

<p>Media Domain Meeting Minutes: July 10, 2019 from 9:00-10:30 a.m. CHIP 5095 Murphy Canyon Rd, Suite 105 San Diego CA, 92123</p>	<p>Next Media Domain Meeting: August 7, 2019 from 9:00-10:30 a.m. CHIP 5095 Murphy Canyon Rd, Suite 105 San Diego CA, 92123</p>
<p>Attendees: Camellia Morteazadeh, Joangrace Espiritu, Megan Gietzen Recorder: Megan Gietzen</p>	

Topic/Issue	Discussion	Action
<p>1. Action Items from June</p>	<ul style="list-style-type: none"> • The Media Domain & COI staff will explore putting together messaging for a Red Cross WIC segment to include messaging aligned with the release of the WIC EBT card 	
<p>2. Childhood Obesity Awareness Month Planning</p>	<ul style="list-style-type: none"> • The group continued to discuss activities and events for September’s Childhood Obesity Awareness Month • Planned toolkits for partners will include the following: <ul style="list-style-type: none"> ○ 5210 brochures & brochure holder ○ 5210 posters ○ 5210 giveaways: <ol style="list-style-type: none"> 1. Water bottle 2. Drawstring bag 3. Magnet wet erase board to track activities 4. TBD potential raffle item? ○ Challenge card for kids ○ Free 2-day passes to the YMCA during the month of September • A social media toolkit will also be created with assistance from a graphic designer to help partner organizations use their various social media channels to promote healthy messaging <ul style="list-style-type: none"> ○ The COI team will work with a graphic designer to create brief messages for each of the 5210 areas that will be easy to post to social media (i.e., Facebook & Twitter) • As part of September’s activities, the COI will work with the YMCA to create a press release and hold a press conference to release new childhood obesity data and highlight activities for the month <ul style="list-style-type: none"> ○ The group discussed holding an event for families and kids as part of the press conference ○ The event is tentatively planned to be held in an area with higher rates of childhood obesity and include messaging that focuses on raising awareness of food insecurity and the lack of adequate resources for health in many neighborhoods 	<ul style="list-style-type: none"> • Joangrace <ul style="list-style-type: none"> ○ Connect COI team with YMCA communications person to discuss a press conference to be held at a YMCA branch location (potentially Jackie Robinson) ○ Check if the YMCA has any one-pagers/documents with information on scholarships ○ Check with YMCA branches to see if they are able to print 5210 banners ○ Create 2-day branded YMCA passes (physical/digital) ○ Send date for the next YMCA meeting with branch leads • COI Team <ul style="list-style-type: none"> ○ Create Dropbox with digital files for partners to use during COAM (e.g., brochures, commercials, social media messaging) ○ Work with graphic designer to create materials for COAM: slide deck to display on YMCA and partner TVs,

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| | <ul style="list-style-type: none">• To incorporate messaging for Hunger Awareness Month, also in September, the COI team will try to incorporate information on where to find food banks and other food distribution centers as well as community gardens• The group also discussed display options including banners for YMCA branches and a slide deck for TVs | <p>challenge card for kids,
social media messages,
signature art, etc.</p> |
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