

<p>Media Domain Meeting Minutes: July 5, 2017 from 10-11:30 a.m. CHIP 5095 Murphy Canyon Rd, Suite 105 San Diego CA, 92123</p>	<p>Next Domain Meeting: Media Domain August 2, 2017 from 10-11:30 a.m. CHIP 5095 Murphy Canyon Rd, Suite 105 San Diego CA, 92123</p>
<p>Attendees: Dan Bennett, Dan Fesperman, Elyana Delgado, Joangrace Espiritu, Rebecca Alvarez, Sarah Shamasha, and Susana Lopez-Adolph Recorder: Nina Ghatan</p>	

Topic/Issue	Discussion	Action
<p>Strategic Planning</p>	<ul style="list-style-type: none"> • Dan reviewed the Strategic Plan Executive Summary, COI policy agenda, and <i>State of Childhood Obesity in San Diego County (SOCO)</i> report. • Media Domain strategic planning (September-October) will stagger behind the other domains (July and September). This will provide us time to identify ways to support communication and messaging efforts of the other domains. • Upon completion of the process we'll have new workplans, domain-specific logic models, and domain-specific strategic plans. • Guiding Questions: <ul style="list-style-type: none"> • Given the COI policy agenda and <i>SOCO</i> what are our priorities? • How can we make the greatest impact? • What are the key factors to success? • How can the workgroup support the policy agenda? • How can we support health equity and decrease health disparities? • What other domains/partners can collaborate on this project? • What story do you want to tell and who is your target audience? <ul style="list-style-type: none"> ▪ Why is this a priority? ▪ What is an action you'd like to see? • Develop a survey that captures communication information for partner organizations to leverage partnerships and messaging. • Workgroup discussed cancelling quarterly meetings to provide domains with communications support and technical assistance. 	<ul style="list-style-type: none"> • Susana develop COI partner survey • Nina print surveys to distribute at all workgroup meetings • Nina send Elyana success story template
<p>Announcements</p>	<ul style="list-style-type: none"> • YMCA CRS is hiring two positions, Joangrace forward Nina details once available. • UCSD received a new grant to support low-income students interested in careers in the medical field. More details to come! • 7/14 is Susana's last day. We hope she and Matt enjoy their new adventure! • CHIP will be hiring a full-time COI assistant. We are also applying for a grant to support a new COI website (with a similar design to the CHIP website). 	<ul style="list-style-type: none"> • Joangrace forward Nina YMCA CRS positions to send to partners

<p><u>Scarlet F</u></p>	<ul style="list-style-type: none"> • This article by the Harvard T.H Chan School of Public Health discusses the negative physical and emotional impacts of fat shaming and how we can try to change the conversation. • The workgroup discussed developing a media toolkit with resources, approved photos, the Scarlet F, and b-roll, to house on the COI website. • We could ask the new COI Mini-Grant recipients to take b-roll of events and share with COI. 	<ul style="list-style-type: none"> • Work with all domains to capture domain-specific b-roll and b-roll that supports the COI policy agenda
---	--	---