

<p><b>Media Domain Meeting Minutes:</b>  <b>August 7, 2019 from 9:00-10:30 a.m.</b>          CHIP          5095 Murphy Canyon Rd, Suite 105          San Diego CA, 92123</p>	<p><b>Next Media Domain Meeting:</b>  <b>September 4, 2019 from 9:00-10:30 a.m.</b>          CHIP          5095 Murphy Canyon Rd, Suite 105          San Diego CA, 92123</p>
<p><b>Attendees:</b> Camellia Morteazadeh, Joangrace Espiritu, Megan Gietzen  <b>Recorder:</b> Megan Gietzen</p>	

Topic/Issue	Discussion	Action
<p><b>1. Action Items from July</b></p>	<ul style="list-style-type: none"> <li>• Joangrace will provide a limited amount of print copies of free 2-day passes to the YMCA (business card size) to hand out to partners               <ul style="list-style-type: none"> <li>○ Additionally, an unlimited number of digital passes may be used</li> </ul> </li> </ul>	
<p><b>2. Childhood Obesity Awareness Month Planning</b></p>	<ul style="list-style-type: none"> <li>• The group finalized current documents and resources to be distributed in September</li> <li>• Most 5-2-1-0 materials have been delivered and the COI team will begin distributing these to partners in the last two weeks of August</li> <li>• The COI team has incorporated messaging around food insecurity in several planned materials to acknowledge Hunger Awareness Month and how food insecurity is linked to childhood obesity</li> <li>• Partners participating in activities for September will receive:               <ul style="list-style-type: none"> <li>○ A two-page handout detailing 5-2-1-0 items and how best to promote the Campaign in September</li> <li>○ 5-2-1-0 resources and giveaways (brochures, posters, flyers, 5-2-1-0 pledge card, water bottle, drawstring bags, magnetic wet erase board, etc.)</li> <li>○ Social media toolkit detailing how to engage audiences through social media                   <ol style="list-style-type: none"> <li>1. 12 epostcard templates have been created (3 for each element of 5-2-1-0) along with a suggested calendar and theme for each week of September                       <ol style="list-style-type: none"> <li>a. All partners will have access to the social media templates and may post these or create their own</li> </ol> </li> <li>○ Link to Dropbox including digital copies of all relevant resources</li> </ol></li></ul> </li> </ul> <li>• The group further discussed plans for a joint press conference tentatively set for September 5<sup>th</sup> or 12<sup>th</sup> to be held at the Jackie Robinson YMCA or the Mottino Y in Oceanside</li>	<ul style="list-style-type: none"> <li>• <b>COI Team</b> <ul style="list-style-type: none"> <li>○ Finalize toolkit materials and send Dropbox link to include 5-2-1-0 commercials to Joangrace and site leads</li> <li>○ Have YMCA toolkits ready to distribute at meeting for marketing directors on August 15</li> <li>○ Coordinate with Courtney (YMCA) on location and speakers for press events in September</li> </ul> </li> </ul>

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|  | <ul style="list-style-type: none"><li>○ This press conference will provide an opportunity to release the new State of Childhood Obesity Report and announce planned activities with the YMCA and other partners</li><li>○ In addition to the report, the COI team will provide an infographic detailing highlights from recent childhood obesity data and the importance of addressing root causes<ol style="list-style-type: none"><li>1. The Media Domain discussed how to distribute this and ways to make it suitable for multiple audiences</li></ol></li></ul> |  |
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