



Consortium for a Healthier Miami-Dade 2011 Annual Report



Acknowledgments

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Message from the Administrator of the Miami-Dade County Health Department

Dear Colleagues:

On behalf of the Miami-Dade County Health Department I am pleased to present the 2011 Consortium for a Healthier Miami-Dade annual report to the community. In presenting this report I would like to express appreciation to our Executive Board and committee members for helping us carry out and achieve the goals of the Consortium.

The Consortium was established in 2003 in order to develop strategies that would allow the community to work together to combat the two most preventable causes of death: obesity and tobacco use. Since its inception, Consortium members have been able to work together to bring educational forums, screenings and various resources to the community. This past year each committee of the Consortium has participated in initiatives that have had a direct impact in Miami-Dade County. Committee members have worked on policies, systems and environmental changes that have impacted our access to nutritional fruits and vegetables, increased physical activity resulting in more bicycle racks and share the road signs to be placed. In addition hospitals, campuses and some parks are going smoke free. From childcare centers, schools, senior centers and worksites the community is being impacted by your collective efforts.

As we look to the future of the Consortium my hope is that we continue to engage in a collaborative approach to identifying and implementing policy, systems and environmental change strategies that support healthier lifestyles.

On behalf of the Miami-Dade County Health Department thank you to all of our partners who are dedicated and committed to the health of Miami-Dade County's residents and visitors.

Sincerely,



Lillian Rivera RN, MSN, PhD
Administrator
Miami-Dade County Health Department

Message from the Co-Chairs of the Executive Board

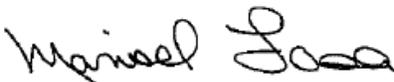
Dear Partners:

As co-chairs of the Consortium for a Healthier Miami-Dade Executive Board we are pleased to present this annual report to the community. Since the Consortium's inception, member organizations have worked together to implement community strategies that would have a direct impact on the diverse Miami-Dade Community. Our vision for the Consortium is for the member organizations to work in a collaborative manner to leverage resources in order to encourage healthier living. Through our collective efforts we have an opportunity to have a direct impact on risk factors that influence preventable causes of death specifically, obesity and tobacco use. This annual report highlights all of the various initiatives and accomplishments from the past year. Each committee has been involved in various activities with the Communities Putting Prevention to Work being one of the most comprehensive initiatives that was implemented in our community.

This coming year will be a time for evaluating the work that has been done by the Consortium. All data will be analyzed, benchmarked and compared to Healthy People 2020. In addition we will be conducting various assessments in order to evaluate the results of our various initiatives. Future months will be devoted to reflection and planning in order to assure that we continue to serve those in the community that are at greatest risk for health disparity.

As the Consortium moves forward in 2012, we will explore various options for sustainability of our various projects along with capacity building for our Consortium members. We look forward to our continued community partnership as we work together to promote healthy lifestyles in Miami-Dade County.

Sincerely,



Marisel Losa, MHSA
President & CEO
Health Council of South Florida



Ann-Karen Weller RN, BSN, MBA-HSM
Director Office of Community Health & Planning
Miami-Dade County Health Department

About Us



The Consortium for a Healthier Miami-Dade was established in 2003 by the Miami-Dade County Health Department (MDCHD) to address the increasing rates of chronic disease in the county. According to the 2006 Living Healthy, Living Longer survey, over eighty percent of Miami-Dade County adults had at least one of the following *preventable* chronic disease risk factors: overweight status, lack of physical activity, high blood pressure, high cholesterol and/or cigarette smoking.

The Consortium is comprised of eight committees focused on key areas of health. Consortium initiatives are guided by the goals and objectives established in Healthy People 2020. Initiatives target all age groups and focus on increasing access to healthy foods, opportunities for physical activity, oral health services, tobacco-free living, and awareness of the needs of older adults

Partners are key to the success of the Consortium. By aligning and coordinating efforts across various partners and sectors, efforts and improvements in health are amplified for a more successful outcome. With over 350 partners from various sectors - government, health, academic, nonprofit, and private - the Consortium works collaboratively to tackle the various health issues afflicting Miami-Dade County residents, to ensure they live longer, happier and healthier.

Vision: Healthy Environment, Healthy Lifestyles, Healthy Community
Mission: To be a major catalyst for healthy living in Miami-Dade through the support and strengthening of policy, systems and environments.

Goals

1. Enhance and strengthen the Consortium for a Healthier Miami-Dade membership.
2. Increase adoption and implementation of policy, systems and environmental change in creating healthy communities.
3. Educate and raise awareness of the benefits of healthy lifestyles and health promoting environments.
4. Increase access to resources and information to promote the adoption of healthy lifestyles by Miami-Dade County residents.

2010-2013 Consortium Strategic Objectives

- | | |
|---------------|--|
| Objective 1.1 | The collective base of the Consortium will increase 25% by 2013. |
| Objective 1.2 | Improve communication and collaboration within the Consortium. |
| Objective 1.3 | Assure the Consortium will have sustainable initiatives with visibility, commitment and recognition. |
| Objective 1.4 | Assure Consortium initiatives will reflect community needs as identified through data driven research. |
| Objective 1.5 | Institutionalize an ongoing tracking plan for measuring community health. |
| Objective 2.1 | Maintain a health leadership team consisting of high level community leaders and decision-makers to support evidence-based policy change. |
| Objective 2.2 | Introduce policies and legislation that enact supportive systems and environments for healthy living. |
| Objective 3.1 | Develop and implement a multi-media campaign targeting high-risk communities in Miami-Dade to promote healthy lifestyles and chronic disease prevention. |
| Objective 3.2 | Identify best practices and model programs from the local, state and national level for replication. |
| Objective 4.1 | Connect organizations and individuals to health resources in the community. |

Highlights and Accomplishments



The Executive Board developed, approved, and is currently implementing the 2010-2013 Consortium Strategic Plan through its eight committees. The 2010-2013 Strategic Plan expands on the original goals and work of the Consortium by working on policy, system and environmental changes that support healthy living.

