



MEDIA DOMAIN

ABOUT THE MEDIA DOMAIN

Print, broadcast, and social media have a significant influence on people's beliefs and actions regarding the issue of childhood obesity. Through news, entertainment, and advertising, the media plays an important role in advancing obesity prevention efforts by focusing on policies and environments that support healthy eating and active living. Media domain stakeholders include journalists, reporters, news editors and publishers, social media professionals, marketers, advertisers, academic institutions, and the entertainment industry, as well as partners who have a role in communicating about obesity prevention from other domains.

ABOUT THE COI MEDIA WORKGROUP

The COI Media Workgroup is comprised of 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 to support the stated strategies:

- 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.
- Serve as a clearinghouse for the media to provide information on childhood obesity prevention and healthy food and physical activity environments.
- Create and sustain social media opportunities for discussion of childhood obesity.
- Provide expertise on developing promotional and outreach strategies for activities that support the mission of the COI.
- Provide a collaborative platform for partners to coordinate sustainable promotion of COI activities.
- Provide technical assistance, resources, and support to assist partners to use common language when discussing the COI and policy/environmental change.
- Publicly recognize efforts of media and other partners that meet the goals of the COI.

Workgroup meetings are held intermittently throughout the year. For information on attending these meetings, please contact the San Diego County Childhood Obesity Initiative at 858.609.7964 or [email](#).

Visit the San Diego County Childhood Obesity Initiative [Calendar](#) for a complete schedule of upcoming meetings.

DOMAIN CHAMPIONS

Blanca Meléndrez, UC San Diego, Center for Community Health
Dan Bennett, UC San Diego, Center for Community Health

DOMAIN STRATEGIES

The following is a partial list of strategies that media partners can implement to help prevent childhood obesity. A complete list of strategies can be located in the [Call to Action: Childhood Obesity Action Plan](#).

- Cover the issue of childhood obesity from the framework of social and environmental factors rather than solely as a product of individual behavior.
- Create opportunities for discussion of childhood obesity and its environmental factors in traditional, social, and emerging media.
- Tailor obesity prevention communications to multiple audiences in a culturally and linguistically appropriate manner.
- Recognize the San Diego County Childhood Obesity Initiative as the local authoritative voice on childhood obesity.

DOMAIN ACCOMPLISHMENTS

- Created a general 5-2-1-0 PowerPoint presentation available to all San Diego County Childhood Obesity Initiative partners; disseminated over 12,500 5-2-1-0 outreach materials throughout San Diego County.
- Developed a 5-2-1-0 press kit for the North San Diego County Business community.

- Connected with and promoted partners' efforts and communicated breaking public health news through social media, including Facebook, Twitter, and YouTube. Since their launch, the San Diego County Childhood Obesity Initiative's social media accounts have amassed more than 1,157 followers.
- Provided support and coverage of bi-national childhood obesity efforts.
- Engaged domain champions in a storytelling train-the-trainer session to further support efforts to promote San Diego County Childhood Obesity efforts.
- Conducted educational efforts regarding legislation requiring warning labels on sugar-sweetened beverages.
- Supported the annual Candy Buyback program with media outreach and engagement.

OBESITY PREVENTION ACTIVITIES FOR CHILDREN AGES 0-5

- Dissemination of the 5-2-1-0 messaging campaign materials, which promotes four daily practices that can be adopted by children and parents to improve overall health and avoid obesity.
- Using various forms of media to reach parents and promote healthy eating and active living.

COI STAFF CONTACTS

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SAN DIEGO COUNTY
**CHILDHOOD
OBESITY
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