

Meeting Minutes: Media Domain October 7, 2015 from 10-11:30 a.m. CHIP 5095 Murphy Canyon Rd, Suite 105 San Diego CA, 92123	Next Domain Meeting: November 4, 2015 from 10-11:30 a.m. CHIP 5095 Murphy Canyon Rd, Suite 105 San Diego CA, 92123
Attendees: Susana Lopez-Adolph, Dan Bennett, and Stan Miller Recorder: Nina Ghatan (CHIP)	

Topic/Issue	Discussion	Action
Media Workplan	<ul style="list-style-type: none"> • Success Stories: <ul style="list-style-type: none"> ○ We ran out of time at the Early Childhood Domain meeting and weren't able to discuss the project, it will be added to the October agenda. ○ Dan and Susana were encouraged to attend the LCAP training 12/3 to capture a success story for the District Rep. program for the Schools Domain. Dan mentioned pitching the story to the KPBS education reporter. ○ Government domain is hosting a SSB forum 11/13, there may be an opportunity to turn the panel discussion into a press conference following the event. The workgroup brainstorm visuals for the event (participants signing a pledge, drinking water out of the 5210 water bottles, visual of sugar in beverages, etc). ○ Let's Go Local! produce showcase is 10/23; Dan and Susana plan to attend. • Technology <ul style="list-style-type: none"> ○ Susana recommended exploring the use of Periscope (a phone app that allows you to stream live videos throughout the world) for our upcoming events and trainings. ○ Workgroup completed a brief survey using Polleverywhere (tool that allows instant polling via text message). Recommendations included creating a tip sheet with instructions and common questions in the event packets for SSB forum, having CHIP staff onsite to provide technical assistance if needed, displaying the number of individuals (verses percentages) for those completing the survey, and ask participants to use one word descriptions for open ended questions. • Healthy Messaging Packages <ul style="list-style-type: none"> ○ Healthcare domain is working to create consistent messaging for prenatal care. Stan researched predictors of childhood obesity and 	<ul style="list-style-type: none"> • Nina send Susana invite to Healthcare Domain meetings; Susana touch base with Dr. Serpas about attending. • Stan email Dan SSB flyer and speaker bios so he can determine appropriate media contacts.

	<p>discovered three indicators: if women smoke while they are pregnant, the weight of the mother, and gestational diabetes.</p> <ul style="list-style-type: none">○ Susana recommended looking into the components of the Centering Program for pregnant women and using components of the curriculum since it's an evidence-based program.○ Stan is also looking into Dr. Nader's Legacy of Health program for ideas too.	
--	---	--