

<p><b>Media Domain Meeting Minutes:</b>  <b>October 3, 2018 from 10-11:30 a.m.</b>          CHIP          5095 Murphy Canyon Rd, Suite 105          San Diego CA, 92123</p>	<p><b>Next Domain Meeting:</b>  <b>November 7, 2018 from 10-11:30 a.m.</b>          CHIP          5095 Murphy Canyon Rd, Suite 105          San Diego CA, 92123</p>
<p><b>Attendees:</b> Ashley, Vaughn, Bianca Bonilla, Dan Fesperman, Joangrace Espiritu, Lisa Bond,  <b>Recorder:</b> Lyndsey Tapia</p>	

Topic/Issue	Discussion	Action
<b>Welcome and Introductions</b>	<ul style="list-style-type: none"> <li>Dan led welcome and introductions</li> </ul>	
<b>Mini Grant Recipient Update</b>	<ul style="list-style-type: none"> <li>The selected recipient of the third round of mini-grant funding is Botanical Community Development Initiatives who project is focused on creating safe spaces in Eastern Oceanside at Community Roots Farm. They plan to utilize the grant to convert a church parking lot into a community safe place. Along with their community garden and nutrition education workshops.</li> <li>The area is mixed sociologically, high poverty rates, 4,000 people under the federal poverty guideline level within a few miles, with limited resources. Some of the major issues that this community has in particular is gang activity and have identified that the community wants a safe space to take their families too.</li> <li>The farm is community run and volunteer base who has several hundred visitors every month, so by installing a gate around the parking lot helped to create a safer environment.</li> <li>It took several weeks of prep for the build day along with several volunteer days prior. On September 3<sup>rd</sup>, over 70 people attended the first official build day. During the build day they allowed the community to contribute their ideas to the space. The space includes green areas, raised beds, picnic benches, the farm, a gated safe space, and will continue to be added upon.</li> <li>The domain will continue to brainstorm ways to help support this project moving forward.</li> </ul>	
<b>WIC NBC Segment on Childhood Obesity</b>	<ul style="list-style-type: none"> <li>Red Cross WIC and COI participated in a LIVE slated segment for NBC on Tuesday, September 11 from 4-5pm. Dr. Dean Sidelinger and a Red Cross WIC Registered Dietician covering childhood obesity awareness and food insecurity awareness. Dr. Dean focused on promoting the benefits of introduced 5-2-1-0 healthy behaviors early in childhood.</li> </ul>	<p>Click the link below to watch the NBC segment:</p> <p><a href="https://www.nbcsandiego.com/on-air/as-seen-on/Healthy-Habits-to-Teach-Kids -Red-Cross San-Diego-493005551.html">https://www.nbcsandiego.com/on-air/as-seen-on/Healthy-Habits-to-Teach-Kids -Red-Cross San-Diego-493005551.html</a></p>

<b>Media Metrics</b>	<ul style="list-style-type: none"><li>• A media metrics update was provided by Lyndsey, including social media, website, and newsletter metrics data.</li><li>• Some goals for the website page is to bring more awareness to the various sections on the website. This could be an opportunity for the workgroup to highlight specific sections and promote to their networks.</li><li>• The workgroup will continue to brainstorm potential ways to strategize these efforts.</li></ul>	
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