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| **Media Domain Meeting Minutes**:  **May 5, 2021 10 am-11 am**  Via Zoom | **Next Media Domain Meeting**  **June 2, 2021 10 am-11 am**  Via Zoom |
| **Attendees: Joangrace Espiritu** (YMCA), **Joe Prickitt** (UCSD CCH), **Jennifer Taylor** (UCSD Design Lab**), Joe Shumate** (SDHC), **Brittany Hunsinger** (Institute for Public Strategy), **Lisa Mariani** (Aetna), **Carissa Hwu** (COI), **Angeles Nelson** (Nourish CA)  **Recorder**: Carissa Hwu | |

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| **Topic/Issue** | **Discussion** | **Action** |
| **Introductions and Partner Updates** | Mas Fresco Updates   * Outreach efforts   + Campaign launched on April 26 and continues through June 30   + Over 150 people have enrolled since this campaign launched   + 72 out of this 150 came from the Promise Zone (Mid City and Southeast San Diego)   + Focused geographical outreach paid off   + 380,000 impressions so far   + Check out the metrics [here](https://blueprintinteractive.com/reports/3616a4eb2a54d3b4d9ce3312970cd7b922fecb1c) * American Heart Association support   + AHA sees Mas Fresco as economic stimulus and beneficial for communities   + AHA submitted a 3-million-dollar request to the Board of Supervisors for a fruit and vegetable prescription program partnering with Mas Fresco   + Fruit and vegetable prescriptions can be written by providers for free vs. a nutrition incentive program where the participant needs to spend money to get money   + More updates to come on this * Community Assessment Surveys   + Resident leaders of the Chula Vista Healthiest Cities and Counties Challenge Project are conducting assessments to determine how to support the health and well-being of Chula Vista community members   + Available in [Spanish](https://ucsd.co1.qualtrics.com/jfe/form/SV_9nTgR9pzCO6DmjI) and [English](https://ucsd.co1.qualtrics.com/jfe/form/SV_82GQXwkvEkhWD0G)   + If you work with Chula Vista residents, feel free to send these out!   Institute for Public Strategy Updates   * Working on Instagram reels right now and expanding reach * Check out their IG reels [@youngadvocatessd](https://www.instagram.com/youngadvocatessd/)   YMCA Updates   * Childcare Provider Appreciation Day on May 7   + Social media videos will be posted on Friday   + Repost material [@ymcacrs](https://www.instagram.com/ymcacrs/)   SDHC Updates   * School Lunch Hero Day on May 7   + SDHC will be posting their video on Friday on YouTube   + Look for it on their [YouTube account](https://www.youtube.com/channel/UCHl0vWJu98hqKhzC013Naqw/videos)   + Please feel free to link and repost! * May is CalFresh Awareness Month   + Will be posting testimonial videos from community members   + Keep an eye out for these! * Pandemic-EBT   + Still fighting to get this passed as CA and USDA are still figuring out terms of metrics + delivery   + More updates to come on this   Aetna Updates   * Aetna is not allowed to post their own social media content * However, Aetna is looking for content from other organizations to promote * Lisa Mariani will be following up with individual members of this domain to help promote all our content * If you have any questions, feel free to email Lisa Mariani at [MarianiL@aetna.com](mailto:MarianiL@aetna.com) |  |
| **Food4All SB 464 Op-Ed** | We used today as a working meeting for the SB 464 Op-Ed.  We have 4 interviews scheduled: 1 UCSD DACA student and 3 members of the Comité (a community-led organization that is partnered with the COI Community Domain)  Guidelines for the Op-Ed   * We need to stay within 700-750 words. * We need to decide whether we are listing a specific person or organization(s) as the author(s) * This needs to be done and submitted ASAP. We are aiming to have everything finished **by the** **week of** **May 17.**  This will be right in the middle of CalFresh month. * Interviews can currently be done in English and Spanish. Working on pathways to conduct interviews in other languages.   Recruiting more interviewees   * We currently have representation from Latinx immigrant communities. We need more representation from Asian and African immigrant communities for example. * Lisa Mariani will reach out to her contacts at the San Diego Refugee Forum as well as SAY to try to recruit immigrant families * Ideally will be recruiting interviewees from [Senator Toni Atkins’ District](https://sd39.senate.ca.gov/district)   **Documents to review:**  [**Interview Process and Questions**](https://docs.google.com/document/d/15g4BVSAJHngKNSgoEpL7HI78q2sjz1-IzKgfd2W1xgs/edit#heading=h.imw6nhewvot7)  [**May Media Package – Materials, Data**](https://docs.google.com/document/d/1YAJvRMDraQoGWTaUOIblnNhY_Ix97Z8Kao3YPiF0CKI/edit?usp=sharing)  [**SB 464 Talking Points**](https://drive.google.com/file/d/1zv1BGvVpMeTUMPUlAEb9D2POhRcbMIgM/view)  [**Op-Ed Outline**](https://docs.google.com/document/d/1JSL49UYUoouddhNGbLSWu_g9aIIEjbt1HDSpQK2bt0I/edit)  [**SB 464 Fact Sheet**](https://nourishca.org/wp-content/uploads/2021/02/Food4All-FactSheet_NourishCA-and-CIPC-2021.pdf)  Also looking for spokespeople for SB 464:   * Joangrace will have connect with her contacts from UPAC to try to recruit a spokesperson |  |
| **Next Meeting** | The next meeting will take place on **Wednesday, June 2 from 10 AM – 11 AM.** |  |