

<p>Media Domain Meeting Minutes: September 5, 2018 from 1-2:30 a.m. CHIP 5095 Murphy Canyon Rd, Suite 105 San Diego CA, 92123</p>	<p>Next Domain Meeting: October 3, 2018 from 10-11:30 a.m. CHIP 5095 Murphy Canyon Rd, Suite 105 San Diego CA, 92123</p>
<p>Attendees: Dan Fesperman, Joangrace Espiritu, Susana Lopez-Adolph Recorder: Lyndsey Tapia</p>	

Topic/Issue	Discussion	Action
Welcome and Introductions	<ul style="list-style-type: none"> Dan led welcome and introductions 	
WIC NBC Segment on Childhood Obesity	<ul style="list-style-type: none"> As discussed in previous workgroup meetings, Red Cross WIC and COI will be participating in a LIVE slated segment for NBC on Tuesday, September 11 from 4-5pm. There was a check-in call which included Dr. Dean, Ashley with Red Cross WIC, and Susana where they discussed the focus of the segment. A Red Cross WIC Registered Dietician will be covering childhood obesity awareness and food insecurity awareness. Dr. Dean will be promoting the benefits of 5-2-1-0 healthy behaviors introduced early in childhood. Ashley's team came up with a script that will help to guide Dr. Dean and the segment. An update will be provided at the next workgroup meeting. 	
Mixte Messaging Activity	<ul style="list-style-type: none"> The workgroup brainstorms a potential elevator speech for the Media Domain to help identify a single message for all partners to use when talking about what the domain is. The Media Domain will be utilized as a template for all other domains. The elevator speech will include the COI's mission, vision, and purpose, along with the policy, systems, and environmental change efforts. The workgroup will continue to work on this at the next meeting. 	<ul style="list-style-type: none"> Susana put together a short elevator speech for the Media Domain.
5210 Toolkit	<ul style="list-style-type: none"> Let's Go Maine has toolkits available on their website pertaining to all COI domains except for the Media Domain. www.letsgomaine.org Something that the workgroup thought of was making the media toolkit a section in all of the individual domain toolkits. The workgroup will need to identify if the toolkit will contain media to serve other domain partners or for the media in general. The toolkit should include a storytelling template and a shortened version of the communication plan that is more visually appealing. Another thing to include are highlights of SRTS and SSB within the toolkit to share what efforts have been going on throughout all domains. The University of Connecticut offers free images and media resources that can potentially be included in the toolkit as well. More brainstorming for the toolkit will take place at the upcoming meetings. 	<ul style="list-style-type: none"> JG send Susana the strategy for partners to use as shareable content. Susana look through the preexisting toolkits and pull things that are beneficial to include in the Media Domain toolkit. Susana reach out to Let's Go Maine about their toolkits.