

CONSORTIUM FOR A HEALTHIER MIAMI-DADE
 Children Issues Committee – Healthy Baby Taskforce Meeting
 Friday, October 20, 2017
 12:30 PM-2:00 PM EST

TOPIC	DISCUSSION	ACTION NEEDED
Membership Total (17)	<p>Lead: Esther McCant, Metro Mommy Agency Britney James, Florida Department of Health in Miami-Dade County Valerie Turner, Florida Department of Health in Miami-Dade County Holly Zwerling, Fatherhood Taskforce Cheryl Lorie, Florida Department of Health in Miami-Dade County, WIC Francesca Belluomini, Florida Center for Allergy and Asthma Care Marlene Charlot, Florida Department of Health in Miami-Dade County, STD/HIV Betty Alonso, Connect Familias Queen Holden, Florida Department of Health in Miami-Dade County, Perinatal HIV Ann-Karen Weller, Florida Department of Health in Miami-Dade County Alina Soto, Department of Children and Families Carla Munoz, Florida Department of Health in Miami-Dade County, WIC Lilian Nesper, Florida Department of Health in Miami-Dade County, WIC Mireya Roman, Florida Department of Health in Miami-Dade County, WIC</p> <p>Teleconference: Dr. T. Hibbert, The Circle of Life Project Mango Bay Retreat Amy Olen, Healthy Start Coalition of Miami-Dade County Rachelle Theodore, CLT Strategic Solutions</p>	
Welcome and Introductions	The monthly meeting of the Consortium for a Healthier Miami-Dade Children Issues (Healthy Baby Taskforce) was brought to order by Esther McCant at 12:30 PM. All members were welcomed and introduced themselves.	
Approval of Minutes	There was a motion to approve both July and August 2017 Healthy Baby Taskforce meeting minutes by Betty Alonso; the motion was seconded by Valerie Turner.	
Action Items	<p><u>Activity 3.3 (Breastfeeding Social Marketing/4.4 (Health Education Campaign)</u></p> <ul style="list-style-type: none"> There's a billboard congratulating Jackson Health System on being designated Baby-Friendly. The billboard is located on the West side of US 1, approximately 235 feet North of Hibiscus Street, West Perrine, Florida 	Bring list of media contacts, targeted

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	<ul style="list-style-type: none"> • The Healthy Baby Taskforce (HBT) discussed the importance of getting breastfeeding information to the community at health fairs, events, etc. • The HBT discussed the best way to share breastfeeding and educational information via social media (Facebook, Twitter, Instagram). • The slogan “Make Breastfeeding Happen Miami” was voted as the favorite slogan. The taskforce will come up with possible hashtags to go with the slogan and promote SAFE breastfeeding (per recommendation of STD/HIV department). • The Healthy Baby Taskforce discussed advertising in a way that is inviting to fathers. A taskforce member suggested incentives. • Family health topics the taskforce would like to address: mental health, removing stigma, substance abuse, post-partum depression, resources/linkage, healthy lifestyle education, men’s health and collaborations. Addition: Housing and healthy relationships <p>*The Taskforce decided February 2018 will be a good time to launch the breastfeeding and educational campaign.</p> <p><u>Survey</u></p> <ul style="list-style-type: none"> • HBT reviewed the updated draft of the survey questions and made suggestions. • Suggestions: Question #3: Add categories so it will be easier to group services provided (categories listed in drop down menu). • Add a blank field for “other” • #6: concern of how often the information will be updated in the resource guide. 	<p>invites and possible guest speakers - Taskforce</p> <p>Bring breastfeeding brochures, handouts, etc.- Taskforce</p> <p>Creation of HBT palm card- Lisseth and Britney</p> <p>Add categories for survey and send survey suggestions to Children’s Issues- Britney</p>
<p>Committee Partner Upcoming Events</p>	<p>-Children’s Issues Potluck- November 17, 2017 (9:30-1:00pm) - WIC - 4th Annual Holiday Homestead/Florida City Health & Resource Fair - Saturday, December 9th from 9:30am – 1:30pm at the Florida City WIC Clinic (753 W. Palm Drive Florida City, FL 33034)</p>	
<p>Adjournment</p>	<p>The meeting was adjourned at 1:56 PM. There will be no meeting in November. The next meeting will be via conference call Friday, December 15, 2017.</p>	



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