ACCOMPLISHMENTS

In 2011, the Consortium made significant progress to fulfill the objectives and strategies defined in the strategic plan. Through its committees and with guidance from the Executive Board, the following objectives were accomplished:

- The Marketing and Membership Committee was revived and through their efforts, the “Make Healthy Happen Miami” Campaign was successfully launched to target high risk communities and promote healthy lifestyles.
- The Consortium membership base was increased by over 30%. There are currently over 350 partners of the Consortium from various sectors, cities and states. A tracking tool for the membership was also implemented.
- The Consortium Connection monthly newsletter was launched to increase awareness of committee activities, share resources and information, as well as encourage collaboration.
- The Consortium website was updated to incorporate more user-friendly features, resources and committee information. Since the launch of the website in July 2011, there have been over 6,000 visits from over 30 countries and 275 cities domestically and internationally.
- A Health Leadership Team was effectively convened to include high level community partners that will facilitate evidence-based policy change in Miami-Dade County.
- The Consortium committees have successfully facilitated tobacco-free policies in schools and parks, as well as policies and environmental changes aimed at increasing access to healthy foods and physical activity in schools, child care centers, work sites, parks and neighborhoods.
- Through the Health Council of South Florida and Miami-Dade County Health Department, the Consortium coordinated the Community Transformation Grant application process. Although Miami-Dade was not funded, they were approved and may be eligible for funding in the future.

COMMUNITIES PUTTING PREVENTION TO WORK (CPPW)

Working collaboratively with Consortium partners, the Miami-Dade County Health Department applied for and received a two-year \$14.7 million grant under the American Recovery and Reinvestment Act of 2009 to tackle obesity in Miami-Dade County. During the past year, CPPW partners have been diligently working to implement policy, system and environmental changes that will increase access to healthy foods and opportunities for physical activity in the county.

Children Issues



DESCRIPTION

The Children Issues Committee was established in 2003 to improve the health and wellness of children in Miami-Dade County. Committee initiatives focus on the implementation of policy, systems, and environmental change that support healthy lifestyles among children. Efforts include but are not limited to: increasing breastfeeding practices and access to healthy foods and physical activity in schools and child care centers.

INITIATIVES

Communities Putting Prevention to Work (CPPW)

The committee is facilitating the following CPPW partner initiatives:

- Introduce legislation to enact nutrition and physical activity standards in child care centers
- Revisions to the school wellness policy, installation of healthy food vending machines, and development of a Farm-to-School Program in Miami-Dade County Public Schools (MDCPS)
- Addition of an elective physical education course and the implementation of the SPARK curriculum in MDCPS
- Increase the number of schools participating in Alliance for a Healthier Generation's Healthy Foods Program
- Adoption of a Safe Routes to Schools policy to increase the number of students actively commuting to schools
- City of Miami legislation assuring funds to sustain an adequate number of crossing guards in the high-risk communities in the county

- Increase breastfeeding practices and breastfeeding facilities in Miami-Dade County through the: (1) Adoption of worksite lactation support policies (2) Implementation of the 4-D Pathway to Baby Friendly Designation in birthing centers and hospitals

Parents Preventing Childhood Obesity through Healthy Eating

The Department of Children and Families and Publix are implementing a Healthy Eating Venue Training initiative. This is an in-store training and tour for families of Miami-Dade County childcare centers at Publix Supermarkets. The goal is to educate childcare centers providers as well as the children from those centers and their families on the nutritional benefits of eating fresh fruits and vegetables.

Healthy Vending Machines introduced in Miami-Dade County Public Schools



Highlights and Accomplishments



Communities Putting Prevention to Work

- Consulting Registered Dietitians successfully facilitated cost neutral menu changes within 634 licensed childcare centers and family programs.
- Over 1,000 childcare facilities were trained by the University of Miami Mailman Center and received technical assistance and needs assessments from the Florida Department of Children and Families.
- Forty reimbursable healthy vending machines were installed at 40 different public high schools in Miami-Dade County, which will potentially benefit over 99,636 high school students.
- Legislation has been *drafted* for the child care centers policy to incorporate nutrition standards.
- The University of Miami Walk Safe *drafted* revisions to an existing legislation to sustain crossing guards and encourage safe active transportation to school.
- The Sports, Play, and Active Recreation for Kids (SPARK) was implemented at all 240 public elementary schools in Miami-Dade County.

SPARK Implementation in Miami-Dade County Public Schools, 2011 (n=240)



* South Florida Hospital and Healthcare Association, Healthy Start Coalition, Foundation for a Breastfeeding Culture, MDCHD Women, Infants and Children

- The Breastfeeding Taskforce facilitated the implementation of: (1) Baby-Friendly Designation in 11 out of 14 hospitals and birthing centers in the county (2) Worksite Lactation Policies.

4-D Pathway to Baby-Friendly Designation in Miami-Dade County (n=11)



HIGHLIGHTS

The committee developed a fact sheet and strategies for collaboration to promote and encourage collaborative partnerships and projects.

Presentations:

- Publix Supermarket
- Early Learning Coalition
- Short Chef, Inc.
- Miami Children's Initiative

Elder Issues



Baby Boomer Quick Facts 2009 U.S. Census Data Miami-Dade County

- Baby Boomers were born between 1946-1964 (age 46-65). Zoomers refers to a sub-population, age 54-64 that little is known about.
- There are 623,154 Baby Boomers, representing 24.9% of the population. About 65% are Hispanic, 22% White and 18% Black.
- A total of 78,517 (13%) of local Boomers live in poverty. Compared to national levels, Miami-Dade Boomers are less educated and affluent.
- Organizations serving Baby Boomers will need to make significant changes to address the needs and complex aging issues within this group.



DESCRIPTION

The Elder Issues Committee was established in 2006 to promote and encourage healthy lifestyles among elders in Miami-Dade County. The primary means for addressing these issues is through the development of a network of organizations, profit and not-for-profit, which is capable of identifying relevant issues, facilitation of planning for addressing those issues and providing leadership within the Consortium.

