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| **Media Domain Meeting Minutes**:  **December 16, 2020 9 am-10 am**Via Zoom | **Next Media Domain Meeting** **January 6, 2020 10 am-11 am** Via Zoom  |
| **Attendees:**  Blanca Melendrez, Delfina Alvarez, Carlos Diaz de Leon, Bill Oswald, Amina Sheik Mohamed, Yajahira Romero, Eric Hekler, Katie Gordon, Melissa Galinato, Lorna Delos Santos, Deirdre Kleske, Kelley Axelson, Elena Quintanar, Jennifer Taylor, Jen Nation, Amanda Schultz Brochu, Paola VCC, Kate Edra, Stacey Kurz, Deysi Merino, Joangrace Espiritu, April Moo, Suzanne Afflalo, Rachel Morineau, Fardosa, Barbara Hughes, Mary Beth Moran, Judit, Hilda Lopez, Xiomara Diaz, Zac Hansen, Anahid Brakke, Paola Ilescas, Rachel Peniuelas-Morineau, Fardosa **Recorder**: Carissa Hwu |

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| **Topic/Issue** | **Discussion** | **Action** |
| **Welcome and Introductions** | Blanca Melendrez led introductions.  |  |
| **Community Domain Vision** | COI Background* Multi-sector coalition founded in 2006
* Comprised of over 400 partners
* Historical Mission: reduce and prevent childhood obesity by advancing policy, systems, and environmental change through collective impact
* Examples of our work:
	+ Updated 41 school district wellness policies
	+ Developed a SSB and a Vision Zero Toolkit
	+ Promoted 5-2-1-0 healthy children campaign
* Evolving Mission: moving from meeting community needs as we see them to asking community voice to define needs

Strategic Planning Retreat * Shifted our framework to health and racial equity in addressing childhood obesity
* Made this shift so we could focus on defined root causes
* ACEs, trauma-informed approach, responding to emerging threats

Priorities Areas* Address Adverse Childhood Experiences (ACEs)
* Advocate for policy and implementation of comprehensive Pre-K-12 health education

Strategies* Create culturally humble messaging
* Increase communication
* Use data-driven strategies
* Make community voice and authority central

Delfina Alvarez* Involved with Comité Organizador Latinos de City Heights
* Important to have community members who actually live in the community to make the decisions and voice needs
* Communities want to be taken into account respectfully
* Communities want to maintain partnerships with organizations who put our voices first

Community Domain Overview* Current members consists of:
	+ Community-based organization
	+ BIPOC-led organizations
	+ Resident leaders
	+ Facilitators
	+ County Staff
* Our intention is to expand the list of members to include voice of diverse and historically underrepresented and under-resourced communities
* Our goal is to create space at the Community Domain table for community members to be equal partners in advancing our mission
* Cross domain work with Media Domain to share out success stories using health data and campaigns (e.g., Vision Zero)

Centering on the Community Voice* Our vision is to develop community teams from diverse and historically underrepresented and under-resourced communities
* Need to address challenges that emerge from building a grassroots movement
* Domain will be guided by community members with support from authentic partners
* Community teams will be full partners of COI moving forward
* Listen and advocate to amplify community voices
* Recognizing that communities are unique and there is no one right way to engage community
* This framework is offered as a starting point for the conversation on how we can authentically engage
* Develop 3-5 person teams per community with its members being
	+ From the respective community
	+ Are known and trusted members of that community
	+ Have a good network that shares information and gathers/shares community perspective
* Need to be aware of rules of engagement when creating space for everyone at the table

Partnership with SD Hunger Coalition* P-EBT Outreach is a notable example of the need to connect with communities and building space where we can all connect
	+ Pandemic EBT was a new program that came to SD in the summer. Gave eligible families a card loaded with about $360 on it to help meet food expenses
	+ 30,000 people reached across social media platforms
	+ 29,000 people reached through calls and texts
	+ 18,700 families reached through food distribution centers
	+ Many schools promoted P-EBT as well especially Chula Vista School District
	+ 100 people in attended community forum
	+ P-EBT flyers translated into 16 languages
	+ Everyone worked together to extend P-EBT deadline from June 30 to July 15
* Upcoming Project: Putting together Hunger Free Advisory Council
	+ Community members will design and provide input on what food assistance resources should look like

1st Step: A Proposal* Partnership with Comité Organizador Latinos de City Heights (The Comité)
	+ Launching a Pilot Project with the Comité would mean
		- Meeting with group to assess interest
		- Working with the group to co-develop a template for their community
		- Exploring resource opportunities
* Comité Background
	+ Founded by 7 women with a passion for education, diabetes, and obesity
	+ Host informational workshops on topics that the surrounding community asks for
	+ During COVID-19, have hosted nutrition workshops online for the community
	+ Trying to take advantage of new technology like Zoom and teach the community how to use it
	+ Currently working as partners with COI and SD Hunger Coalition and UCSD community to collaborate on projects like messaging for healthy foods
		- Recently just received 9,000 responses to a survey

Questions/Discussion* How might this approach help your community or your organization?
* What resources do you and your community or organization need to take part?
* What else do we need to know to meaningfully serve your community and center your priorities in the COI?
* Would you like to move forward with us? IF YES…
	+ What is the right way for us to interact with you and your community (phone, email, scheduled meetings)?
	+ When are appropriate times to try and schedule meetings for you and your community?
	+ Which other community groups should we be reaching out to take part that you do not see present?

Google Docs Link: <https://docs.google.com/presentation/d/1BozyInYdPFm4aZ0JHMgqen9GCYoKbhg6hdk4qi71h9I/edit?usp=sharing> |  |
| **Wrap Up and Next Steps** | We will be in touch with next steps!  |  |
| **Next Meeting**  | The next meeting will take place on **Wednesday, January 6 from 10 AM – 11 AM.**  |  |