

<p>Media Domain Meeting Minutes: March 7, 2018 from 10-11:30 a.m. CHIP 5095 Murphy Canyon Rd, Suite 105 San Diego CA, 92123</p>	<p>Next Domain Meeting: April 2, 2018 from 10-11:30 a.m. NAMI 5095 Murphy Canyon Rd, Suite 320 San Diego CA, 92123</p>
<p>Attendees: Dan Bennet (phone), Ashley Vaughn, Joangrace Espiritu, Nina Ghatan Recorder: Lyndsey Tapia</p>	

Topic/Issue	Discussion	Action
Welcome and Introductions	<ul style="list-style-type: none"> Nina led welcome and introductions 	
Workplan Development	<ul style="list-style-type: none"> The workgroup took a look at the Media Communications Directory list that has been a living document for the domain. In addition to those partners that are currently on the list, the workgroup brainstormed which partners would be beneficial to add to the list and invite to the table. One of the objectives of the Media Domain is to expand the workgroup by 6 new partners and the intent of the list is to accomplish this objective fairly soon. One of the main goals to bringing new partners to the table is to make sure to leverage each other's messaging through social media and other communication outlets. <ul style="list-style-type: none"> In place of Dan as a representative of UCSD, it might be a good idea to reach out to Blanca to figure out a new alternate as representation. Figure out who the County HHSA communications specialist is and figure out how to get them involved. Potentially the hospitals might have a communications admin that the workgroup could reach out to. After going through the list, the workgroup decided that the next step is to reach out to those partners that they know individually and the COI will craft a message to send to the rest of the list. Ultimately the message will present a list of needs and offer if they want to be a part of the design protocol. SDSU has a market research project education program where film making graduate students have the opportunity to take on a desired project and get real time experience. Joangrace has worked with them before and has a contact that she shared with the group, Greg Tanneverger. <ul style="list-style-type: none"> This could potentially be a good group to reach out to and work within the future. Another goals is to create a content calendar so that the COI can provide that to partners so they can disseminate the posts and messages to their followers. The content calendar will be discussed in more detail next month. 	<ul style="list-style-type: none"> Joangrace invite Shannon Pavel with Food Systems Alliance to next meeting. Ashley invite Liz Ferris with Hunger Coalition to next meeting. Follow up with Dean Sidelinger about Sarah Sweeny, the HHSA communications specialist. Nina check with Stan about the Education and Media Campaign through REACH.
Communications Plan Update	<ul style="list-style-type: none"> Nina asked the workgroup if they could think of any additional revisions to the Communications Plan after being emailed following the meeting last month. There were no additional revisions mentioned. 	

	<ul style="list-style-type: none"> • The main updates included changing the metrics and removing the social media percentages to help broaden the range for tracking purposes. • Nina made a note to revise the goals as it was discussed in the last meeting to separate them into internal, external, and general goals to make it easier to digest. • The goal is to eventually share with partners so that they can utilize the plan to guide some of their communication efforts. • The Communications Toolkit will be updated and shared within the next few weeks as well. 	
SD County Fair	<ul style="list-style-type: none"> • The SD County Fair reached out to COI with interest in partnering. The theme this year is, “How Sweet It Is” and the COI has agreed to provide behind the scene support by providing them with some suggestions and guidance on highlighting the healthy options throughout the fair. There also is going to be a healthy food finder map to make it easy for families that are looking for healthier eating options. The map will also include a step count so families can identify how far it is to walk from point to point throughout the day. The fair and COI are looking to create an ongoing partnership to help support healthier options offered at the fair. • At the last Leadership Council Meeting, Blanca mentioned leveraging the media domain efforts for the fair. • Maybe a press release can be an option to promote both the app and the map. • Creating a blogpost that could live on the COI website that showcases the top 10 healthy items to eat and the fair can share that post with their participants. That way the COI is promoting the part of the fair that is align with our efforts as well. • More details and leveraging opportunities will be discussed at the next meeting. 	
Newsletter Format	<ul style="list-style-type: none"> • Lyndsey shared the new layout for the COI newsletter which was sent out in April. • With the new COI website being launched soon, the future newsletters will connect readers back to the website and leverage the existing content within the website to attract more users. • The newsletter will continue to undergo small revisions with each release. 	
Partner Announcements	<ul style="list-style-type: none"> • San Diego WIC has recently launched their new website. The website includes a variety of services including resources for women who are pregnant, have a baby, breastfeeding support, online education and more. The website will include a blog page that will provide new posts throughout the month that are in English, Spanish and Arabic. To check out the website, go to http://sandiegowic.org/. • The YMCA is hosting Healthy Kids Day on April 21st from 10am-2pm. More details to follow. 	