INITIATIVES

- Serve as a catalyst for the study and development of new initiatives to make a positive impact on the quality of health for elders in Miami-Dade County
- Provide the direction and programming for the Mayor's Initiative on Aging in Miami-Dade County
- Provide visibility and means for the networking of organizations in Miami-Dade County serving the health care/quality of life support needs of elders
- Partnership with the Centers for Medicare & Medicaid Services (CMS) to promote, locally, national initiatives and projects including the dissemination of information to all segments of the elder community
- Review and support, when and as appropriate, the efforts of local organizations and providers to research and develop services for elders
- Expand committee membership to assure that all possible stakeholders are included in committee efforts
- Guide the investment of expertise and efforts of committee participants in enhancing the community's capacity to serve the needs of the elder "Boomer" population

Highlights and Accomplishments



Mayor Carlos A. Gimenez attends the July meeting of the Elder Issues Committee to extend his appreciation and support



HIGHLIGHTS

- Successful Committee leadership transition to a new Chair and soon to be elected Vice-Chair
- Transition of Mayor’s Initiative on Aging to the new County administration
- Extended committee leadership meeting with new County Mayor, setting new parameters for the Mayor’s Initiative on Aging
- Committee Chair appointed to CMS Regional Advisory Board
- Regular CMS staff report to membership, at each meeting
- Selection of “Community Readiness for Boomers” as a major goal of the Committee for the next two years
- Initiation of a planning committee for second “Boomer Seminar” planned for February 2012
- Initiation of series of presentations on assisted living facilities starting with the Long Term Care Ombudsman Council
- Development of model for formulation of 2012 Strategic Plan
- Focus on transportation issues for Elders based upon study and report by the Miami-Dade Public Works Department
- Presentations by Vitas Hospice Care and the Health Foundation of South Florida

BABY BOOMERS & ZOOMERS: ARE WE READY?

- The committee held its first of a series of “Boomer” forums on March 4, 2011 to stimulate local thinking on the needs of the aging Boomer population.
- Over eighty of Miami-Dade’s nonprofit, business and community leaders gathered for the full-day strategic forum.
- Topics discussed included:
 - Profile of Baby Boomer population
 - National model and best practices
 - Adoption of successful practices to accommodate diverse populations and community needs
 - Specific topics chosen by community providers, such as financial planning, community engagement, etc.

Health and the Built Environment



DESCRIPTION

The Health and the Built Environment Committee was established in 2006 and currently aims to enhance the knowledge of public officials and community stakeholders about the health impacts of urban planning, transportation infrastructure and food systems. Committee initiatives focus on drafting letters of support, contacting officials, and presenting to various stakeholder groups, detailing the relationship between the built environment and the community's health.

INITIATIVES

Presentation Working Group

- Enhance the knowledge of public officials and stakeholders on the health impact of the built environment.
- Build relationships with community stakeholders to advance built environment initiatives in the county.

Access to Healthy Foods Working Group

- This workgroup was co-founded in partnership with the Health Promotion and Disease Prevention Committee to increase access to healthy foods through policy, system and environmental changes.

Data Working Group

- Increase access and collection of built environment data in Miami-Dade County.

Other

- Draft letters of support for built environment initiatives.
- Identify and coordinate grant opportunities.

Communities Putting Prevention to Work

The committee is facilitating the following CPPW partner initiatives:

- Increase bicycling facilities and signage in the City of Miami and North Miami by 30%
- Update to Urban Design Manual I (private development) and development of Urban Design Manual II (civic development), to incorporate the great streets planning principles contained in the Miami-Dade County Parks and Recreation (MDPR) Open Spaces Master Plan and “Complete Streets”
- Establish level of service standards for parks and recreational open spaces to encourage equitable access to local parks and opens spaces
- Develop Access and Equity Report to identify gaps in service and promote physical activity through recreation and active transportation
- Implement a healthy vending machine policy for MDPR facilities to comply with healthier vending guidelines

Bicycle Racks installed in City of North Miami Parks and Recreation Facilities



Bicycle Rack at North Miami Public Library

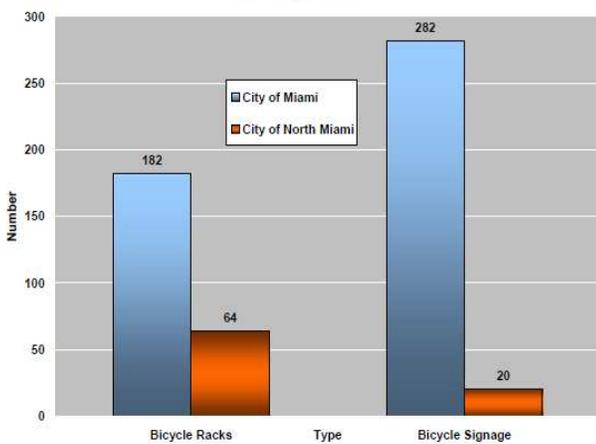
Highlights and Accomplishments



Communities Putting Prevention to Work

- MDPR successfully completed Urban Design Manual I and II, the Access and Equity Report and the Safe Routes to Parks and Signage Plan.
- MDPR adopted a Healthy Vending/Concession Policy that requires all food and beverages sold under MDPR’s jurisdiction to meet specific nutrition standards.
- MDPR’s work has been highlighted through the National Recreation and Park Association.

CPPW Bicycle Rack and Signage Installation, as of September 2011



- The number of bicycle facilities and signage has increased by over 100% in the Cities of Miami and North Miami.
- The City of North Miami adopted a Bicycle Parking Ordinance to assure expansion of bicycle facilities throughout the city.
- The City of Miami received an Honorable Mention as a “Bicycle Friendly Community” from the League of American Bicyclists.

