

<p>Media Domain Meeting Minutes: October 4, 2017 from 10-11:30 a.m. CHIP 5095 Murphy Canyon Rd, Suite 105 San Diego CA, 92123</p>	<p>Next Joint Community and Media Domain Meeting: November 1, 2017 from 1:00-2:30 p.m. CHIP 5095 Murphy Canyon Rd, Suite 105 San Diego CA, 92123</p>
<p>Attendees: Alie Layman, Cecilia Morley, Dan Bennett, Dan Fesperman, Nina Ghatan, Rebecca Alvarez Recorder: Lyndsey Tapia</p>	

Topic/Issue	Discussion	Action
Strategic Planning	<p>Revisions made include the following:</p> <ul style="list-style-type: none"> • <i>Objective 2 potential activities:</i> <ul style="list-style-type: none"> ▪ Present at an event for journalists, such as the San Diego Press Club, Society of Professional Journalists, PRSA ▪ e.g. <ul style="list-style-type: none"> ○ Invite a media representative to attend other domain workgroup meeting ○ Provide technical assistance through one-on-one meetings ○ Reach out to health communicators to identify ways to work together • <i>Objective 3 potential activities:</i> <ul style="list-style-type: none"> ○ Collect images to support COI messages and stories <ul style="list-style-type: none"> ▪ E.g. host a photo challenge and ask partners to snap photos of healthy and unhealthy environments and post photos to the COI social media pages. • <i>Objective 4 potential activities:</i> <ul style="list-style-type: none"> ○ Share success stories and create media opportunities related to the mini-grant program. <p>Revisions to the domain logic model include the following:</p> <ul style="list-style-type: none"> • Consistent messaging and common language among COI partners was transferred to <i>Short-Term Outcomes</i>. • Collaboration to effectively message childhood obesity and the COI’s work among COI partners transferred to <i>Output</i>. • Increased Awareness and understanding of childhood obesity and health equity among public and key stakeholders transferred to <i>Intermediate Outcomes</i>. 	
Announcements	<ul style="list-style-type: none"> • REACH Chula Vista is excited to announce the Chula Vista High Garden Grand Opening is on October 16 at 10 a.m. There will be speaker and photo opportunities; and everyone is welcome to attend. • YMCA CRS received the QPI Physical Activity grant for the first year. It is similar to the QPI Nutrition grant, however it will be implemented separately, but integrated simultaneously. • November 23 the Move Your Feet Before You Eat Foundation is hosting the 12th Annual Turkey Trot 10K and 5K run/walk. 2018 San Diego County Fair theme is “How Sweet It Is”. Nina and Dan met with representatives of the fair on behalf of COI to talk about potential partnership opportunities to highlight healthy options at the fair. • Joining us for the November joint Community and Media Domain meeting is the recipient of the COI mini-Grant program, Environmental Health Coalition, to provide project updates. 	