



*The Healthy Start Coalition of Flagler and Volusia Counties, Inc.*

**AD-HOC Marketing Committee**

**Meeting Minutes**

**September 27, 2013 at 8:30 a.m.**

Present: Allison Miller, Chér Philio, Gladys Roman, Maria Long, Karen Chrapek

**Items discussed:**

a. Review calendar of events.

Some events highlighted included:

- Free Community Swap Meet on October 18 & 19, 10 AM – 1 PM at the Chiles Academy (Maria)
- 3<sup>rd</sup> Baby Expo, September 28, 2013, 10 AM to 4 PM at Barnabas Episcopal School DeLand, FL (Cher)
- Car Seat event (Cher) October 5 9am-12pm, Daytona Beach Police Department, 129 Valor Boulevard, Daytona Beach, FL.
- Health & Human Services Summit on October 4, 10 AM – 2 PM at the Ocean Center. The Community Café (manned by our Family Leaders) will also have a table.
- Baby Shower October 13, 1-4 PM at Florida Memorial Hospital (invitation only, Cher)
- TEARS Walk is November 9 10 AM – 1 PM at Reed Canal Park. Maria is doing the registration. Cher will have a HS table at the event.
- SIDS Sunday is October 20 (Maria).

b. Status Update – Contact person(s) at malls/universities for early prenatal care ad campaign

Cher will send Karen the poster that she has to see if it is usable for addressing early prenatal care. Would brochures work? We should do a needs assessment to see what the universities might want to post. Karen will ask Dr. Katrina Bell what DSC already has at Fresh Start. Maria will talk to Susan LeBlanc regarding next steps with the local universities after the committee makes its recommendations on items to post.

c. Review live HS Website

Karen presented the new website. Cher inquired about the photos that we already paid for. She will send them to Karen to review on use so that we have a consistent look of previous branding efforts. The committee recommended that we have a Community Café facebook page. Regarding the *You, Your Baby and Smoking* page, it was suggested to change it to Safe Pregnancy Tips. This way we can address tobacco, drugs and alcohol risk factors along with highlighting HS services that are available to mitigate these factors (WIS, Tobacco Cessation). We need to determine who is



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updating the Recall page –it is out of date and doesn't need to go back to 2009. We should make it more current. On the Safety Tips page, we should add a section on Hyperthermia near the Safe Sleep section. This is a huge safety risk for babies.

d. Healthy Start Publications – Updates

The FIMR Grief Toolkit is updated and now available in both English and Spanish. The Healthy Start Resource Page (rack card) is also updated and available in English and Spanish.

The Annual Report is due to be updated. We discussed the poster page. It was suggested that we use a pregnant belly image and address substance risk factors (smoking, drugs and alcohol). Allison offered to send Karen a picture to use.

**UPDATE: Dixie loved this idea so we will develop the poster page based on this recommendation for the annual report.**

Pediatrician Outreach – Cher will be developing a communication piece. Committee suggested a folder piece like the Grief Toolkit and a magnet. Cher will develop and present at the next Marketing Committee meeting.

e. FY13/14 Marketing Committee Membership

Gladys will rotate HS field staff through the Marketing Committee meetings. Karen requested that the committee reach out to other community members to join our committee. Karen will follow up with the previous members regarding their continued membership.

**Meeting Adjourned at 10:15 a.m.**

*Thanks for joining us and participating on the committee!*  
**Next meeting is Friday, November 15 at 8:30 AM due to the Thanksgiving Holiday**