HIGHLIGHTS

- Presentations at the University of Miami School of Architecture and Florida International University Department of Public Administration
- Formation of the Data Workgroup and the joint Access to Healthy Foods Workgroup
- Partnership with the City of Miami to develop a Farmers’ Market Pilot Program, which will enable sustainability and expansion of farmers markets, by streamlining the process and lowering permit fees
- Facilitation of the City of Miami Farmers Market Ordinance adoption
- Recommendations provided to the City of Miami Springs for their Evaluation and Appraisal Report
- Submission of letters of support for built environment projects and grant opportunities
- Development of committee factsheet to promote committee work and encourage collaborative projects
- Submission of monthly committee newsletter articles for the Consortium Connection to raise awareness of committee and partner initiatives among Consortium members



Health Promotion and Disease Prevention



DESCRIPTION

The Health Promotion and Disease Prevention Committee was established in 2003 to improve community health through education and the creation of environments that support healthy behaviors. Committee initiatives focus on education, screening, and policy efforts aimed to prevent chronic disease and encourage the adoption and practice of healthy behaviors.

INITIATIVES

- Centralize community health fairs through the Community Health Outreach Program (C.H.O.P.) to encourage collaboration and partnership
- Consortium Speakers' Bureau to facilitate community access to a broad range of health information and areas of expertise to promote healthy lifestyles
- Access to Healthy Foods Working Group
 - This workgroup was co-founded with the Health and the Built Environment Committee to increase access to healthy foods through policy, system and environmental changes.
- Develop directory of partner best practices and model programs to facilitate implementation of these programs
- Conduct committee presentations to enhance the knowledge of health professionals and community stakeholders on important and current health issues
- Identify community grant opportunities to secure funding for health programs
- Collaboration with Marketing and Membership Committee to create point of sale prompts for healthy foods

Communities Putting Prevention to Work

The committee is facilitating the following CPPW partner initiatives:

- Increase access and consumption of healthy and affordable foods in convenience stores by providing financial/non-financial incentives to WIC/SNAP-approved convenience stores
- Increase community access to healthy foods in underserved communities by expanding and enhancing farmers markets and community gardens throughout the county
- Coordinate health fairs alongside CPPW-funded farmers markets to increase awareness of the markets and promote health awareness through education and screenings
- Development of marketing materials for the farmers markets and health fair events

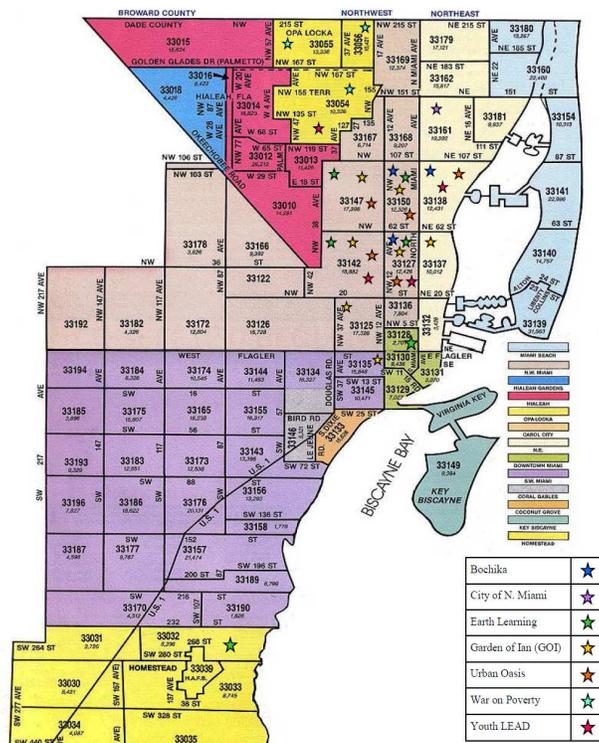


Highlights and Accomplishments



CPPW Farmers' Market/ Community Garden Targeted Zip Code Areas

Partner Name	Zip Codes Impacted
Bochika	33127, 33138 and 33150
City of North Miami	33161
Earth Learning	33032, 33127, 33128, 33142, 33147 and 33150
Garden of Ian (GOI)	33125, 33127, 33135, 33137, 33142, 33147 and 33150
Urban Oasis	33127, 33138, 33142, 33147 and 33150
War on Poverty	33054, 33055 and 33056
Youth LEAD	33127, 33138, 33142 and 33054



The CPPW-funded farmers' markets are located in the above targeted zip codes (star) in underserved communities. The goal is to increase consumption of fresh fruits and vegetables by making fresh fruits and vegetables accessible and affordable to residents of the area.

HIGHLIGHTS

- Enhancement of Speakers' Bureau registration form and development of request form
- Enhancement of C.H.O.P. health request form for electronic use
- Dissemination of over sixty C.H.O.P. forms to community partners with health fair information
- Implementation of five local farmers markets and enhancement of two markets and three community gardens
- Development of marketing materials for promotion of health fairs and farmers markets
- Coordination of and participation in one health fair, which took place on December 10, 2011 at the Upper East Side Farmers' Market
- Development and dissemination of the committee involvement survey to gauge levels of satisfaction and identify strategies to increase member engagement
- Formation of the Access to Healthy Foods Workgroup in partnership with the Health and the Built Environment Committee
- Partnership with the City of Miami to develop a Farmers' Market Pilot Program, which will enable sustainability and expansion of farmers markets, by streamlining the process and lowering permit fees
- Facilitation of the Farmers' Market Ordinance adoption



Marketing and Membership



DESCRIPTION

The Marketing and Membership Committee is responsible for disseminating information to the community and other stakeholders about the Consortium's activities and initiatives through mass media, grassroots events, public relations, and digital means. The Marketing and Membership Committee strategizes to recruit organizations and businesses, as well as members of the media to become members of the Consortium.

