

<p>Media Domain Meeting Minutes: June 5, 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: July 10, 2019 from 9:00-10:30 a.m. CHIP 5095 Murphy Canyon Rd, Suite 105 San Diego CA, 92123</p>
<p>Attendees: Camellia Mortezaazadeh, Joangrace Espiritu, Megan Gietzen, Ashley Vaughn Recorder: Megan Gietzen</p>	

Topic/Issue	Discussion	Action
1. Announcements	<ul style="list-style-type: none"> The group agreed to change the date of the July meeting due to the holiday and will explore moving all future meetings to 9 a.m. 	<ul style="list-style-type: none"> COI team reschedule July meeting
2. YMCA Presentation	<ul style="list-style-type: none"> Joangrace gave an overview of a Leadership Council presentation detailing goals and messaging for Childhood Obesity Awareness Month (COAM) The COI will be working with the YMCA and many other partners to promote 5210 messaging and engage partners and community residents in discussions and activities in September 	
3. COAM Planning	<ul style="list-style-type: none"> The bulk of the meeting was spent planning activities, materials, and engagement strategies for COAM <ul style="list-style-type: none"> Ideas for a kick-off event potentially at Jackie Robinson YMCA included a press release/press conference, activities/learning opportunities for community members (e.g., cooking event w/ kids), etc. <ol style="list-style-type: none"> This event would be open to media, partners, and community members The group discussed having a digital space for community members and partners to engage in discussions Social media and messaging <ul style="list-style-type: none"> The Media Domain will work to create 5210 challenge cards for kids to complete for giveaways Social media messaging will be created for several different audiences The COI could potentially work with American Red Cross WIC for an NBC segment related to COAM activities in September The group discussed opportunities to work with the San Diego Hunger Coalition to be mindful of appropriate messaging aligned with Hunger Awareness Month also taking place in September 	<ul style="list-style-type: none"> Ashley check on date for September's NBC segment and opportunities to incorporate COAM messaging/announcements