

C7 AN A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, AUTHORIZING A DONATION IN THE AMOUNT OF \$5,114 TO H3: HEALTH. HOPE. HEALING. INC., A MIAMI BEACH-BASED 501(C)(3) ORGANIZATION, TO SUPPORT THE PINK RIBBON SUPPORT PROGRAM; AND FURTHER, DIRECTING THE ADMINISTRATION TO IDENTIFY FUNDING FOR THIS PURPOSE.

Applicable Area:

# MIAMI BEACH

## COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: City Attorney Ricardo J. Dopico

DATE: July 24, 2024

TITLE: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, AUTHORIZING A DONATION IN THE AMOUNT OF \$5,114 TO H3: HEALTH. HOPE. HEALING. INC., A MIAMI BEACH-BASED 501(C)(3) ORGANIZATION, TO SUPPORT THE PINK RIBBON SUPPORT PROGRAM; AND FURTHER, DIRECTING THE ADMINISTRATION TO IDENTIFY FUNDING FOR THIS PURPOSE.

### **RECOMMENDATION**

### **BACKGROUND/HISTORY**

### **ANALYSIS**

The attached Resolution was prepared at the request of the sponsor, Commissioner Tanya K. Bhatt.

### **FISCAL IMPACT STATEMENT**

The fiscal impact of this measure is \$5,114.

### **Does this Ordinance require a Business Impact Estimate?**

(FOR ORDINANCES ONLY)

If applicable, the Business Impact Estimate (BIE) was published on .

See BIE at: <https://www.miamibeachfl.gov/city-hall/city-clerk/meeting-notices/>

### **FINANCIAL INFORMATION**

### **CONCLUSION**

### **Applicable Area**

Citywide

**Is this a “Residents Right to Know” item, pursuant to City Code Section 2-17?**

No

**Is this item related to a G.O. Bond Project?**

No

**Was this Agenda Item initially requested by a lobbyist which, as defined in Code Sec. 2-481, includes a principal engaged in lobbying?** Yes

If so, specify the name of lobbyist(s) and principal(s): Janinha Piazzetta

**Department**

City Attorney

**Sponsor(s)**

Commissioner Tanya K. Bhatt

**Co-sponsor(s)**

Commissioner Laura Dominguez

Commissioner Alex Fernandez

**Condensed Title**

Authorize Donation to H3: Health. Hope. Healing. Inc. (Bhatt/Dominguez/Fernandez) CA

**RESOLUTION NO. \_\_\_\_\_**

**A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, AUTHORIZING A DONATION IN THE AMOUNT OF \$5,114 TO H3: HEALTH. HOPE. HEALING. INC., A MIAMI BEACH-BASED 501(C)(3) ORGANIZATION, TO SUPPORT THE PINK RIBBON SUPPORT PROGRAM; AND FURTHER, DIRECTING THE ADMINISTRATION TO IDENTIFY FUNDING FOR THIS PURPOSE.**

**WHEREAS**, every year, almost 400,000 women and men are diagnosed with breast cancer, and there are currently more than 3.5 million women in the U.S. with a history of the disease; and

**WHEREAS**, the days immediately following a diagnosis are frightening and confusing, with patients and their loved ones often overwhelmed by the myriad of decisions that must be made in a new, unfamiliar world, needing both medical and emotional guidance as they begin their path to recovery; and

**WHEREAS**, even with caring, compassionate doctors and nurses and loving friends and family, a patient can still feel helpless and alone, needing to seek out that unique emotional support only someone who has walked the same path can provide; and

**WHEREAS**, as survival rates continue to increase due to improvements in treatments, the emotional impact of breast cancer continues to take its toll; and

**WHEREAS**, H3: Health. Hope. Healing. Inc., a Miami Beach-based 501(c)(3) organization ("H3"), offers unique support, encouragement, and valuable information as patients navigate through their treatment choices and options via peer support and providing information so that the patients remain in control of their recovery (a description of H3's programs is set forth in **Exhibit A**, attached to this Resolution) ; and

**WHEREAS**, H3's services are unique and not readily available through other organizations for a number of reasons:

1. H3's services are multilingual and provide emotional support, education on treatment options, and guidance to financial resources.
2. H3 offers one-on-one personalized services, and direct support through the Pink Ribbon Support Program. This program is available for anyone diagnosed with breast cancer and is staffed by volunteers who are breast cancer survivors with intimate knowledge of the medical system and its procedures.
3. H3 complements the conventional treatment and resources available to patients with a focus on awareness, prevention, and information on alternative and supportive approaches.
4. H3 offers extensive networking and resource access services; and

**WHEREAS**, the City of Miami Beach wishes to support the H3 Pink Ribbon Support Program, which is critical in providing the necessary emotional and educational assistance to those diagnosed with breast cancer;

**NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA**, that the Mayor and City Commission hereby authorize a donation in the amount of \$5,114 to H3: Health. Hope. Healing. Inc. to support the Pink Ribbon Support Program; and further, direct the Administration to identify funding for this purpose.

