### Members Present (11)

**Chair:** Frantz Theodore, Verite Insurance  
Karen Weller, Florida Department of Health  
Valerie Turner, Florida Department of Health  
Johanne Petit-Jeune, Florida Department of Health  
Bernadette Morris, Sonshine Communications  
Dante Willingham, Sonshine Communications  
Jason Mizrachi, CBS Television  
Brice Ikourbe, Team Vinchay  
Erik Taylor, Team Vinchay  
Mabel Llabona, Doctor at Home  
Edwin Odell, Jackson Health System

**Teleconference:**  
N/A

### Welcome and Introductions

The monthly meeting of The Consortium for a Healthier Miami-Dade Marketing & Membership Committee was brought to order by Frantz Theodore at 2:05 PM.

### Approval of Minutes

There was a motion to approve the June 6, 2018 meeting minutes by Valerie Turner; the motion was seconded by Bernadette Morris.

### Executive Board Update

The Executive Board update was provided by Valerie Turner.

- At the last EB meeting, the Health Council of South Florida presented their findings on health data in the County. This update includes new data on
tobacco use, chronic diseases, and obesity rates, along with other areas of focus.
- Sustainability planning is still in effect and we are currently in the final stages of planning.

| Social Media Challenge | The Group discussed the development of a new social media challenge. The challenge is set to run from September 5<sup>th</sup> to October 15<sup>th</sup>. Bernadette Morris and members from Team Vinchay will work closely to develop promotional content for the challenge.  
- A 60-second video to promote the new social media challenge may be created to help push the campaign forward. This video will guide participants on how to complete the challenge. | - Create themes for future Social Media Challenges to increase participation. |

| Work Plan Review | Dr. Turner advised the group that the Center for Disease Control (CDC) has contacted the Consortium about using the “Make Healthy Happen” brand in other cities. Members decided they may not want to give away ownership of the brand unless the CDC can provide additional incentives for The Consortium. Further discussions are necessary to determine what the Committee ultimately would like to do.  
- The Group also discussed hosting educational forums that teach members skills such as social media literacy and public speaking. The forums will be held during monthly meetings. These forums will help to advance the goals of the Committee by improving interpersonal skills of members and will strengthen engagement with the Committee. | - Further discussions with the Workgroup and possibly the Center for Disease Control. |

| Partner Updates | Dr. Valerie Turner provided an update for the Miami-Dade County Well-Being Survey. There are approximately 1500 surveys complete to date. The MAPP Team is working on reaching out to faith-based organizations to assist with capturing all responses needed. |  |
Dr. Turner also provided an update on The Consortium Annual Event and encouraged members to purchase their tickets.

The meeting was adjourned by Frantz Theodore at 3:30 PM. The next meeting will be held on Wednesday, October 3, 2018 from 2:00 PM – 4:00 PM at Beacon Center 8323 NW 12th Street, Suite 212 Miami, FL 33126.