INITIATIVES

- Develop point of decision prompts at farmers markets and convenience stores linked to Make Healthy Happen Miami
- Develop and implement a multi-media campaign for Communities Putting Prevention to Work targeting high risk communities in Miami-Dade to promote healthy lifestyles and chronic disease prevention
- Develop a promotional and outreach campaign to inform Miami-Dade residents about safe bicycling routes
- Collaborate with Consortium committees on developing and identifying Make Healthy Happen message and spots
- Increase Consortium membership through the identification of recruitment and retention strategies
- Develop a webpage on the Consortium website dedicated to membership information
- Recruit speakers for the Consortium Speakers' Bureau

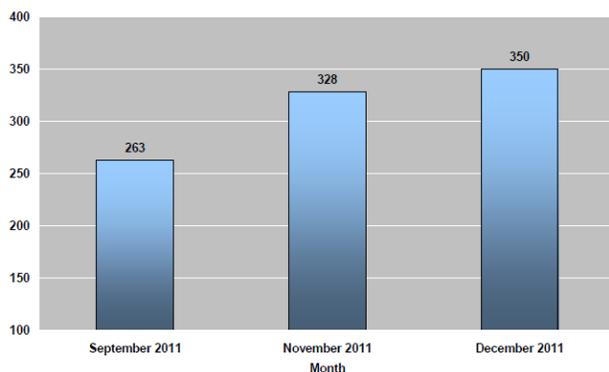


Highlights and Accomplishments



CONSORTIUM MEMBERSHIP

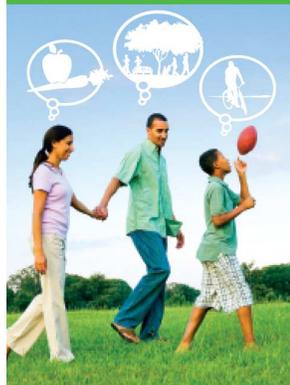
Number of Registered Members of the Consortium for a Healthier Miami-Dade, 2011



Number of Members by Committee

Committees	9/8/11	11/1/11	12/1/11
Children Issues	74	85	93
Elder Issues	72	76	85
Health and the Built Environment	42	57	60
Health Promotion and Disease Prevention	115	140	149
Marketing and Membership	26	34	36
Oral Health	10	28	36
Tobacco-Free Workgroup	26	30	34
Worksite Wellness	62	72	79

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 Imajine genyen plis wout pou bisiklèt pou fanmi nou ka pase bon jan tan ansanm

Pou plis enfòmasyon, ale nan sit entènèt
www.fesantemache.com

Mesaj sa se Depatman Sante ak sèvis sosyal, Depatman Sante nan Miami-Dade ak Konsòyòm pou yon Miami ki pi ansante ki pote li pou nou.

HIGHLIGHTS

- Since the launch of the updated Consortium website in July, membership has increased by 35 percent.
- The Make Healthy Happen Miami Campaign, a multi-language, multimedia, promotional initiative focusing on healthy eating and active living was developed and launched. The campaign was launched across television, print, web and radio.
- The Make Healthy Happen website was developed in English, Spanish and Creole available at:
 English: <http://www.makehealthyhappenmiami.com/>
 Spanish: <http://www.haztusaludrealidad.com/>
 Creole: <http://www.fesantemache.com/>
- The committee developed partnerships with other committees to collaborate on media messages and point of decision prompts.

Oral Health



DESCRIPTION

The Oral Health Committee was created to improve oral health in Miami-Dade County. Committee initiatives focus on education, awareness and increasing access to oral health services and education in underserved populations for positive health outcomes.

INITIATIVES

The committee has numerous strategies to fulfill the following objectives:

- Improve access to community and school-based programs for all ages
- Improve access to oral health education and programs for children and adults
- Increase public and governmental awareness of oral health issues
- Improve state and county-based oral health data collection and research
- Improve access to care by assuring a highly trained, diverse, appropriately allocated dental workforce
- Improve the integration of oral health prevention and education into general health

PARNER INITIATIVES

Healthy Matthew’s “The Power of a Healthy Smile”

- Educate parents and children on oral health hygiene to prevent cavities among young children in Miami-Dade County

1. Prevention, Education, and Access to Receiving Lasting Smiles (PEARLS) –An initiative of the University of Miami and Nova Southeastern University

PARNER INITIATIVES

The Dr. John T. McDonald Foundation School Health Initiative received funding for its PEARLS¹ program to:

- Provide free preventive oral health services that include fluoride varnishes and dental sealants to students of Miami-Dade County Public Schools

Community Smiles

- Provide oral health education and improve access to dental care for the uninsured, low-income children and families of Miami-Dade County

Community Health of South Florida

- To expand the mobile school-based program, “Healthy Smiles to Our Schools” to assigned schools and head start centers.
- Reduce dental disease in school-aged children by providing preventive services

Healthy Matthew at Work



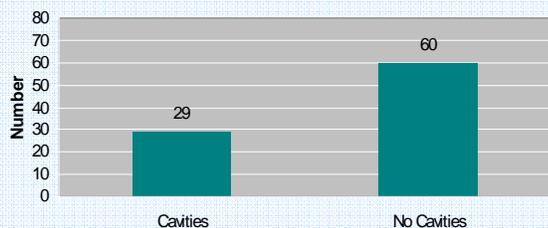
Highlights and Accomplishments



2011 Give Kids a Smile Day

- The Give Kids a Smile Event kicked off on February 4, 2011 at Bethune Head Start Center.
- The Miami-Dade County Health Department, in partnership with Healthy Matthew educated 160 Pre-K children.
- Two dentists provided free preventive services including oral health examinations, dental cleanings, oral hygiene instruction and fluoride varnishes to 89 children. Results are shown in the graph below.

Give Kids a Smile Day, Bethune Head Start Center, February 2011 (N=89)



HIGHLIGHTS

- Updated resource directory for safety net providers to improve access to oral health care
- Participated and provided oral health services to kids during the “Give Kids a Smile Day” event

Healthy Matthew

- Through “The Power of a Healthy Smile” Campaign Healthy Matthew and his team educated more than 2,000 children and 1,500 families, applied fluoridation and cleanings and provided dental kits

Dr. John T. McDonald Foundation School Health

- Received a \$129,000 grant from the Health Foundation of South Florida for its PEARLS program to improve access to oral health services among students in Miami-Dade Public Schools

Community Smiles

- Volunteer dentists were able to screen over 1,000 children with unmet oral health needs in 2011
- Community Smiles (formerly the Dade County Dental Research Clinic) completed its 65th year of services

Community Health of South Florida

- Provided preventive oral health services to 976 students in five Miami-Dade County Public Schools and 164 students in six head start centers

Tobacco-Free Workgroup



DESCRIPTION

The Tobacco-Free Workgroup was created in 2008 in order to integrate tobacco control and prevention into all of Consortium's standing committees. The Tobacco-Free Workgroup mobilizes and collaborates with partner organizations to decrease smoking, tobacco use and exposure to secondhand smoke in Miami-Dade County.

