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| **Media Domain Meeting Minutes**:  **September 2, 2020 10 am-11 am**Via Zoom | **Next Media Domain Meeting** **October 7, 2020 10 am-11 am** Via Zoom  |
| **Attendees:**  Kathryn Goldberg, Joangrace Espiritu, Wendy Willard, Blanca Melendrez, Jake McGough, Alie Anderson, Elizabeth Eikey, Jennifer Taylor, Ashley Vaughn, Juan Lopez, Kate McDevitt, Deirdre Kleske, and Carissa Hwu**Recorder**: Carissa Hwu |

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| **Topic/Issue** | **Discussion** | **Action** |
| **Welcome and Introductions** | Joangrace led introductions.  |  |
| **Background COI Strategic Priorities** | 2 Priority Areas* Address ACEs and contributing factors on parenting and healthy development of children, with specific focus on 0-5 years of age
* Advocate for policy and implementation of comprehensive Pre-K-12 health education; increase access to and participation in school meal programs and build/strengthen policy for physical activity

4 Strategy Areas * Create culturally humble community messaging around childhood obesity
* Increase communication between partners and domain working groups
* Use data-driven strategies in an action research cycle
* Integrate health and racial equity into structure, function, and collaboration of COI
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| **Messaging: Trauma-Informed Nutrition** |  **Wendy Willard, Leah’s Pantry**How can we communicate about nutrition and health in a trauma-informed way?Focus Groups * Understood the need to do community focus groups
* Decided to research community perspective by training community stakeholders to run focus groups
* Gather authentic and honest feedback through peer-to-peer focus groups
* During the sessions, participants were asked about which social media platforms they use, health information, experiences/challenges
* Compiled all this information and wrote a job description and sent it out to all partners to request any recommendations for facilitators
* Created a Google Form for all potential facilitators to fill out
* Funding came from the soda tax grant

Successful messaging is dependent on the relationship you have with your clients. * If relationship is grounded in trust and respect, you are more attuned to their needs
* Same posts, different responses
	+ Adults responded positively to the first image, whereas younger people felt shame associated with this image
	+ Adults did not like the second image (thought it was condescending), but younger people found it more authentic

Tailor your messaging to your audience * Same message, slightly different approach
* Use the feedback from audience to tailor different posts to different audiences

Test your messaging with your audience. Be ready to make revisions with continued feedback. Audiences bring their own perspective and experiences to the table. * Each person’s response is dependent on what they have experienced in life
* Virtually impossible to predict every single person’s response
* But with lots of testing before, you can try to create messaging that has the best responses from target audience

Give audience a voice * Younger people liked lists more than paragraphs

Be prepared to repair your relationship * You need to work with your audience, test within your audience, and keep your relationship open and strong with the community you are working with
* There may be times when your content creates unintended harm. Take responsibility for any hurt caused and change your messaging.

Trauma-Informed Toolkit can be found here: <http://bit.ly/tinutrition> |  |
| **Overview of Childhood Obesity Awareness Month** | Childhood Obesity Awareness Month is a national effort led by CDC and other nationwide organizations. Recognize the need for addressing childhood obesity. Health Literacy 1-Pager * Created by California Health Education
* Written by Paige Metz
* Possibly use material for a COI blog post? COI newsletter?
* Lot of different components to it
* COI intern used content areas to create a social media toolkit
* Want to create more general messaging about health literacy
* Need to define a clear call to action so that our messaging has a purpose
* Children are currently not receiving this health education in school. We want these things to be prioritized so that children and adults can have strong health literacy
* How can we package the 1-pager in a different, more engaging way for social media?
* How do we inspire change with the information presented?
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| **Brainstorm Session** | Testimonials and Stories: Personal and Community Health * Students in SD Unified who are regularly advocates of this
* UCSD Design Lab has been doing work on the future of education, can connect on this
* Need to be careful not to use the traditional framing of “individual behavior” and “individual responsibility”, rather think about the ways in which structures also need to provide the support for this education. It’s not just on the individual to educate themselves, etc.
* Push for policy, systems, environmental change
* Messaging: “Imagine what the potential of our youth would be if they were able to have these tools in their toolkits”
* 2 social media posts: 1 personal story (parent, student, advocate) + 1 gratitude post
* This month is also Hunger Awareness month: thank PE teachers for helping with mental health of students, while also thanking the school systems for continuing to keep students fed
* Don’t be tone deaf about COVID – highlight this in the post
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| **Next Meeting**  | The next meeting will take place on **October 7 from 10 AM – 11 AM.**  |  |