

<p>Media Domain Meeting Minutes: August 1, 2018 from 1-2:30 a.m. CHIP 5095 Murphy Canyon Rd, Suite 105 San Diego CA, 92123</p>	<p>Next Domain Meeting: September 5, 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, Megan Schwarz Recorder: Lyndsey Tapia</p>	

Topic/Issue	Discussion	Action
Welcome and Introductions	<ul style="list-style-type: none"> Dan led welcome and introductions 	
Action Items	<ul style="list-style-type: none"> A few months back, 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. The workgroup worked on elevator speeches focusing on ways to talk about the COI to partners and the public. The documents and toolkit would be useful to the other domains to encourage conversation around messaging. 	<ul style="list-style-type: none"> Upload a copy of the Mixte document so we can edit it together in next meeting
WIC NBC Segment on Childhood Obesity	<ul style="list-style-type: none"> Red Cross WIC has a LIVE slated segment for NBC on Tuesday, September 11 from 4-5pm and has the potential to bring partners to participate. Usual planning for the segment is two to three weeks in advance for a 10 minute segment. For September, WIC will be covering childhood obesity awareness and food insecurity awareness. The workgroup will be working on putting together a segment focusing on September bring childhood obesity awareness/hunger awareness month. The workgroup will continue brainstorming at the next meeting. 	<ul style="list-style-type: none"> Dan contact Dean Sidelinger to be spokesperson for NBC segment. Ashley send past WIC segments (link in email for farmer's market.)
San Diego County Fair	<ul style="list-style-type: none"> The partnership between the COI and the San Diego County Fair was a success and are planning to create this collaboration as an ongoing partnership. Out of the 15 proposed ideas that the COI brought to the table, more than half of them were implemented into this year's fair event. The COI will be meeting with the fair representatives within the upcoming months to discuss next year's fair and how the COI can provide a healthy lens to the fair. This year, the COI plans to start the brainstorming earlier to plan more time to budget and the workgroup can be an advisory council for ideas for next year's fair. 	<ul style="list-style-type: none"> Dan follow up with Katy Mueller at SD Fair. Dan send list of proposed ideas to the fair vs what they actually did.

	<ul style="list-style-type: none"> • Some of the ideas that the workgroup came up with include the following: • Ask SHARP to help sponsor breastfeeding pods at the fair. • This year we partnered w Vons/Albertsons through the fair to create a kid’s healthy grocery mart, but we want to expand this connection beyond the fair. • Implement something similar to Disneyland’s fruit and veggie stand. • Create a 5210 skit and interactive sugar sweetened beverage information to promote the fair to schools. • There could be surveys about 5210 in one of the booths at the fair just to see if the community has been engaging with it or has even heard of it. • The Spanish radio shows usually have contests for tickets to the fair and they add a “did you know” segment where they might be able to add information about 5210. 	
<p>Media Metrics</p>	<ul style="list-style-type: none"> • With the COI website up and running, the COI team put together a summary of the media metrics that are collected by the county. • There have been 235 total visits to the COI website since the launch. • The policy clearing house has been the most popular section of the website with the most clicks and downloads with 115 total visits. • As far as the COI newsletter, there is a total of 3,046 subscribers. • This month alone there have been a total of 21 Facebook posts, 13 Twitter posts, and 3,294 Youtube total video views. • Overall, the COI has been trying to increase the traffic to the new website by utilizing social media posts and the newsletter. • Some ideas that were discussed about getting more partner feedback about organization events and highlights were that the social media request forms are too much work. Instead of having partners fill out the forms, just have them send over their events via email. • YMCA CRS has been looking into podcasts as a way to highlight stories without exploiting families who are uncomfortable with the camera • WIC has videos of people sharing their information and stories for increased engagement and people are responding really positively. 	<ul style="list-style-type: none"> • Dan look into 211sandiego partnership—CIE member should mean a direct referral system an much more traffic to our website. • Upload the new 5210 Spanish videos and Spanish with English subtitles to website. • Add line in domain meeting for events announcements for the newsletters and social media posting. • Instead of sending out email as confirmation/ reminder for meeting—just update the meeting event on the calendar.
<p>Content Calendar</p>	<ul style="list-style-type: none"> • The COI intern, Megan, has created and ongoing content calendar that will help the COI social media efforts via Facebook, Twitter, and YouTube. • This content calendar will help to guide the specific messaging that the COI has included in the Communications Plan. 	

<p>Workplan Development</p>	<ul style="list-style-type: none"> • The workgroup has been thinking about how to extend outreach to individuals in the communications and public health field to attend the meetings. • The workgroup wants to make it clear that the domain can tailor the projects based on their work as well. Also, that the COI can be a resource to connect people to others who are working toward similar goals. • Adding more Government and Community partners to the Media Domain would be beneficial in creating a combined messaging effort. • The Hunger Coalition’s school meals representative and Food Systems Alliance are partners that we could reach out to for future participation in the Media Domain. 	
<p>Announcements</p>	<ul style="list-style-type: none"> • American Red Cross WIC is promoting their Black Breastfeeding Week Party event on August 18 from 11:30-2:30pm at the Valencia Park and Malcolm X Library. 	