**PASSED and ADOPTED** this \_\_\_\_ day of \_\_\_\_\_, 2024.

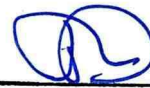
\_\_\_\_\_  
Steven Meiner, Mayor

**ATTEST:**

\_\_\_\_\_  
Rafael E. Granado, City Clerk

(Sponsored by Commissioner Tanya K. Bhatt

APPROVED AS TO  
FORM & LANGUAGE  
& FOR EXECUTION



\_\_\_\_\_  
City Attorney

7/16/2024

\_\_\_\_\_  
Date

## Exhibit "A"



Dear Ms Hudak,

Every year, almost 400,000 women and men are diagnosed with breast cancer, and there are currently more than 3.5 million women in the U.S. with a history of the disease. It is likely that breast cancer has touched your family and/or friends directly. The days immediately following a diagnosis are frightening and confusing, and patients and their loved ones are often overwhelmed by the myriad of decisions that must be made in a new, unfamiliar world and need both medical and emotional guidance as they begin their path to recovery.

Following the diagnosis, patients will encounter many compassionate, caring people in and outside of the medical community. So many of the various “touch points” a patient will come into contact with have an emotional and support component to them, but it is usually secondary to the primary mission of getting the patient into the appropriate treatment regimen. Even with caring, compassionate doctors and nurses and loving friends and family, a patient can still feel helpless and alone, needing to seek out that unique emotional support only someone who has walked the same path can provide. As survival rates continue to increase due to improvements in treatments, the emotional impact of breast cancer continues to take its toll.

At H3, we seek to offer unique support, encouragement, and valuable information as patients navigate through their treatment choices and options. Our goal is to offer peer support and provide information so that the patients remain in control of their recovery. It is extremely important to have a breast cancer support organization so that patients do not experience a gap in the full range of services they need. H3’s services are unique and not readily available through other organizations for a number of reasons:

1. H3’s services are multilingual and provide emotional support, education on treatment options, and guidance to financial resources.
2. H3 offers one-on-one personalized services, and direct support through the Pink Ribbon Support Program. This program is available for anyone diagnosed with breast cancer and is staffed by volunteers who are breast cancer survivors with intimate knowledge of the medical system and its procedures.
3. H3 complements the conventional treatment and resources available to patients with a focus on awareness, prevention, and information on alternative and supportive approaches.
4. H3 offers extensive networking and resource access services.

The greater the awareness that there are others available to help who have taken this journey themselves, the greater the likelihood more patients will seek out the emotional support that will positively impact their road to recovery.

While this is a noble volunteer effort, there is still the need for resources to accomplish this mission and H3: Health. Hope. Healing. needs your support to continue this vital work in our community. All contributions will be used to promote and maintain the Pink Ribbon Support Program, the Annual Open Panel Discussion, the educational Pink Ribbon Podcast, and to launch the Mobile Mammogram service, expanding H3’s work in a meaningful way and providing an opportunity to leverage your contribution into greater support through grants and donations from other partners.

Your contribution will help ease the lives of those who are faced with this healing journey. It is priceless to those of us who have been impacted by cancer. Thank you for your support.

Janinha Piazzetta - Founder & Executive Director

# **Engagement & Advocacy for Women Affected by Breast Cancer**

## **Executive Summary**

### **Overview:**

**H3: Health. Hope. Healing.** is a grassroots, volunteer-driven organization that focuses on providing support, education, and information to all those affected by breast cancer. From its inception, the heart of H3 has always been cancer survivorship and combining our experiences, knowledge, relationships, and resources to promote Health, Hope, and Healing.

H3 has become an educational powerhouse in the cancer community, offering access to vitally important information that can contribute to women's awareness of cancer prevention and early treatment.

H3 requests financial support to increase visibility and expand programs in our diverse South Florida communities.

This support is essential throughout treatment, providing comfort and guidance to those along the survivors' journey.

