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| **Media Domain Meeting Minutes**:  **February 3, 2020 10 am-11 am**Via Zoom | **Next Media Domain Meeting** **March 3, 2020 10 am-11 am** Via Zoom  |
| **Attendees:**  Kelley Axelson, Joangrace Espiritu, Joe Prickitt, Kelley Axelson, Jennifer Taylor, Joe Shumate, Zac Hansen, Melissa Galinato, Blanca Melendrez, Juan Lopez, and Carissa Hwu**Recorder**: Carissa Hwu |

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| **Topic/Issue** | **Discussion** | **Action** |
| **Introductions and Updates**  | Joangrace led introductionsMedia Arts Center * COI mini grant recipient
* In the process of creating video series called Stories of Resilience centering food justice. The second video is now finished, featuring UPAC Café, a youth-led restaurant. When the pandemic hit, they used their resources to provide hot meals for families in need.
* There will be a livestream coming up on Facebook – link will be sent out for this.
* Watch the video here: <https://www.youtube.com/watch?v=1NGwxYvmunw>
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| **Healthy Cities and Counties Challenge + Mas Fresco More Fresh Program** | Racial and Ethnic Approaches to Community Health (REACH grant) * Funding media campaign in collaboration with community partners
* Goal: Increase Mas Fresco enrollment
* Goal: Increase knowledge, self-efficacy and behavior change around healthy eating and active living
* Mas Fresco More Fresh Program
	+ In partnership with Northgate Gonzalez Markets
	+ 2 stores in SD, 2 stores in LA county, 2 stores in OC
	+ Expanding from 6 to 41 stores in June
	+ When participants enroll, they will get $100 worth of benefits and 2:1 or 4:1 incentive. That means, participants receive either $2 or $4 back for every dollar they spend on fresh produce (randomly selected)
* Social media posts (3-5 posts per week)
* Interactive campaigns
	+ Eat the Rainbow photo essay competition
* Testimonials – ideas for eating healthy and for being physically active
* Media Buys ($60,000) include geofencing, Facebook ads, etc.
* Social Media Campaign runs from February 15 – June 15
* Mid-city and Southeast San Diego, focus on City Heights, Skyline, and South Crest
	+ Support Black and Latinx communities
	+ Doing geofencing in these areas
* Current messaging sources
	+ USDA
	+ CalFresh Healthy Living
	+ CDPH
	+ American Heart Association
* Conducted surveys
	+ Digital access and utilization survey (3,000 Mas Fresco members)
	+ Mas Fresco member survey (700 Mas Fresco members)
	+ Asked what communities’ needs are and what resources they would like to see/find most relevant and helpful
	+ Survey will be sent out sometime next week
* Request: if anyone has any information on what sites would be good to geofence in the above areas (City Heights, Skyline, and South Crest), please let us know!
	+ We already captured some existing resources from last meeting and will continue building on this
* Request: General media campaigns
	+ Would love to leverage the messaging already created

Activity for resource-sharing and leveraging – please continue to add to this:<https://docs.google.com/presentation/d/1jpxb7kaNFiTkt8LX15RgmPbvi359VgJB-zTZ7DsDXdo/edit?usp=sharing> |  |
| **P-EBT Outreach and School Meals Promotion** | P-EBT* Debit-like card for families to use to buy groceries
* Initial benefit was $300
* The people who received round 1 benefits got an extension on this resource, but no one new was able to apply
* Round 3 will start soon, new applicants will be allowed
* Need to disseminate information as soon as possible to ensure that as many families as possible are able to apply
	+ As soon as this information is released, everyone will be updated and outreach will begin
* Hunger Coalition will be the hub for these social media campaigns to push out information

School Meals* Shift away from individually-packaged meals which creates a lot of waste and is not often not culturally sensitive
* Shift towards bulk groceries so people have the food and resources to make their own meals

Goal: Debunk myths around accessing school meals and food assistance benefits * Immigrant/refugee communities are unsure about how accessing school meals/food assistance resources will affect their resident status because of the public charge rule
	+ Need to disseminate messaging for P-EBT and school meals outreach to make it really clear that Biden has not yet overturned the public charge rule but also provide information on what will affect resident status and what will not

Link to Food Assistance Resources: <https://www.sandiegohungercoalition.org/resources> |  |
| **Next Meeting**  | The next meeting will take place on **Wednesday, March 3 from 10 AM – 11 AM.**  |  |