

<p>Media Domain Meeting Minutes: September 6, 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 October 4, 2017 from 10-11:30 a.m. CHIP 5095 Murphy Canyon Rd, Suite 105 San Diego CA, 92123</p>
<p>Attendees: Alie Layman, Cecilia Morley, Dan Bennett, Dan Feserman, Nina Ghatan, Rebecca Alvarez Recorder: Lyndsey Tapia</p>	

Topic/Issue	Discussion	Action
<p>Strategic Planning</p>	<ul style="list-style-type: none"> • Rebecca provided a recap from the August domain meeting and led a discussion on way to leverage the COI contact sheet. • Contact sheet next steps: <ul style="list-style-type: none"> ○ Craft outreach message including: what COI is and our goal of leveraging partner communication efforts. Then segue into the communications plan and media advocacy. ○ Identify a target date to conduct outreach. ○ Organize contact sheet and divide the list among workgroup members for outreach. ○ Ask COI partner that completed the contact sheet to make a warm handoff. • Reviewed potential priorities of the other workgroups to discuss opportunities for the workgroup to support the other domains. • Discussed developing a list of potential services the media domain could offer to other domains, such as support with success story development and the creation of press releases. • The Community and Early Childhood Domains identified working with the Media Domain in developing sugar-sweetened beverage messaging for the community, and developing a resources sheet about toddler behaviors for parents. • The priorities for the next 2 years were narrowed down to the following: <ul style="list-style-type: none"> ○ Leverage communications contact spreadsheet to conduct outreach by December 2017. ○ Expand Media Domain by 6 new partners by the end of 2019. ○ Identify and disseminate information and tools to the media to inform coverage of childhood obesity through 3 to 5 activities. ○ Assist in the implementation of the COI communications plan. ○ Provide media-related resources and support to other domains. 	<ul style="list-style-type: none"> • Nina send Dan B. the contact sheet

	<ul style="list-style-type: none"> • Rebecca will use the information generated today to develop a draft Strategic Plan for review at our next meeting. 	
<p>Announcements</p>	<ul style="list-style-type: none"> • 9/12 Chula Vista Elementary School District and Sweetwater Union High School Districts will be presented a proclamation at the Chula Vista City Council meeting honoring their recent work completing updates to their districts wellness policies. • 9/15 CHIP will be hosting the Good Food Showcase. See flyer for more details. • 9/19 The San Diego Food Systems Alliance will be hosting Growing Change in Chula Vista: Urban Agriculture Forum from 5:30-7:30 p.m. at the Civic Center Library in Chula Vista • 9/21 COI and Circulate San Diego will be presenting the 2nd annual Vision Zero Symposium, 5:15-8:00 p.m. at the King-Chavez Primary Academy. 	