### **The Impact of H3's Events on the Community:**

#### **Activity Descriptions:**

#### **1. *H3's 8th Annual Open Panel Discussion about Cancer***

This year's topic: **The Direction of Cancer Care: Immunotherapy, Clinical Trials, and Vaccines**

The annual **H3 Open Panel Discussion** is a valuable community resource that provides access to information from both specialized physicians and survivors. Each year, H3 presents a unique topical discussion regarding the latest information on what is happening in the breast cancer field, including genetics, disparities among different ethnicities, and the need for more clinical trials, which is the primary step towards the CURE.

#### **Objective:**

Educate the public about the importance of immunotherapy treatment, clinical trials, and vaccines and how they rely on patient volunteers to improve medical care over time.

#### **Details:**

The panel team consists of Oncologists, Researchers, Clinical Trial Coordinators, Cancer Survivors, Healthcare Advocates and Immunologists.

This year, the topic will focus on The Direction of Cancer Care: Immunotherapy, Clinical Trials, and Vaccines. The specialist's objective is to clarify the scope of a clinical trial and the importance of increasing patient participation; the intended audience includes patients in different stages of cancer care and treatment.

This open panel discussion, with its focus on the direction of cancer care and spotlight on immunotherapy, clinical trials, and vaccines, has the potential not just to educate but also to inspire and mobilize our community. It can pave the way for greater awareness, increased participation in clinical trials, stronger support networks, and a collective effort to ensure equitable access to the latest cancer treatments.

**Benefits:**

Highlight the educational value, potential for increased public awareness, and community engagement.

**Logistics:**

Proposed venue, date, time, and necessary resources: TO BE DETERMINED

**Amount Requested: \$5,114**

***2. Continuing with New Pink Ribbon Podcast Episodes***

**The H3 Pink Ribbon Podcast** - all about the Breast Cancer Journey. The goal is to inform and support all breast cancer patients, survivors, and their loved ones regarding the latest information and resources related to breast cancer diagnosis, treatment, and long-term survivorship.

**Objective:**

Provide ongoing education and support through podcast episodes focused on breast cancer topics.

**Details:**

A podcast format helps organize technical content in a way that a great range of audiences can understand. Offering accessible and engaging content raises awareness, fosters a sense of community, and contributes to better health outcomes for breast cancer patients.

Our format will include live interviews and topic presentations. It will be distributed on ALL social media channels, including the H3 YouTube Channel and Spotify. At times, H3 will act as the sole podcast host and, at other times, partner with a co-host.

The H3 Pink Ribbon Podcast is crucial in enhancing community knowledge, education, emotional support, and empowerment of patients and their families.

Every episode will include a different guest speaker (i.e., oncologists, surgeons, medical practitioners, survivors) and a planned topic.

**Benefits:**

Discuss the accessibility and reach of the podcast, especially for those unable to attend in-person events.

**Logistics:**

Technical needs and promotional support requested – Venue TBD



**Cost:****PODCAST EXPENSES BREAKDOWN**

Category	Cost	Episodes Yearly	Total
Podcast Mobile Equipment	\$350	8	\$350
Studio Rental	\$250	8	\$2,000
Episode Editing	\$175	8	\$1,400
Labor 10 hours each	\$15	40	\$600
Transportation	\$50	8	\$400
Guest Parking & Beverages	\$25	8	\$200
			<b>Total: \$4,950</b>

**\*\*Requested Funds: \*\*****\*\*\$4, 950\*\******3. Recruiting New Sponsors for the FREE Mammogram Services Expansion***

Screening mammograms are recommended yearly for most women, particularly those who have a family history or other elevated risk factor. Mammograms can be a vitally important tool in early detection, especially in people who show no signs or symptoms of breast cancer.

The Mobile Mammogram Program can contribute to reaching women who have less access to private health clinics and can be a great resource to reduce late-stage diagnoses; it can increase reaching early cases of breast cancer as screening can impact a lifetime.

**Objective:**

Secure additional funding to expand free mammogram services like the Mobile Mammogram Program.

**Details:**

Mammograms are low doses of X-rays of the breast. A mobile mammogram service could be launched as part of October Breast Cancer Awareness Month in Miami-Dade County, which would show a commitment to healthcare investment. The mobile mammogram could be placed in any of the abundantly underserved areas of the city.

Free mobile mammogram service significantly enhances breast cancer screening access and early detection, particularly in underserved communities. This service is crucial in reducing health disparities, increasing early diagnosis rates, and improving overall community health outcomes by offering convenient, cost-effective, and culturally sensitive screening services.

