



Media Domain

2-Year Strategic Plan (2020-2022)

The Media Domain Strategic Plan serves as a link between the COI's overall Strategic Plan, the Domain Workgroup's Action Plan, and the COI's Communication Plan. Please see each of those documents for more information.

COI Mission

The San Diego County Childhood Obesity Initiative (COI) is a multi-sector collaborative with the mission of reducing and preventing childhood obesity by advancing policy, systems, and environmental change through collective impact.

Domain Workgroup Purpose

The COI Media Workgroup comprises agencies, organizations, and individuals who work with the media domain and support healthy eating and active living for children and families. Partners participating in the COI Media Workgroup conduct the following activities:

- Content development:
 - Provide expertise on developing promotional and outreach strategies for activities that support the mission of the COI, including trauma-informed integration and addressing adverse childhood experiences (ACEs).
 - Provide technical assistance, resources, and support to assist partners to use common language when discussing the COI and policy/environmental change.
 - Foster relationships with and provide support to local media to encourage portrayal of childhood obesity from the framework of greater social and environmental factors rather than solely as a product of individual behavior.
- Content distribution:
 - Create and sustain social media opportunities for discussion of childhood obesity.
 - Serve as a clearinghouse for the media to provide information on childhood obesity prevention and healthy food and physical activity environments.
- Cross-promotion:
 - Provide a collaborative platform for partners to coordinate sustainable promotion of COI activities.
 - Publicly recognize efforts of media and other partners that meet the goals of the COI.

Key Focus Areas for the Next Two Years

The Media Domain Workgroup identified the following focus areas for the next two years:

Media Domain Work Plan: As of Working Date 04/2022

- Supporting media campaigns in content development and distribution, such as the Healthy Cities & Counties Challenge.
- Developing and disseminating media and communications-related resources and support to other COI domains, with an emphasis on messaging that is trauma-informed and culturally humble.
- Supporting implementation of the COI Communications Plan.
- Integrating messaging and communication with *Live Well San Diego*.

Cross-Domain Collaboration Opportunities

Overarching - Providing media and communications-related resources and support to other COI Domains.

SCHOOLS & AFTER-SCHOOL DOMAIN

- Share resources for ACEs and trauma-informed care to support school wellness policies for socio-emotional health

EARLY CHILDHOOD and HEALTHCARE DOMAINS

- Support development and cross-promotion of training opportunities focused on trauma-informed care and adverse childhood experiences, in conjunction with Early Childhood and Healthcare Domains.

COMMUNITY DOMAIN

- Support development and promotion of media for the Healthy Chula Vista Challenge that aligns with guidance from Resident Leaders

BUSINESS

- Promote best practices and successes through communications and media channels supported by COI and *Live Well San Diego*.
- Promote employee wellness opportunities to business (i.e. Live Well @ Work Healthy Accelerator Program Small Business Toolkit; Taking Wellness Home).
- Highlight local business champions.

Objectives/Projects

(Linkages Identified to COI Strategic Plan)

1) Support ongoing engagement and capacity-building of Media Domain workgroup and other COI partners focused on child and family health.

- Support networking, resource exchange, and capacity-building among media partners within the workgroup, as well as other domains, to address areas such as: storytelling for community partners, traditional media op-ed creation, press conference best practices, and social media marketing.

Media Domain Work Plan: As of Working Date 04/2022

- Support COI operations in execution of practices in these areas including (e.g., COI press conference, COI partner Op-Eds, mini-grant recipient highlights)

Linkages: COI Strategic Plan Goal 4

2) Support Healthy Communities & Counties Challenge media campaign to deliver and cross-promote content supporting healthy eating and active living.

- Support cross-promotion of campaign content through COI organizations using multiple media strategies (e.g., text/SMS, email, website, social media, targeted advertising).
- gather input from resident leaders and other community stakeholders to ensure messaging is culturally appropriate, trauma-sensitive, and considering policy, system, and environmental changes beyond individual behaviors.

Linkages: COI Strategic Plan Goal 4; COI Strategy for ACEs; COI Priority for culturally humble messaging

3) Support development and dissemination of trauma-informed and culturally humble messaging as part of cross-domain collaborations and promotional materials

- Collaborate with domains such as Healthcare and Early Childhood to promote resources and training focused on trauma-informed care and culturally humble practices.
- Advise on best practices for incorporating trauma-informed and culturally humble messaging into COI's and its partners' marketing and communications strategies.

Linkages: COI Strategic Plan Goal 4; COI Strategy for ACEs; COI Priority for culturally humble messaging

4) Support promotion of Live Well San Diego's media and communications activities as part of ongoing Media Domain activities, including supporting cross-promotion activities via social media and newsletters

Linkages: COI Strategic Plan Goal 4