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| **Media Domain Meeting Minutes**:  **August 5, 2020 10 am-11 am**  Via Zoom | **Next Media Domain Meeting**  **September 2, 2020 10 am-11:30 am**  Via Zoom |
| **Attendees:**  Kathryn Goldberg, Joangrace Espiritu, Blanca Melendrez, Ryan Kuratomi, Juan Lopez, Mariela Martinez, Ashley Vaughn, and Carissa Hwu  **Recorder**: Carissa Hwu | |

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| **Topic/Issue** | **Discussion** | **Action** |
| **Welcome and Introductions** | Joangrace led introductions. |  |
| **COI Updates** | Healthy Cities and Counties Challenge Grant   * One of 20 recipients in the country to receive this grant * Grant to improve local systems and policies to advance health equity * Will allow COI to bring community voice to the table   + Will be working with communities in Chula Vista using the Promotora model   + Leverage the Nutrition Incentive Program, ¡Mas Fresco! More Fresh Program * 2-year plan * Ultimate vision is to increase access to produce, increase food security, and reduce obesity through advocacy, engagement, policy, systems and environmental change   Advocacy   * COI recently signed letter of support for Escondido Union School District in adopting nationally-recognized Good Food Purchasing Program   + Framework for food procurement that encourages production and consumption of food that is healthy, affordable, fair, and sustainable * COI also signed a LOS for the Bill SB33 (Skinner) to expand online EBT CalFresh purchasing   Mini Grant Awardees   * New Roots Community Refugee Garden: garden improvements + new children’s plot with a hose bib and garden tools * Stories of Resilience: 3 mini documentaries with a focus on Vietnamese, Somali, and Spanish-speaking communities   + Sharpen the focus on food-based issues for this project   + Amplification of work being done with Speak City Heights * Mundo Gardens: living pantry, world market, and garden workshops in Southeast and South Bay. Supporting with business permits and licenses to create more entrepreneurial opportunities * SunCoast Co-Operative: partnered with Olive Gardens’ Kitchenista Program to host a 4-week bilingual Cooking for Salud in Imperial Beach pilot program for teenagers. |  |
| **COI Social Media Toolkit** | Purpose and Why   * Document to facilitate social media posts for COI and partners * Improve access to resources * Bring awareness to COI strategies and priority areas   Usage   * Suggested topics, infographics, and text for a caption in the Social Media Toolkit on Google Drive * Example post for health and racial equity: ACEs social media content   Focus for August   * Breastfeeding focus * Materials to post from California Department of Health Maternal, Child, and Adolescent Health   Discussion   * Engage with community organizations to connect with more community members and see if these social media messages resonate with them. In what ways, do we need to pivot our messaging? * Posts are meant to be general so they can be molded to be more community-centered vs. partner-centered. * Should have a trauma-informed lens for all of our messaging. Further consult Adrienne Markworth on language and messaging. | Use breastfeeding/lactation social media toolkit provided to begin social media activity again. |
| **September Childhood Obesity Awareness Month** | What is your organization doing to promote the prevention of childhood obesity and raising awareness of childhood obesity?   * WIC is not having any clients come into the office. So WIC will not be able to distribute flyers to clients.   What can we do as a domain?   * Create posts for toolkit specifically for September campaign * Convince APHA to partner with us on September campaign. This gives us time to discuss talking points and how we will incorporate trauma-informed care into all of our messaging * Leverage efforts for P-EBT * Formulate talking points about staying healthy, screen time (have a doctor with expertise in this area give a presentation on this) * Access to fruits and vegetables – food security challenges and barriers to accessing nutritious foods are central to the issue of childhood obesity * Need to be really intentional about the way we frame childhood obesity during this time. Think about how we talk about thriving families while we’re still in COVID-19 crisis.   What can we ask of our leadership and other domains/partners to support?   * Cross-sector meeting in the future to determine the support Leadership Council can give for August breastfeeding/lactation campaign. Invite Naomi and Shana to this meeting as well. * **Meeting set for either Thursday (8/13) or Friday (8/14) from 10 – 11 AM**   Envisioning a completely digital process to share resources, campaign, etc.  Need to think about who we want to have at the table for this domain. Need to have more people on board.   * Possibly invite media/communications/marketing people from Telemundo, HAN, other organizations to be active partners * Run things by Lana as we solidify ideas * Need to incorporate more community voice into the media domain. * Identify speakers/experts/community residents that can talk about lactation/breastfeeding. WIC and Shana Wright can help with this.   + WIC found 8 moms to share their stories. Might be able to ask one of these moms to share their story for our August campaign. * Invite Kim Elkins from Breastfeeding Coalition to help plan for August Breastfeeding Awareness campaign. | Joangrace will present plans for September Childhood Obesity Awareness Month at the Leadership Council meeting (8/10) and ask for partnership and support. |
| **Next Meeting** | The next meeting will take place on **September 2 from 10 AM – 11:30 AM.** |  |