**Benefits:**

Expanded services result in better health outcomes. Raising greater awareness and offering proactive health management ultimately contributes to better breast cancer prevention and treatment.

**\*\*Cost Breakdown: \*\***

Type	Periods annually	Quantity per Period	Cost per person	Total Cost
Total Cost Mammogram	4	35	\$185	\$25,900
Administrative	4	35	\$15	\$2,100
				\$28,000

**\*\*Requested Funds: \*\***

Expenses		Budget
		2024
Mammograms		\$28,000

**For more information, view our podcasts and panel discussions on the H3 YouTube Channel: <https://www.youtube.com/@h3health.hope.healing.876/videos>**

#### ***4. H3 Pink Ribbon Support Program:***

**The H3 Pink Ribbon Support Program** provides vital support to newly diagnosed breast cancer patients by offering guidance, clarity, and a sense of community. Its comprehensive approach addresses both the practical and emotional needs of patients, empowering them to navigate their journey with confidence and support. Through multilingual services, inclusive practices, and a robust network of resources, the program ensures that all patients receive the assistance they need in a manner that respects their individuality and personal choices.

**Benefits:**

1. **Comprehensive Support:** Provides a well-rounded support system that helps patients understand medical terminology, explore treatment options, and connect with community resources.
2. **Emotional and Psychological Relief:** Reduces feelings of isolation and anxiety by offering peer support and clear guidance.
3. **Multilingual Assistance:** Supports patients in English, Spanish, and Portuguese, ensuring accessibility and inclusivity for a diverse population.
4. **Empowerment through Knowledge:** Educates patients on conventional and alternative treatment options, enabling them to make informed decisions.
5. **Inclusivity:** Welcomes all breast cancer patients and survivors, regardless of gender, age, race, or ethnicity, fostering an environment of inclusivity and support.

**Objectives:**

1. **Enhance Understanding:** Simplify complex medical terminology for newly diagnosed breast cancer patients to facilitate a better understanding of their diagnosis and treatment.

2. **Provide Guidance on Treatment Options:** Offer clear explanations of both conventional and alternative treatment paths to assist patients in making informed choices.
3. **Connect with Resources:** Guide patients toward relevant community resources that can provide additional support and services.
4. **Offer Peer Support:** Provide emotional and psychological support through a peer network that understands the unique challenges of breast cancer.
5. **Maintain Non-Directive Stance:** Support patients in their journey without making decisions on their behalf, respecting their autonomy and personal choices.

**Logistics:**

1. **Program Access:** Language Support: Services available in English, Spanish, and Portuguese.  
Inclusivity: Open to all breast cancer patients and survivors, regardless of demographic background.
2. **Service Delivery:**
  - **Modes of Communication:** Available through phone consultations, email, and in-person meetings to accommodate different preferences and needs.
  - **Community Outreach:** Partnerships with local hospitals, clinics, and community centers to ensure broad accessibility and outreach.
3. **Staff and Training:**
  - **Experienced Volunteers:** Staffed by trained volunteers who are often breast cancer survivors themselves, providing empathetic and knowledgeable support.
  - **Continuous Training:** Regular training sessions for volunteers to stay updated on the latest information and resources in breast cancer care.
4. **Referral and Resource Network:**
  - **Community Connections:** Strong ties with local healthcare providers, support groups, and organizations to help patients access additional services and support.
  - **Resource Database:** Maintains an up-to-date database of community resources, ensuring patients can easily find the support they need.
5. **Program Sustainability:**
  - **Funding and Support:** Supported through donations, grants, and community partnerships to maintain and expand services.
  - **Evaluation and Feedback:** Regularly gathers feedback from participants to continually improve the program and its services.

**Cost:**

**Personnel Training and Program Maintenance:**

Travel, meals/refreshments, parking, number of hours/weeks, program material, and maintenance.

<b>Requested Funds: \$4,600</b>
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***Budgets available by request***

## **Social Media:**

- <https://www.facebook.com/h3healthhopehealing/>
- <https://www.facebook.com/groups/357826807521/>
- <https://www.instagram.com/h3healthhopehealing/>
- <https://twitter.com/H3hope>
- <https://www.linkedin.com/company/h3healthhopehealing/>
- <https://www.youtube.com/@h3health.hope.healing.876/videos>

## **Our Contact Information:**

- **H3: Health. Hope. Healing.**
- **Founder & Director: Janinha Piazzetta**
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