

**CONSORTIUM FOR A HEALTHIER MIAMI-DADE**

Executive Board  
 Monday, April 12, 2021

TOPIC	DISCUSSION	ACTION NEEDED
Members present (12)	Cristina Brito, United Way of Miami-Dade (Executive Board Chair) Leyanee Perez, Nicklaus Children’s Hospital (Executive Board Chair) Nathan Burandt, FIU Teri Busse-Arvesu, Miami-Dade County Marjorie Epstein Aloni, Tri County Senior Resource Referral Network Nicole Marriott, Health Council of South Florida Barbara Martinez-Guerrero, Dream in Green Alina Soto, DCF Dr. Richard Thurer, UM Candice Schottenloher, Florida Department of Health in Miami-Dade Valerie Turner, Florida Department of Health in Miami-Dade Ann-Karen Weller, Florida Department of Health in Miami-Dade	
Welcome and Introductions	The Executive Board of the Consortium for a Healthier Miami-Dade was brought to order by Leyanee Perez at 10:01 A.M.  All members of the committees introduced themselves at the beginning of the meeting.	
Approval of Minutes	The committee approved the February meeting minutes with a motion from Mrs. Ann-Karen Weller and a second from Barbara Martinez-Guerrero.	
HFSF Presentation	The Executive Board had a presentation from the Health Foundation of South Florida (HFSF) on their Vaccine Education Campaign by Natalie Castellanos, Director of Policy & Public Affairs. The objective of this presentation was to describe regional COVID-19 vaccine messaging campaign as well as sharing a preview of the communications materials and toolkit. She also discussed and shared ways the Consortium and community partners could collaborate to increase COVID-19 vaccine trust and confidence. She shared this mass media campaign is expected to launch in April and really focused towards addressing vaccine hesitancy in our Black and Hispanic communities focused, as well as other resistant groups to COVID-19 vaccines.	Share campaign link and communications toolkit once available.

<p>Previous Action Items</p> <p>Executive Board Work Plan</p>	<p>Cristina Brito provided a brief recap from the March Executive Board meeting related to the purpose and how to use the Executive Board elevator speech and the health agenda message. As previously mentioned at past Board meetings, cross-collaboration has been discussed between all committees for various projects. Some of these projects include safe swimming pools and drowning prevention, community gardens, tobacco cessation advocacy, and intergenerational support. It was discussed as a future opportunity each month a committee could provide an update during the Executive Board meeting and have a brainstorming discussion on how to further support that committee’s work. The Executive Board liaison will create a monthly committee list to plan for future meeting discussions.</p>	
<p>2021 Consortium Annual Event and Awards Ceremony</p>	<p>Valerie Turner provided an update on the virtual 2021 Consortium Annual Event and Awards Ceremony that will be hosted on Friday, October 1, 2021. The theme is <i>Fall into Healthy Habits</i>. There will be a \$25 registration fee for this event. She also shared the draft revised event agenda. The Executive Board reviewed the draft event agenda and shared they were in consensus with the updated format. As it gets closer to the event more details will be shared on the Consortium Awards for the Chairs and Vice-Chairs of each committee to nominate an outstanding committee member.</p>	
<p>Journey to Wellness Rx Update</p>	<p>The Executive Board had a presentation on the <i>Journey to Wellness Rx: Green Prescription</i> at the March meeting. A brief reminder was shared with the Executive Board this initiative is a part of the work plan under Chronic Disease. This activity is to increase awareness and participation of the <i>Journey to Wellness</i> initiative. Marjorie Epstein Aloni provided an update to the Executive Board. She has been able to establish partnerships with and provide the <i>Journey to Wellness Rx: Green Prescription</i> to Sanitas A Keralty Company Medical Center at multiple locations and will be providing to Westchester Hospital too. Lastly, it was shared to share with your committees this initiative and partners can order the <i>Journey to Wellness Rx</i> on the Consortium website.</p>	
<p>New Business</p> <p>Executive Board’s Community Role with COVID-19</p>	<p>The Executive Board had a discussion on its role in the community as it relates to COVID-19. It was highlighted during this conversation among the Board members the Consortium will need to listen and hear the community’s concerns. It was noted that positive key messaging should be shared as it relates to COVID-19 vaccinations. Nicole Marriott from the HCSF shared they are currently working with UM to close the gaps and make sure that we are covering all communities and not duplicating efforts to really expand reach within our community. It was highlighted to keep in mind trusted gate keepers in the community like the private sector, faith-</p>	

