

<p>Media Domain Meeting Minutes: August 2, 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 September 6, 2017 from 10-11:30 a.m. CHIP 5095 Murphy Canyon Rd, Suite 105 San Diego CA, 92123</p>
<p>Attendees: Cecilia Morley, Dan Bennett, Dan Fesperman, Sarah Shamasha Recorder: Nina Ghatan</p>	

Topic/Issue	Discussion	Action
<p>COI Partner Communications Survey Results- Sarah</p>	<ul style="list-style-type: none"> Sarah compiled survey results in a spreadsheet by domain and presented it to the workgroup. Next steps: <ul style="list-style-type: none"> Draft a letter to send to communication contacts at partner organizations about the COI and opportunities to support each other's communications efforts. Begin compiling b-roll, photos, and videos to add to the new COI website. Notify partners once new media resources are available. 	<ul style="list-style-type: none"> Cecilia connect Nina and Ashley via email Sarah check the Live Well website for contact information
<p>Cross Domain Collaboration Opportunities- Dan</p>	<ul style="list-style-type: none"> The Early Childhood Domain expressed interest in educating parents on toddler behaviors. <ul style="list-style-type: none"> There may be opportunities for the Media Domain to support their communication efforts. The Government Domain will be supporting Circulate San Diego as they begin releasing Vision Zero reports by region. <ul style="list-style-type: none"> The report will highlight injuries and fatalities in each city. Children and elderly are at high risk. Once the report is released, the Media Domain could provide a deeper dive on this issue, and the impact on children. 	
<p>SSB Toolkit- Sarah</p>	<ul style="list-style-type: none"> Sarah reviewed a draft SSB toolkit, which provides information on the impact SSBs have on the body, how low-income and minority communities are being targeted by the industry, and key action steps to reduce SSB consumption. 	<ul style="list-style-type: none"> Nina send draft version of the SSB toolkit to the workgroup for review
<p>National Childhood Obesity Month in September- Nina</p>	<ul style="list-style-type: none"> In support of National Childhood Obesity month, the workgroup discussed sending an email blast to partners with sample social media messaging to share throughout the month. 	<ul style="list-style-type: none"> Develop social media messaging for September Dan B and Stan share REACH success story in Chula Vista
<p>Announcements</p>	<ul style="list-style-type: none"> Unfortunately ACE is no longer able to participate in the workgroup meetings. 9/15 CHIP will be hosting the Good Food Showcase. See flyer for more details. 	