoming the first hospital system in Florida designated as Baby-Friendly on Monday, October 16, 2017.  
- Florida Department of Health in Miami-Dade County update was provided by Valerie Turner:  
- The full report of the Local Public Health System assessment will be available to public shortly. |
| Adjournment       | The meeting was adjourned by Frantz Theodore at 2:55 P.M. The next meeting will be held on Wednesday, December 6 from 2:00 PM – 4:00 PM at Beacon Center 8323 NW 12th Street, Suite 212 Miami, FL 33126 |