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	<p>based organizations, salons, and barbershops to provide them with the correct information to share. The Board also discussed they would share the HFSF's communications toolkit once it is ready to be shared with the community. This conversation will be continued to further discuss a plan.</p>	
Marketing & Membership Updates	<p>Candice Schottenloher provided the Marketing &amp; Membership update to the Executive Board. The Consortium Membership Directory has been shared on the Consortium's website, through the newsletter and on all social media platforms. It was also shared with the Board to remind committee members if they need to update their contact information to complete the membership form as a renewing member.</p>	
DOH Programmatic Updates	<p>Mrs. Weller provided the Florida Department of Health in Miami-Dade County Programmatic Updates to the Executive Board. She shared current updates related to COVID-19 testing and vaccinations. She shared we have seen COVID-19 testing go down. The current positivity rate shared was 7.04%. It was shared that we suspect to see an increase in COVID-19 cases coming due to spring break travel. Lastly, it was shared we continue vaccinate residents in Miami-Dade County for both first and second doses of the vaccine.</p>	
Partner Updates	<p><b>Children Issues:</b> Alina Soto and Cristina Brito provided an update to the Board on the committee. They shared the committee continues to review their work plan. They are working to develop a resource flyer with a QR code to increase access to care and better health outcomes to achieve health equity in Miami-Dade for children and their families. The committee also continues to invite and develop ways to increase faith-based organization participation too. Lastly, the committee is also working on developing a social media educational awareness campaign plan that will include social media posts and newsletter articles as it relates to children.</p> <p><b>Elder Issues:</b> Marjorie Epstein Aloni provided an update on the committee. She shared the committee recently had the special nominations for committee chair. She shared that she was elected and has become the new Elder Issues committee chair.</p> <p><b>Health and the Built Environment:</b> Barbara Martinez-Guerrero provided an update on the committee. She shared the committee is working to secure a speaker for an upcoming presentation on the Underline as it relates to the committee and how the committee could get involved to support this project. Also, the committee is working to build partnerships and</p>	Share partner updates email.

collaborate with partners like Healthy Little Havana. The next committee meeting is on Tuesday, May 11, 2021.

**Health Council of South Florida (HCSF):** Nicole Marriott provided an update they are currently working with the University of Miami on a project related to COVID-19 misinformation and vaccine hesitancy in communities of color. Additionally, she shared they are also working with the Florida Department of Health in Miami-Dade County with health care organizations who recently just received funding to work towards Ending the HIV Epidemic.

**Health Promotion and Disease Prevention:** Leyanee Perez provided an update on the committee. She shared the committee had on Tuesday, March 16, 2021 the Overview: Feeding South Florida presentation by Hillary Gale. The presentation provided an overview of Feeding South Florida, services, and resources.

**Tobacco-Free Workgroup:** Dr. Thurer provided an update on the workgroup. He shared the Tobacco-Free Workgroup recently supported as a sponsor to the virtual HR Insights 2021: What Lies Ahead for HR and the Workplace event hosted by the Greater Miami Chamber of Commerce. This event was held on Thursday, April 1<sup>st</sup>, 2021. He also shared there were opportunities for marketing and event messages that were shared on behalf of the Consortium for a Healthier Miami-Dade.

**Worksite Wellness:** An updated was provided by Nathan Burandt. He shared the committee recently reviewed and completed the SWOT analysis. He also shared the committee has completed the Worksite Wellness Toolkit and is currently working with partners to address gaps and needs of worksites. Additionally, he shared the committee is also working on their forums, social media campaigns, and community garden activity.

Please email any updates, flyers, or events to the committee liaison, Candice Schottenloher, via email at [Candice.schottenloher@flhealth.gov](mailto:Candice.schottenloher@flhealth.gov).

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Adjournment	The meeting adjourned at 11:30 a.m. The next virtual meeting is scheduled for Monday, May 10, 2021 from 10:00 a.m. to 11:30 a.m. via a virtual meeting through the Go To Meeting platform.	
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