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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
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| **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
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| **Next Meeting**  | The next meeting will take place on **Wednesday, June 2 from 10 AM – 11 AM.**  |  |