

<p><b>Media Domain Meeting Minutes:</b>  <b>February 6, 2019 from 10:00-11:30 a.m.</b>          CHIP          5095 Murphy Canyon Rd, Suite 105          San Diego CA, 92123</p>	<p><b>Next Media Domain Meeting:</b>  <b>March 6, 2019 from 10:00-11:30 a.m.</b>          CHIP          5095 Murphy Canyon Rd, Suite 105          San Diego CA, 92123</p>
<p><b>Attendees:</b> Ashley Vaughn, Camellia Mortezaazadeh, Joangrace Espiritu, Megan Gietzen  <b>Recorder:</b> Lyndsey Tapia</p>	

Topic/Issue	Discussion	Action
<p><b>Welcome/ Introductions</b></p>	<ul style="list-style-type: none"> <li>The workgroup reviewed the minutes for the last meeting and have approved the minutes as is.</li> </ul>	
<p><b>1. COI Updates/ Action Items Updates</b></p>	<ul style="list-style-type: none"> <li>Camellia provided updates on the other domain upcoming projects and efforts.</li> <li>Within the Healthcare Domain in partnership with Healthy San Diego, a provider training will take place on March 20<sup>th</sup> with presenter Jane Heinig focusing on baby and toddler behavior cues.</li> <li>A flyer for provider training is currently waiting on approval. Once finalized, the Media Domain workgroup will distribute to their networks (ie. Healthcare providers and early childcare providers).</li> <li>As a follow-up from previous meeting action items, Joangrace connected with Shannon from San Diego Food System Alliance and she is no longer with the organization, therefor will not be attending these meetings.</li> <li>Connection with a county communications staff representative to these meetings has not been identified. More updates will be provided at the next meeting.</li> <li>Identifying influencers within the San Diego County regions has been unsuccessful thus far. The workgroup has shifted the idea from influencers with messaging around childhood obesity to making it more of a general approach to identifying thought leaders in the field.</li> <li>The action items that we not completed will roll over to the next agenda in addition to those added this meeting.</li> </ul>	<ul style="list-style-type: none"> <li>Joangrace reach out to Dr. Wooten about recruiting a County representative for the Media Domain and/or gaining access to the Live Well marketing/communications team.</li> <li>Joangrace connect with Blanca for a Media representative from UCSD.</li> <li>Camellia connect with the Media Domain for promotion once details are finalized for the March 20 Early Childhood training on infant/toddler behaviors.</li> <li>Megan create draft agenda/flyer for March 20 Early Childhood training on infant/toddler behaviors</li> </ul>

<p><b>2. Media Events</b></p>	<ul style="list-style-type: none"> <li>• Circulate San Diego will be leading a press conference for the release of the Vision Zero in South County report. The Vision Zero Toolkit that the COI and Circulate completed last year will be utilized in the press conference to increase awareness of the document. The press conference will be held on February 27 at 9am at the Coronado Brewing Company parking lot in Imperial Beach.</li> <li>• This was the first of many press conferences as Circulate will be doing these releases based on the San Diego regions individually.</li> <li>• Joangrace provided that the YMCS Camp Surf could be a potential location for one of the upcoming press conferences. More details will follow.</li> <li>• The San Diego County Fair staff and COI have been in collaboration to continue the partnership from last year. An idea that has risen from recent meetings is to create designated locations that revolve around 5-2-1-0, focusing on each one specifically. Partners have the advantage of having a tabling opportunity at the fair which will continue to be announced at upcoming domain meetings.</li> <li>• Each year there are annual designated “awareness months” and the workgroup has discussed collaborating to create campaign and promotional content for social media messaging. Specifically in September during Childhood Obesity Awareness Month. More details and discussion will be continues at the next meeting.</li> </ul>	<ul style="list-style-type: none"> <li>• Camellia connect with Joangrace about potentially hosting a press conference for a Circulate SD data release at YMCA Camp Surf after discussing details with Maya.</li> <li>• Lyndsey identify awareness months and/or other campaigns that should be added to the current communications plan.</li> <li>• Joangrace bring information on YMCA’s current plans for National Childhood Obesity Awareness Month in September to the March meeting.</li> </ul>
<p><b>3. Partner Recruitment</b></p>	<ul style="list-style-type: none"> <li>• Historically, the workgroup has crafted a partner outreach letter which was meant to help with the outreach and recruitment process. Rather than recreating the wheel, the workgroup has decided to revisit the already written outreach messaging and discuss moving forward at eh next meeting. The workgroup has been asked to review the messaging for partner outreach and be prepared to discuss at the March meeting.</li> <li>• Patterns were asked to send feedback prior to the meeting if they had any suggestions.</li> <li>• Additionally, an idea that was discussed is to utilize the COI website as a landing page that could house all potential information pertaining to media messaging around childhood obesity and ways to address the issue, and create a menu of options that visitors can utilize as a resource.</li> </ul>	<ul style="list-style-type: none"> <li>• Megan send previously crafted message for partner outreach to the group for feedback.</li> <li>• Lyndsey start drafting a “landing page” to direct media/influencers to for resources and messaging around childhood obesity.</li> </ul>