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| **Media Domain Meeting Minutes**: **June 3, 2020 9am-10:30am:** Zoom  | **Next Media Domain Meeting****July 1, 2020 9:00-10:30 a.m.: TBD** |
| **Attendees:**  Kathryn Goldberg, Joangrace Espiritu, Blanca Melendrez, Zac Hansen, Ashley Vaughn, Nidia Croce, Mariela Martinez and Carissa Hwu**Recorder**: Carissa Hwu |

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| **Topic/Issue** | **Discussion** | **Action** |
| **Welcome, Introductions, Announcements** | Joangrace led introductions. No partner announcements were given.  |  |
| **COI Overview + Strategy and Priorities Update** | * COI was established in 2006. It is the largest and longest coalition in the country
* Multisector coalition that includes: healthcare, schools and after schools, business, community, government, and media
* Mission: to prevent and reduce childhood obesity by advancing policy, systems, and environmental change through collective action
* Priority areas: (1) address Adverse Childhood Experiences (ACEs), (2) advocate for policy and implementation of comprehensive K-12 education
* Four strategies to achieve priority areas: (1) create humble messaging, (2) increase communication, (3) use data-driven strategies in an action research cycle, and (4) integrate health and racial equity
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| **Pandemic EBT** | * P-EBT is a federal nutrition program for children that were enrolled in free or reduced price meals at school. Provides up to $365 per child at school. Comes in the form of a card that can be used at groceries, farmers markets, and participating online grocery stores.
* 250,000 children are eligible in San Diego = 91 million dollars in federal funding to families
* If children have already been receiving CalFresh, Medi-Cal, or foster care benefits, they should have received the card in the mail by May 25
* Preschoolers are eligible for P-EBT if they received free or reduced price meals at school
* P-EBT is NOT a public charge benefit and will not affect a family’s immigration status.

Strategizing distribution to communities:* Could use paid media to reach more people and get more engagement - $100 to reach thousands of people
* Next Door App: zip code specific distribution of posts for lost cats, garage sale, etc. We could add our flyers here.
* In the process of developing radio talking points
* Barbara Jimenez has done multiple spots on tv and radio, in both English and Spanish about other things. She could be interesting in pushing P-EBT

Community residents have given feedback that they would like a 1-pager on all food assistance programs that they can apply for:* 1-pager includes CalFresh, WIC, School Grab-and-Go meals, food pantries, and food distribution sites, Meals for Seniors, ¡Mas Fresco! More Fresh! program,
 | Add hyperlinks to the 1-pager Connect COI with any potential media partners for distribution of these resources Carissa, Mariela, and Joangrace (and whoever else would like to join in) will connect later this week to finish strategizing distribution on social media.Blanca will reach out to Barbara Jimenez. Mention her social media reach (largest out of all directors).  |
| **Current Media Efforts** | COI will be drafting a statement on the protests and COVID-19 as a banner for our website. Will run this by Leadership Council.  |  |
| **Next Meeting**  | The next meeting will take place on **July 1 from 9:00 – 10:30 AM.**  |  |