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| **Media Domain Meeting Minutes**:  Wednesday, July 7, 2021, 10:00am-11:00am  Via Zoom | **Next Domain Meeting:**  Wednesday, August 4, 2021, 10:00am-11:00am  Via Zoom |
| **Attendees: Jennifer Taylor** (COI), **Joangrace Espiritu** (YMCA), **Zac Hansen** (County of San Diego)**, Joe Shumate** (San Diego Hunger Coalition)**, Joe Prickitt** (UCSD CCH), **Nanditha Krishnan** (UCSD CCH Mas Fresco Intern),  **Recorder**: Rachael Handley | | |

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| **Topic/Issue** | **Discussion** | **Action** |
| **Welcome and Introductions** | Introductions partners and announcements led by Joangrace Espiritu |  |
| **Partner Updates** | 1. *Joe Shumate:* State got approval for the P-EBT plan, benefits are getting ready to go ou t. People may not see benefits for a few months. Clear communication: marketing materials designed by the state. Streamline messaging and branding. Available on website: sdhunger.org/p-ebt 2. *Joe Prickitt:* AHA recently approached about Mas Fresco program, promoted to board of supervisors and allocated 3 million dollars. Specifically produce prescription    1. Identified Chula Vista expansion … asset mapping of community gardens and physical activity resources. Working with Kyleigh Kirbach. Asset mapping in Chula Vista. Boarder opportunity to expand this within COI and do some asset mapping for    2. *Jennifer Taylor:* cross-collaboration with advocacy effort with this asset mapping idea. Can also connect with P-EBT efforts.    3. *Joe Prickitt:* AHA has a platform that allows them to easily send out messages for advocacy efforts.    4. *Joangrace:* any connections or contacts with AHA, invite with them. YMCA partners in prevention did some landscaping mapping and the needs of San Diego, link: <https://www.ymcasd.org/sites/default/files/assets/branch/css/spi_landscapescanpip_final.pdf>    5. *Joe Shumate:* SDHC is also mapping nutrition insecurity food assistance proliferation and the meal gap. Maps and data tables are available at: sdhunger.org/maps-tables 3. *Joangrace Espiritu:* congratulations to everyone’s role with the Nourish California Op-Ed in Union Tribune  Link to Op-Ed on SB464 - Food4All: <https://www.sandiegouniontribune.com/opinion/commentary/story/2021-06-08/immigrants-left-out-of-food-security-programs-and-families-poverty> 4. *Joangrace:* the YMCA is looking for a PR person to fill the role. | Joe Prickitt: Locating and developing partners to aid in the produce prescription program, expanding collaboration with AHA |
| **Domain Cross-collaboration: Joangrace and Jennifer** | 1. ***Jennifer Taylor:*** potential cross-domain collaborations with media domain. Many of these collaborations were discussed in the domain council meeting and the collaborations were added to a domain synergies dashboard excel sheet.    1. What are some of the media domains strengths that can allow for synergies and cross-collaboration.    2. Ranking some of the capabilities and capacity to lean into and focus our energies towards.    3. Link to miro board: <https://miro.com/app/board/o9J_l7s5_K8=/>    4. Sharing best practices with other domains and between domains 2. ***Joangrace Espiritu:*** COI has this large rolodex of contacts and organizations within San Diego and San Diego county. How can we use this information and share it as COI, itself?    1. What is appropriate to share with COI and its partners?    2. Supporting social media campaigns and promotion and distribution; a few years ago there was a big push for awareness and prevention, the YMCA was a part and provided information at local branches, social media assets, traditional media.    3. Consultation work with Mas Fresco, Joe’s sharing of resources and how to target markets and disseminate the messaging, and etc.    4. Wildcard are any ways we can collaborate with the community domain or other domains. This is an area that is free and open to supporting other domains. 3. ***Jennifer Taylor*:** opening it up to the group to discuss. Working with AHA and inviting other partners to this working group. What is this miro board missing? What kind of scope are we looking to have?    1. *Joe Prickitt:* making an infographic to share these successes with individuals. Mas Fresco had over 900 new members because of these partnerships. So many other campaigns that the media domain is a part of.    2. *Zac Hansen:*expanding with the community domain and the coalition/council they are building. Bringing more people into the media domain to allow for more cross-collaboration. The 5210 movies in English and Spanish, etc., using some funds from COI to create commercials.    3. *Joe Prickitt*: healthcare partners and food system partners… leveraging food system and health system together to create a partnership. produce prescription program from Mas Fresco.    4. *Jennifer Taylor*: how can we share these ideas with the leadership council and the potential cross-collaboration?    5. *Joangrace Espiritu***:** what can and can we not do as the media domain. What is the scope of the media domain? Traditional media support, does the group think this is something we could do?    6. *Joe Shumate:*can be time consuming, depending on how involved the media domain is in creating content. It is within the media domain’s scope to provide traditional media support to ensure harmony and consistency across the board. |  |
| **September Childhood Obesity Awareness Month: Press Conference Planning - Joangrace Espiritu** | 1. Supervisor Nora Vargas is on board to find a date that works with her schedule as well. Exact scope is still in development. Connection of obesity and hunger awareness being hand in hand. 2. COI had a report to release and we had a panel to show the relation of hunger and obesity. It was a press conference at the Jackie Robinson YMCA. Heavily promoted across social media and a few different traditional avenues. YMCA had a few traditional resources fairs to talk about childhood obesity and prevention. Gave away day passes to COI partners who wanted to join. 3. Looking to get opinions on future press conference. Would be in person with main announcement of Nora Vargas as COI champion. These press conferences have been on YMCA properties in the past… Jackie Robinson fits within Nora Vargas’ area. Opportunities for other sites as well.    1. *Joe Prickitt:* any release about Nora Vargas as COI champion?    2. *Joangrace Espiritu:* yes, this would be that type of thing. UCSD’s media would also be a part. YMCA/sponsoring COI partner will mainly do talking points etc.    3. *Joe Shumate:* Supervisor Fletcher was open to any and all talking points that were brought to him and was supportive of said talking points. 4. Looking for input and opinions on locations, etc.    1. *Joe Shumate:* could consider looking at a school or a local school district to host, but YMCA is easiest and most convenient. 5. *Jennifer Taylor*: COI staff working to align on core messages for Hunger & Childhood Obesity Awareness Months as focus.    1. *Joe Shumate:* feels pretty confident that SD Hunger Coalition would be able to provide assistance and back the press conference. Maybe even contact Hunger Advisory Network. Messaging should be led by COI.    2. *Joangrace Espiritu:* could this be part of the government domain? Is this something that they want to back and could collaborate with.    3. *Joe Prickitt:* this could definitely be a good government domain collaboration. If the focus is around food security, let those involved know to allow for collaboration. There is a lot of synergy here. |  |
| **Closing remarks – Joangrace Espiritu** | 1. Next month’s meeting will be a working meeting for the press conference. |  |
| **Next Meeting** | **August 4, 2021, 10:00am-11:00am.** |  |