

<b>Meeting Minutes: Media Domain</b> <b>April 6, 2016 from 10-11:30 a.m.</b> CHIP 5095 Murphy Canyon Rd, Suite 105 San Diego CA, 92123	<b>Next Domain Meeting:</b> <b>May 4, 2016 from 10-11:30 a.m.</b> CHIP 5095 Murphy Canyon Rd, Suite 105 San Diego CA, 92123
<b>Attendees:</b> Brian Myers, Dan Bennett, Dan Fesperman, Emilie Dang, Joangrace Espiritu, and Susana Lopez-Adolph <b>Recorder:</b> Nina Ghatan	

Topic/Issue	Discussion	Action
<b>COI 101</b>	<ul style="list-style-type: none"> <li>• <u>Infographic</u>- Workgroup discussed developing two infographics: first to show the history and the timeline of the COI and a second to show current domain projects (updated annually) and evaluation efforts.</li> <li>• Short videos to highlight domain successes could also be developed to complement the infographics.</li> <li>• Infographic could include impact of COI throughout a lifespan from birth (healthcare and early childhood domains) to biking image (government domain), 5210 billboard, farm to school, etc.</li> <li>• <u>Presentation</u>- Develop talking points for partners to use when discussing their role within the COI such as, "I am ___ with the San Diego County Childhood Obesity Initiative, which is a countywide collaborative that uses a collective impact model to prevent and reduce childhood obesity through policy, systems, and environmental change."</li> </ul>	<ul style="list-style-type: none"> <li>• Assign intern project of identifying content for infographics.</li> <li>• Joangrace forward Nina infographic templates.</li> <li>• Dan B. develop a sample slide that partners can use to describe their involvement in the COI when presenting to outside organizations.</li> </ul>
<b>Press Kit</b>	<ul style="list-style-type: none"> <li>• The COI press kit was reviewed and a recommendations included:               <ul style="list-style-type: none"> <li>• Adding real life stories as talking points to demonstrate COI's impact on families throughout San Diego.</li> <li>• Including more past events to left side of the packet, with a link to a gallery of high resolution photos for media use (Facebook album).</li> <li>• Developing media talking points by domain (similar to Let's Go Local talking points)</li> <li>• Develop a document highlighting past events to show COI history</li> <li>• Include recent news stories</li> <li>• Create a "Let's Connect Page" similar to REACH Chula Vista's for social media (Facebook, Twitter, YouTube, website, newsletter).</li> </ul> </li> <li>• 2.5% decrease in childhood obesity may not seem significant, but if we could determine the number of pounds it equates to, it could demonstrate a greater impact.</li> </ul>	<ul style="list-style-type: none"> <li>• Joangrace share the YMCA CRS voice guide.</li> </ul>

<b>Success Story Updates</b>	<ul style="list-style-type: none"> <li>Joangrace is working with Kim to finalize the Early Childhood Domain success story.</li> </ul>	<ul style="list-style-type: none"> <li>Joangrace forward to Nina once available.</li> </ul>
<b>COI Newsletter</b>	<ul style="list-style-type: none"> <li>Workgroup decided to rename the newsletter “Our Collective Impact”.</li> </ul>	<ul style="list-style-type: none"> <li>Nina update newsletter to reflect new title.</li> </ul>