



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

**AD-HOC Marketing Committee**

**Meeting Minutes for November 15, 2013 at 8:45 a.m.**

Present: Allison Miller, Chér Philio, Kelsi Gulig, Gladys Roman, Maria Long, Karen Chrapek, Bianca Pineda, Katelyn Keller

**Items discussed:**

a. Review calendar of events.

Request that the master calendar be distributed.

- November is Prematurity Awareness Month

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

The committee agreed that a focus group would be a good start. Maria will reach out the BCU, UCF, DSC and ERAU to create the group. Schedule will be determined.

c. HS Website Input

Katelyn discussed pages on the website that either need revision or creation. Regarding the *You, Your Baby and Smoking* page, it was decided to leave that page and add “You, Your Baby and Substance Use” page. Regarding the Women’s Reproductive Health, the recommendation was the use silhouettes as the way to access specific points in the cycle. The committee agreed that the site background should be changed from the blue sky and clouds. Perhaps use a version of the Grief Toolkit background in blue. Karen may paint an abstract to use (TBD).

d. Healthy Start Publications – Updates

The Healthy Start brochure was revised during the meeting. Cher will make the changes.

The pediatrician outreach items will be sent to the committee for review and input. Cher’s contract deadline for this project is December 31.

The Annual Report is being updated. We reviewed the proposed poster page. The committee recommended deleting the websites under the risk factors and moving them to the other resources section. The poster will be sent to our printer for graphic design.

SEN Magnet mock-up was presented and approved with a minor change. It will be presented at the SEN meeting for approval.



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e. Media Opportunities

It was suggested that we look into upcoming March of Dimes events where we can get exposure as well.

f. FY13/14 Marketing Committee Membership

Karen requested that the committee reach out to other community members to join our committee.

Karen asked if the committee wants to move the meeting time to 8:45. She will send out a voting email.

**Meeting Adjourned at 10:25 a.m.**

*Thanks for joining us and participating on the committee!  
Next meeting is Friday, January 24 at 8:30 AM*