

<p>Media Domain Meeting Minutes: May 1, 2019 from 10:00-11:30 a.m. CHIP 5095 Murphy Canyon Rd, Suite 105 San Diego CA, 92123</p>	<p>Next Media Domain Meeting: June 5, 2019 from 10:00-11:30 a.m. CHIP 5095 Murphy Canyon Rd, Suite 105 San Diego CA, 92123</p>
<p>Attendees: Camellia Mortezaazadeh, Joangrace Espiritu, Megan Gietzen Recorder: Megan Gietzen</p>	

Topic/Issue	Discussion	Action
<p>1. Announcements/COI Updates</p>	<ul style="list-style-type: none"> • The COI will explore releasing the latest childhood obesity data for San Diego County as part of September’s Childhood Obesity Awareness Month • The COI will be holding an event on June 13, “Preventing Childhood Obesity: A Forum on Policy and Community Solutions,” from 4-6 p.m. at Olivewood Gardens and Learning Center in National City. Find out more and register HERE. • As part of its continued partnership with the San Diego County Fair, the COI’s 5210 messaging will be included as part of a scavenger hunt at the Fair where kids will learn and have the opportunity to win prizes! Get involved by taking pictures and posting them on twitter @COISanDiego with #5210 	
<p>2. Media Campaign/Event Planning</p>	<ul style="list-style-type: none"> • A press release to highlight the work of the 2018 mini-grant recipient was discussed and was sent out to Media outlets in May. This press release will be posted to the COI website as well. • The Media Domain will also work to support a press release that will highlight COI activities at the Fair. • Childhood Obesity Awareness Month Planning <ul style="list-style-type: none"> ○ The COI is partnering with the YMCA to promote health During September’s Childhood Obesity Awareness Month ○ Interested YMCA Branches will receive a 5210 Kit to promote healthy messaging ○ At participating branches, kids will complete pledges for each 5210 area and turn in their pledges to receive a 5210 water bottle ○ The COI will create YMCA branch and partner toolkits including messaging and materials to use during September ○ Participating partners will receive free 2-day passes to hand out to community residents 	<ul style="list-style-type: none"> • Joangrace – put together examples of marketing posts for Childhood Obesity Awareness Month • COI Staff <ul style="list-style-type: none"> ○ Work with Fair staff and the Media domain to draft a press release announcing 5210 activities at the 2019 Fair ○ Create one-pagers detailing tasks for YMCA branches and partners to participate in planned activities for Childhood Obesity Awareness Month