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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.** |  |