

<p>Media Domain Meeting Minutes: June 6, 2018 from 10-11:30 a.m. CHIP 5095 Murphy Canyon Rd, Suite 105 San Diego CA, 92123</p>	<p>Next Domain Meeting: August 1, 2018 from 1-2:30 a.m. CHIP 5095 Murphy Canyon Rd, Suite 105 San Diego CA, 92123</p>
<p>Attendees: Ashley Vaughn, Dan Fesperman, Joangrace Espiritu, Nina Ghatan Recorder: Lyndsey Tapia</p>	

Topic/Issue	Discussion	Action
Welcome and Introductions	<ul style="list-style-type: none"> Dan led welcome and introductions 	
Content Calendar	<ul style="list-style-type: none"> Some upcoming dates social media content pieces include <ul style="list-style-type: none"> August is World Breastfeeding Week and Month. WIC Farmers Market promotional video will be on their social media and can be shared on partner's social media accounts. WIC is hosting a Black Breastfeeding Event Celebration in August that can be shared. September Childhood Obesity Month. Red Cross WIC has a LIVE slated segment for NBC on September 11 from 4-5pm and has the potential to bring partners to participate. This would be a potential project for the Media Domain. Usual planning for the segment is two to three weeks in advance for a 10 minute segment. The workgroup will continue the conversation in the august meeting. WIC is going to start mentioning partners on their blog posts. Organizations, services, and what partners are doing throughout the community and to promote partners. The workgroup discussed best practices about sharing content amongst partners, whether that be adding the content calendar to DropBox or emailing each post to encourage content sharing. 	<ul style="list-style-type: none"> Ashley share past WIC segment pieces. Dan reach out to Dean about speaking on the NBC segment piece.
Media for San Diego County Fair	<ul style="list-style-type: none"> The San Diego County Fair hosted their Media Day on May 16 which shared the kick off of the fair and the elements that will be a part of it. It highlighted the vendors that use locally grown food, the walking paths, healthier menu options, hydration stations, and the 5210 Healthy Messaging campaign. Dan participated in the Media Day by providing 5210 materials, copies of the State of Childhood Obesity Report and Action Plans. The Fair also incorporated a full-page 5210 advertisement in the coloring/activity book that will reach roughly 30,000 students and is used in in-school Fair promotional visits. The 5210 banners have been printed and are currently hanging up throughout the fairgrounds. This is an ongoing partnership and in preparation for next year, the workgroup will continue to think of other ways to leverage and being creative with the outreach to the schools and reach the children in a different way. 	

<p>Domain Council Video Project</p>	<ul style="list-style-type: none"> • A project that has developed from the workgroup is to create short videos for each domain to introduce new partners to the workgroup. During the Domain Council Meeting, the domain champions will be filmed and discuss prompting questions that were developed by Nina. • The videos will address what the workgroup is and who participates, a favorite thing about the workgroup, current projects, and meeting dates, times, and locations. • The videos will be posted on the COI website, shared on social media and the COI YouTube channel once they are edited and finalized. 	
<p>5210 Toolkit</p>	<ul style="list-style-type: none"> • Several of the domains have been discussing creating similar work around the 5210 healthy messaging and have come up with the idea of creating a toolkit for all of the workgroups collectively including their own section. The toolkit will be composed of different videos, printed materials, and other 5210 related resources. • The next steps will be collaborating on the structure of the toolkit and what to include, and what it should look like based on the audience. • The Media Domain will help design the toolkits and develop their messaging. 	
<p>Mixte Training</p>	<ul style="list-style-type: none"> • Joangrace attended the Mixte Communications and PR training. The training went through how to create a four step elevator speech and the Opportunity Agenda toolkit. • The training provided a lot of useful information on how to create messaging and content specific to the audience, which would work well for the 5210 toolkits project. There is also an online toolkit that provides more resources and assistance at www.opportunityagenda.org/ • Joangrace has a meeting with Jamie Hampton from Mixte on Friday to talk about future collaborations. • The workgroup will discuss the Mixte messaging at the next meeting. 	<ul style="list-style-type: none"> • Joangrace forward Alie's notes to Lyndsey.