



Media Domain Meeting Minutes:

March 6, 2019 from 10:00-11:30 a.m.

CHIP

5095 Murphy Canyon Rd, Suite 105

San Diego CA, 92123

**Next** Media Domain Meeting:

April 3, 2019 from 10:00-11:30 a.m.

CHIP

5095 Murphy Canyon Rd, Suite 105

San Diego CA, 92123

Attendees: Bianca Bonilla, Camellia Mortezazadeh, Gloria Villarruel, Joangrace Espiritu, Megan Gietzen

Recorder: Lyndsey Tapia

|    | Topic/Issue                              | Discussion   | Action   |
|----|--|--|--|
| 1. | Announcements/<br>COI Updates            | <ul> <li>The YMCA will be holding various events at each of their branches across San Diego County for Healthy Kids Day on April 27. YMCA locations will be free and open to the public on this day as well. For more details, click here: <a href="https://www.ymca.org/about-y/news-center/events-family-life-health/healthy-kids-day-april-27">https://www.ymca.org/about-y/news-center/events-family-life-health/healthy-kids-day-april-27</a></li> <li>On March 23<sup>rd</sup> from 9am-12pm, Community Roots Farm will be hosting a Community Garden in a Day event in honor of the national Cesar Chavez Day of Service. They will have an orientation in the beginning with two speakers addressing issues of social justice.</li> <li>Community Roots Farm will be hosting a ribbon cutting Cinco de Mayo event on May 5<sup>th</sup> after the church service.</li> </ul> | <ul> <li>Joangrace connect with Dr. Wooten for recruitment of Media Domain partners.</li> <li>Connect with Joangrace and partners about participating in YMCA Healthy Kids Day on April 27 (e.g., 5-2-1-0 promotion and giveaways)</li> </ul>  |
| 2. | Mini-Grant<br>Recipient Press<br>Release | <ul> <li>Community Roots Farm will be having their grand opening event and the COI will be putting together a press release to help amplify the celebration of success and collaboration for the mini-grant project. The press release will be released prior to the event and potentially work on putting together a media advisory within this domain.</li> <li>Megan will be working to put together the press release with all of the recommended items to include, which were discussed in the workgroup meeting.</li> </ul>  |  |
| 3. | Early Childhood<br>Trainings             | <ul> <li>On March 20th in partnership with the YMCA CRS and NHA will be hosting a similar training but more focused on Early Childcare providers, which will be held at 2-1-1 Connections Center from 2:30-5:00pm. Dr. Jane Heinig from UC Davis' Human Lactation Center, has developed a toddler behavior and feeding cue training that she will be presenting to the providers at the workshop. Flyers are still being finalized and more information will be provided once logistics are complete.</li> <li>The workgroup discussed ways to broadcast this training and potentially for future trainings targeting parents.</li> <li>An update on the training will be given at the next workgroup meeting.</li> </ul>  | <ul> <li>Joangrace connect with YMCA CRS contact, Moms on Maternity blogger, about attending March 20<sup>th</sup> training and/or future COI events.</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> </ul> |