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| **Media Domain Meeting Minutes**:  **December 2, 2020 10 am-11 am**Via Zoom | **Next Media Domain Meeting** **February 3, 2020 10 am-11 am** Via Zoom  |
| **Attendees:**  Kelley Axelson, Joangrace Espiritu, Joe Prickitt, Kate Edra, Jennifer Taylor, Juan Lopez, Lisa Mariani, Joe Shumate, and Carissa Hwu**Recorder**: Carissa Hwu |

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| **Topic/Issue** | **Discussion** | **Action** |
| **Welcome and Introductions** | Joangrace led introductions.  |  |
| **Healthy Cities and Counties Challenge + ¡Más Fresco! More Fresh Program** | Media Plan Overview* Developing messaging around healthy eating and active living to support San Diego County members
* Focusing particularly on Latinx and Black community members residing in Southeast San Diego and Mid City
* Mas Fresco program works directly with SNAP participants
* Gauging what social media resources target communities already have as well as where there are gaps in resources so as not to overwhelm audience
	+ Phone calls and text messages come in handy here to walk participants through enrollment in different programs
* Mas Fresco has received funding for marketing, communications, social media from HHSA
* Expanding program to 41 different North Gate Gonzalez markets, including in Mid City and Southeast San Diego
* Have recruited 10 resident leaders who are going to get a stipend of $1,500
* Want to leverage and support one another in terms of geofencing
* Looking to get some health care and food system sponsors for interactive activities (e.g., photo essay contest to recognize healthy eating and active living)
	+ Facebook promotion of Eating the Rainbow
	+ Need to think about more campaign ideas that would cross all channels
* What messaging does everyone want to see in the Media Plan?
* Hoping to develop a comprehensive website for SNAP participants
	+ Filled with resources from a large range of organizations for healthy eating and active living
	+ Direct participants to valuable resources across San Diego county
* Two-way communication
	+ Have customer service support to answer any questions that participants might have

Media Plan Areas* Increase Mas Fresco outreach via email, text, voicemail, and website updates
* Increase community engagement via social media
* Develop paid digital advertising for targeted engagement
* Evaluate engagement efforts within the media campaign
* Cross-cutting area: resource, leveraging, program coordination, and integration

Leveraging Existing Resources * Media Arts Center San Diego – Speak City Heights
	+ Can be used as a platform to publicize resources and Mas Fresco Program
* Family Health Centers of San Diego
	+ Over 20 different clinic locations
	+ Offer dental, vision, physical, mental health services
* COI Domains
	+ Leverage new funding opportunities in Community Domain
	+ Business Domain’s Healthy Workplace Accelerator Program
* YMCA CRS, South Bay Family YMCA, Jackie Robinson YMCA, Youth and Family Services
	+ All correspond to the target areas
	+ Youth and Family Services: Residential houses for families experiencing homelessness for pregnant mothers and/or young adults
* SD Hunger Coalition
	+ CalFresh application assistors can easily share information; there are assistors in target communities
	+ Hunger Free Kids – in the process of developing localized food assistance resource flyers, which will be translated into multiple languages and can include relevant info
	+ Developing P-EBT communications campaign – if P-EBT is included in Mas Fresco, this is a strong partnership opportunity
	+ Schools and After School domain’s priority area is increasing school meal participation
	+ Dispelling the myth around school meals – need participation to keep funding; families are worried about taking meals from others
* Kyleigh Kirbach’s Lifestyle Medicine
	+ Working with Health Care Domain to link preventive medicine resource guide for resources in San Diego County

Slides for today’s discussion and activities: <https://docs.google.com/presentation/d/1jpxb7kaNFiTkt8LX15RgmPbvi359VgJB-zTZ7DsDXdo/edit>Draft media plan from Joe Prickitt: <https://drive.google.com/file/d/1azpTslm2VknGcPcqfQ7ClRvFdfOYzF5i/view>For more information, go to <https://ucsdcommunityhealth.org/work/morefresh/> |  |
| **Wrap Up and Next Steps** | Will talk about Workplan next meeting and re-visit media campaign efforts with Mas Fresco.  |  |
| **Next Meeting**  | The next meeting will take place on **Wednesday, February 3 from 10 AM – 11 AM.**  |  |