SAN DIEGO COUNTY CHILDHOOD OBESITY INITIATIVE
Working Together to Shape a Healthy Future

5210 Every Day!
HEALTHY HABITS FOR HEALTHY COMMUNITIES

Meeting Minutes: **Media Domain** **January 6, 2016 from 10-11:30 a.m.** UCSD Center for Community Health 4305 University Avenue, Suite 590 San Diego, CA 92105	**Next Domain Meeting:** **February 3, 2016 from 10-11:30 a.m.** CHIP 5095 Murphy Canyon Rd, Suite 105 San Diego, CA 92123
Attendees: Dan Bennett, Dan Fesperman, Joangrace Espiritu, and Susana Lopez-Adolph **Recorder**: Nina Ghatan	

Topic/Issue	Discussion	Action
Communication and Social Media Plans	• Workgroup finalized the Communication and Social Media Strategic Plans and discussed revamping the press kit. • Once the press kit is updated, we can follow up with media contacts and provide them with printed and electronic versions. • Video announcements will be tested out at the February meeting. • The press kit can be shared with the domains via video announcement. • Workgroup discussed aligning the launch of the new press kit with a COI event, such as the 10th Anniversary Celebration or the State of Childhood Obesity report, and inviting all partners to attend.	• Nina update plans to reflect minor revisions. • Add press kit revision as future agenda item and provide link to press kit for review • Review the ACA/ AHA press kits for ideas • Susana agreed to forward the Community Media Monitor information out • Upload COI Action Plan to issuu.com • Look into hubspot.com to learn best times to post.
5-2-1-0 Material Distribution Countywide	• Nina presented the 5-2-1-0 material tracking sheet, which will be used to capture the reach of the 5-2-1-0 healthy messaging campaign countywide. • We discussed updating the COI website to capture this information, but determined to hold off until the website transitions to WordPress is complete. • Workgroup recommended creating a survey via Survey Monkey to more easily capture this information.	• Develop 5-2-1-0 survey at the February workgroup meeting. • Add Newsletter and Success Stories to February agenda since we ran out of time.