|  |  |
| --- | --- |
| **Media Domain Meeting:****May 6, 2020 9am-10:30am**Zoom | **Next Media Domain Meeting****June 3, 2020 9:00-10:30 a.m.**TBD |
| **Attendees:**  Kathryn Goldberg, Joangrace Espiritu, Blanca Melendrez, Katie Gordon, Ashley Vaughn, Edward Robles, Nidia Croce, and Carissa Hwu**Recorder**: Carissa Hwu |

|  |  |  |
| --- | --- | --- |
| **Topic/Issue** | **Discussion** | **Action** |
| **Welcome, Introductions, Announcements** | Couple of new members joining Media Domain. COI is hosting a Design Summit on May 15. Registration for the event: **May 15th 11a-2pm**.<https://www.eventbrite.com/e/design-for-san-diego-d4sd-online-summit-tickets-103272954186>Information on how to submit an idea you'd like to present at the summit: **Due May 8th**<https://d4sd.org/submit/submit-proposal> |  |
| **COI Media Domain Overview**  | Support Communication Plan through traditional media, newsletters, website updates, and social media. Work closely with Live Well San Diego to create aligned messaging collaboratively to address and prevent childhood obesity. Ultimate goal is to build social media strategy to bring awareness to COI goals and other domain’s work. We receive content from partners to distribute – elevate partners and partner organizations. We will be working with UCSD Design Lab to operationalize Communications Plan. Monthly presentations at COI domain work groups are additional are opportunities to distribute and collaborate between organizations. WIC (represented by Ashley Vaughn) looking to partner with different organizations for news segment in September. Still waiting for confirmation of whether this is happening, but it’s an opportunity to consider! |  |
| **CSU San Marcos Partnership** | Utilizing this partnership for September Childhood Obesity Awareness Month Campaign and Social Media Toolkit. We want to center COVID-19 recovery materials, ACEs, racial equity content through the September Awareness Month Campaign. Engage the youth with the social media toolkit. Suggestions:* Add statistics/resources for families/individuals who might be experiencing unstable housing
* Bilingual resources – reproduction of materials/strategies in Spanish
* Key informant interviews with parents to ensure that the students are entirely in touch with what is going on in the community (not just based on research which can be more theoretical, more removed from community realities)
* Potentially partner with Katie for the future distribution of these materials through K-12 Telebriefings
 |   |
| **Media Support for Hunger Free Kids**  | San Diego Foundation established community COVID-19 emergency fund COI is a member of the Hunger Free Kids taskforce. Need to make sure workers are safe and families are safe through school food distribution. Hand-washing stations and personal protective gear have been provided. This has received a lot of media coverage. SD Tribune just published an article, TV stations interviewed too. Also have been working on getting this news to Spanish media as well. We have been hearing that community members do not feel the trust needed to apply for resources for many reasons (immigration status). Need to address this.  |   |
|  **Oral Health**  | Looking to establish partnerships with existing distribution pathways. Handing out toothbrushes and educational resources with school lunch distributions for example. Connect with First 5 and YMCA to reach K-12. |  |
| **Current Media Efforts** | YMCA is focusing all resources and media efforts on COVID-19.  | Contact UCSD Design Lab to discuss a Design Jam opportunity.Carissa to inquire with Constant Contact platform to assess engagement and utilization for MailChimp platforms  |
| **Next Meeting**  | **June 3, 2020 from 9-10:30**  |  |