The Tobacco-Free Workgroup supports policy change regarding the sale of tobacco products to youth, spearheads programs that aim to reduce and prevent tobacco use among youth, educates about the effects of second and third-hand smoke, and provides cessation services to individuals and businesses. The ultimate goal is to get Miami-Dade County residents living longer by living a life free of tobacco products.

INITIATIVES

Tobacco Free Schools

- Policy to implement comprehensive tobacco control policies in K-12 schools in Miami-Dade County

Tobacco-Free Multi-Unit Dwellings

- Policy to create tobacco-free multi-unit dwellings

Candy Flavored Tobacco Products/Tobacco Advertising

- Policy to restrict the sale of candy flavored tobacco products not covered by the FDA and prohibiting/limiting tobacco industry advertising in retail outlets

Miami-Dade County Health Department Tobacco Prevention Program

The Workgroup is also facilitating the following Health Department partner initiatives:

- Tobacco Free Parks: Tobacco/smoke free parks and playgrounds
- Providing County Cessation Services: Linking individuals and businesses to tobacco cessation services provided by the Miami-Dade Area Health Education Center (AHEC)
- Establishing and maintaining countywide S.W.A.T. Clubs: Creating and maintaining local Students Working Against Tobacco (SWAT) chapters throughout Miami-Dade County.

Great American Smoke Out, November 2011 University of Miami-AHEC Program



Schoninger Research Quadrangle, University of Miami Miller School of Medicine

Highlights and Accomplishments



HIGHLIGHTS

Policy to Restrict the Sale of Candy Flavored Tobacco Products not covered by FDA

- A resolution was successfully passed in the City of Miami Beach and an ordinance was passed in the City of South Miami banning candy flavored tobacco products not covered by the FDA.

Tobacco-Free Multi-Unit Housing

- An article posted in the Sun Sentinel in late October gave new breath to this policy area as the Miami-Dade County Health Department received an influx of interest from residents interested in pursuing tobacco-free policies at their residential developments.

Tobacco-Free Hospitals, Colleges and Universities

- Through the Miami-Dade County Health Department and the Tobacco-Free Workgroup, assistance is being provided to the following organizations in the process of making their establishments tobacco-free: Larkin Hospital and Mercy Hospital. Currently there are four hospitals, one college and two universities that are smoke-free.

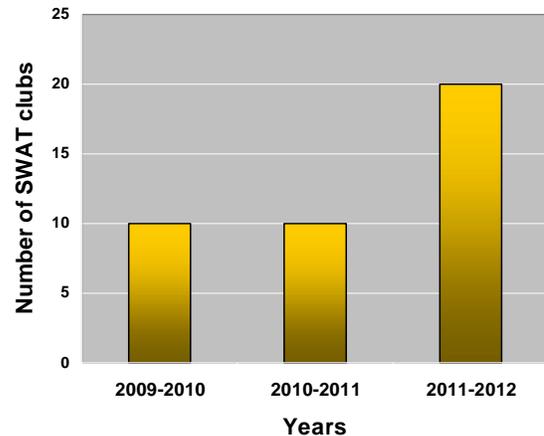
Tobacco-Free Parks

- Through collaboration with CPPW Region 13 Coordinator and the Tobacco-Free Workgroup, 42 youth oriented parks in Miami-Dade County were designated tobacco-free parks and have signage designating the park as a "Tobacco Free Zone". In the City of Hialeah, 125 "Healthy Lungs at Play" signs were installed at parks and recreation facilities.

Comprehensive Model Tobacco Policies in K-12 Schools

- The Miami-Dade County Public School adopted a tobacco policy that became effective July 1, 2011, replacing the 21 year old policy and technical guide in use. While the policy is an improvement over the old one, the workgroup continues to meet with the Board to assure the adoption of a comprehensive tobacco policy that will incorporate the proposed policy currently in effect.

SWAT clubs for the past 3 years



Community Programs

- On October 25, 2011, the 19th Annual Harry Kapp Symposium was held at South Miami Hospital with nationally recognized speaker Rick Stoddard, great participation and feedback.
- The Fifth Annual Youth Tobacco Prevention Summit was held at Goodlet Park in Hialeah. A high level of youth participation was achieved in spite of the rainy weather.
- A county-wide SWAT training was held at Florida International University (FIU), in which nine middle and high schools participated. Youth learned about becoming activists and working to change policy. The event culminated in all of the youth walking around the university to disseminate information regarding the tobacco-free policies recently implemented at FIU.

Worksite Wellness



DESCRIPTION

Founded in 2003, the Worksite Wellness Committee aims to promote healthy lifestyles in the work setting by sharing resources on best practices, encouraging policy, systems, and environmental change and creating partnerships among the diverse businesses within Miami-Dade County. Initiatives focus on hosting quarterly educational forums on a variety of topics and since 2009, hosting the annual South Florida Worksite Wellness Forum and Awards, a ceremony that honors businesses with demonstrated programmatic and individual positive health outcomes.

In 2010, the CDC awarded funding for two years through the Communities Putting Prevention to Work grant that has allowed the committee to take on targeted initiatives focusing on generating sustainable policy, environmental, and system changes throughout Miami-Dade County's Consortium Member Organizations.

INITIATIVES

Annual Worksite Wellness Awards Ceremony

- This initiative recognizes South Florida companies located in Miami-Dade, Broward, Monroe and Palm Beach Counties that demonstrate a commitment to employee wellness and whose programs produce positive health outcomes

Worksite Wellness Forums

- Educational workshops that provide information and resources to community organizations on a selected worksite wellness topic
- Provide an opportunity to network and build relationships and worksite wellness capacity

Communities Putting Prevention to Work

The committee is facilitating the following CPPW partner initiatives:

- Increase the number of Worksite Wellness programs within the Consortium that support evidence-based practices
- Develop a Worksite Wellness Team within each Consortium Member Organization (CMO) that will evaluate existing policies, procedures and recommend changes to promote procurement of healthy food and beverages options
- Develop a Worksite Wellness Team within the Consortium Member Organizations that will promote physical activity
- Increase the number of Miami-Dade County Public Schools (MDCPS) staff/faculty/administrators engaging in regular physical activity, by establishing a Worksite Wellness Center for the MDCPS Administrative Complex

2011 Worksite Wellness Awards Ceremony



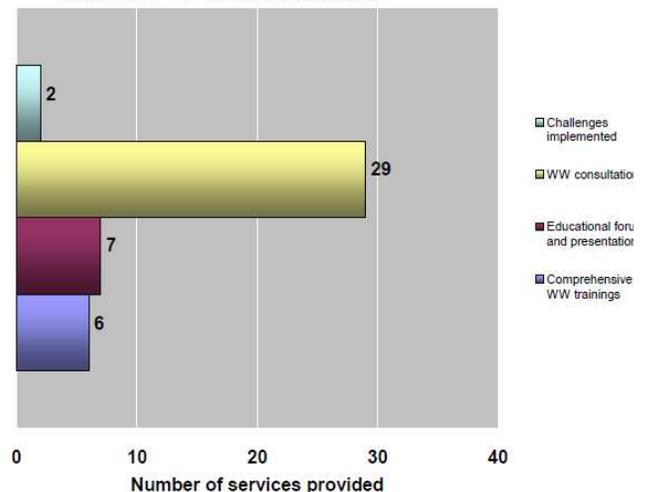
Accomplishments and Highlights



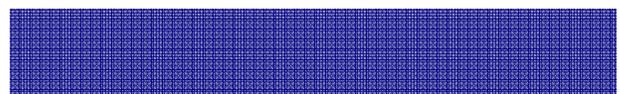
HIGHLIGHTS

- The Worksite Wellness Program Kick-off Event took place at the Florida Department of Children and Families on January 21, 2011.
- The “Working Worksite Wellness Into Your Organization” educational forum and training was held on March 30, 2011. Presenters included Keri-Ann Forbes from Community Health of South Florida, Inc., Kerri-Anne Parkes and Kary Suarez from the Miami-Dade County Health Department. During the training, participants were provided with a training toolkit and policy template to facilitate adoption of worksite wellness programs and policies among interested organizations.
- The 2011 South Florida Worksite Wellness Awards Ceremony and Forum took place April 8, 2011. The theme was “Worksites: Putting Prevention to Work”. Shannon Hori of CBS4 hosted the event and Diane Canova, J.D. from the Partnership for Prevention was the keynote speaker. The award winners by employer size were:
 - Small Employer: Seitlin Insurance and Advisory Services
 - Mid-sized Employer: Community Health of South Florida, Inc.
 - Large Employer: School Board of Broward County
- “Fitting Fitness Into the Workplace” educational forum took place on June 30, 2011. Laura Denoux from the American Heart Association and past cast member of NBC’s Biggest Loser was held was the presenter for the event.
- New worksite wellness policies have been implemented at the Miami-Dade County Health Department and Curley’s House of Style/Hope Relief Food Bank, Inc.
- Worksite Wellness program trainings and/or technical assistance has been provided to employees at 14 community organizations.

Snapshot of CPPW Worksite Wellness



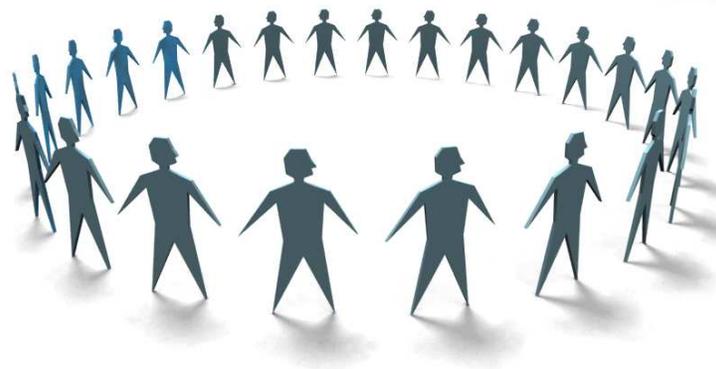
“Working Worksite Wellness Into Your Organization” Forum



Moving Forward

During this past year, the Consortium has succeeded in implementing policy, system and environmental changes that will have a long-term impact on the health of Miami-Dade County residents. Despite our wonderful successes, there is still a great deal of work that needs to be done to ensure the well-being of our community. Many of the initiatives implemented have laid the foundation for projects to come. Moving forward, the Consortium will continue to explore the health needs of the community to assure future initiatives and projects reflect community needs.

Additionally, the Consortium will seek grant opportunities to build upon current initiatives and venture into new projects. While grant opportunities are essential, the collective efforts and dedication of our partnerships are the building blocks of our continued success. In 2012, we will seek to reinforce these partnerships and facilitate committee multi-partner initiatives to amplify the positive impact on the health of our residents. As a coalition, we will continue our efforts to create systems and environments that are conducive to healthy lifestyles at every age to reduce chronic disease and ensure healthy places to live, learn, work and play.



Consortium Member Organizations

55+ Magazine
Abbott
Adonai International Ministries
Alliance for a Healthier Generation
Alliance for Aging, Inc.
Alma
Alpha-1 Foundation
Alzheimer's Association
American Diabetes Association
American Heart Association
American Lung Association
A Wellness Association, Inc.
AT&T
Baptist Health South Miami Hospital
Barry University
Bay Oaks Assisted Living Facility
Being in Touch, Inc.
BikeForLifeUSA
Blue Cross Blue Shield of South Florida
Bochika, Inc.
Borinquen Medical Centers of Miami-Dade
Broward General Medical Center
Camillus House Health Concern
Canyon Ranch Miami Beach
Catalyst Miami
CBS 4 Television
Cecosida
Cenpatico
Centers for Medicare and Medicaid Services
Chapman Partnership
Circle of One Marketing, Inc.
Citrus Health Network, Inc.
City of Doral
City of Hialeah
City of Miami
City of Miami Beach
City of North Miami
College Bright Smiles Bright Futures
Comcast Spotlight
Comforcare Home Care
Common Threads
Community Blood Centers of Florida
Community Health of South Florida
Community Hope Health and Human Services
Community Smiles
Consulting Registered Dietitians, Inc.
Community Blood Centers of Florida
Community Health of South Florida
Coventry Health Care
Cox Media Group
Curley's House of Style, Inc.
Dade County Medical Association
DECOBIKE, LLC.
DentaQuest of Florida, Inc.
De Hostos Senior Center
Diario Las Americas
Dietz & Associates
Earth Learning
Easter Seals South Florida, Inc.
Elite Body Sculpting
Farmers Market Coalition
Feeding South Florida
Feria de Salud
Fidec
Coventry Health Care
Florida Agency for Healthcare Administration
Florida Atlantic University
Florida Department of Children and Families
Florida International University (FIU)
FIU Herbert Wertheim College of Medicine
FIU Robert Stempel College of Public Health & Social Work
FIU Stempel Public Health Association (SPHA)
FLIPANY
Florida Department of Elder Affairs
Florida Department of Health, Division of Environmental Health
Florida Heart Research Institute
Florida Legal Services, Inc.
Florida Public Health Institute
Florida Senior Medicare Patrol

Consortium Member Organizations

Food For Kids Health
Foundation For A Breastfeeding Culture
Fountainhead Care Center
Garden of Ian, LLC.
GlaxoSmithKline Consumer Healthcare
Glimmer of Hope, Inc.
Global Kingdom Ministries CDC
Greeneras
Guardianship Program of Dade County
Haitian American Nurses Association Of Florida
He Reigns Educational Center
Health Choice Network
Health Council of South Florida
Health Foundation of South Florida
Healthways SilverSneakers
Healthy Matthew Educational Products & Services
Healthy Start Coalition of Miami-Dade
Hearing and Speech Center of Florida
Heart for Humanity/ Zen Village
Hennepin County Public Health Promotion
H.E.R.O. Indian Initiative
Humana
Jackson Health System
Jessie Trice Community Health Center, Inc.
Kendall Regional Medical Center
Larkin Community Hospital
Long-Term Care Ombudsman Council
Lupus Foundation of America SE Florida Chapter
Medica Health Plans of Florida
Melissa Frantz and Associates, Inc.
Miami-Dade Area Health Education Center (AHEC), Inc.
Miami-Dade College
Miami-Dade College Medical Center
Miami-Dade Community Action Agency
Miami-Dade County Community Action and Human Services/Head Start
Miami-Dade County Health Department
Miami-Dade County Office of Countywide Healthcare Planning
Miami-Dade County Park and Recreation
Miami-Dade County Public Library System
Miami-Dade County Public Schools
Miami-Dade County Public Schools' The Parent Academy
Miami-Dade Metropolitan Planning Organization (MPO)
Miami-Dade Public Works
Miami Children's Hospital Division of Community Pediatrics & Preventive Medicine
Miami Children's Hospital/ Safekids
Miami Coalition for the Homeless
Miami Downtown Development Authority
Miami Lakes United Methodist Church
Miami Springs Entertainment and Nutrition for the Elderly, Inc.
Miami Veteran Affairs Healthcare System
Miss Pluscious Miami Pageant
More than Conquerors Outreach Ministries, Inc.
Mount Sinai Medical Center
Multilingual Media and Marketing, Inc.
New Horizons Community Mental Health Center
Nova Southeastern University
Nutrition Lifestyle Designs
Nutrolution
Office Knead, Inc.
Opa Locka Community Development Corporation
Panache Fitness Company
Pass It On Ministries
Passport Health Miami
Pearson Education
Plaza Health Network
Power U Center for Social Change
Preferred Care Partners
Providence Fitness
Providence Healthcare Services
Radio Disney
Rozalyn H. Paschal Community Health Trust

Consortium Member Organizations

S.I.S.T.A.H.S. Today, Inc.
Seitlin Insurance and Advisory Services
Seniors Helping Seniors
Short Chef
South Florida Business Journal
South Florida Cancer Association
South Florida Hospital and Healthcare
Association
South Florida Regional Planning Council
Social Security Administration
Southwest Social Services Program, Inc.
Spark It Communications
Sunshine State Health Plan
Students Working Against Tobacco (SWAT)
Switchboard of Miami
Tenet Healthcare
The Food Trust
The Get-Right! Organization, Inc.
Tim Hardaway Foundation
United Way of Miami-Dade
UnitedHealthcare Community Plan
University of Florida
University of Miami
University of Miami Department of
Epidemiology & Public Health
University of Miami Department of Family
Medicine
University of Miami Sylvester Comprehensive
Cancer Center
Univeristy of Miami WalkSafe
University of Miami Osher Lifelong Learning
Institute
University of Miami School of Nursing and
Health Studies
Unlimited Events and Marketing, Inc.
Urban GreenWorks
Urban Health Solutions
Urban Marketing Concepts
Urban Oasis Project, Inc.
U.S. Senate Office of Marco Rubio
Utopian Consultants, Inc.

Villa Lyan
Village of Pinecrest
Vitas Innovative Hospice Care
Voix La Tortue Nonprofit Organization, Inc.
VSBrooks Advertising
War on Poverty
WellCare Health Plans
Wrap It Up Food Truck
Youth L.E.A.D.
YWCA of Greater Miami Dade
Zyscovich Inc.

*Healthy Environment, Healthy Lifestyles,
Healthy Community*

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