

Meeting Minutes: Media Domain May 4, 2016 from 10-11:30 a.m. CHIP 5095 Murphy Canyon Rd, Suite 105 San Diego CA, 92123	Next Domain Meeting: June 1, 2016 from 10-11:30 a.m. CHIP 5095 Murphy Canyon Rd, Suite 105 San Diego CA, 92123
Attendees: Cheyenne Bourne, Dan Bennett, Dan Fesperman, Emilie Dang, Joangrace Espiritu, Nicole Villa, and Susana Lopez-Adolph Recorder: Nina Ghatan	

Topic/Issue	Discussion	Action
Press Kit	<ul style="list-style-type: none"> • Develop COI and domain workgroup talking points. <ul style="list-style-type: none"> • Ask all domains to update their workplans to include talking point development as a project. • Determine timeline for talking point development and press kit finalization. • COI Infographic- Workgroup discussed design ideas for the COI infographic, the backside will include the “Let’s Connect” page with links to our social media pages, website, etc. • Review media best practices for reporting on childhood obesity and bring recommendations to the next workgroup meeting. 	<ul style="list-style-type: none"> • Bring Let’s Go Local! talking points to June meeting for review. • Cheyenne draft infographic for review at June meeting.
CDC Spokesperson Training	<ul style="list-style-type: none"> • CDC has a spokesperson training available at: cdc.train.org. • You will need to create an account and type “Spokesperson” into the search box (Course ID 10588892). 	<ul style="list-style-type: none"> • Dan B. and Susana will coordinate taking the training and will report out at future workgroup meeting.
Success Story Updates	<ul style="list-style-type: none"> • Early Childhood Domain success story on the Wellness Champion project has been developed; it will be included in the next COI eNewsletter. 	
5-2-1-0 Material Distribution Tracking	<ul style="list-style-type: none"> • Workgroup decided to develop a survey to track the average annual 5-2-1-0 material distribution countywide to see strategic areas to focus on in the future. • The survey will ask participants to list the settings in which they have distributed materials, the type of materials partners have created themselves, if they are interested in co-branding with COI, and to list places where they’ve seen 5-2-1-0 messaging. • We need to develop parameters to ensure reported numbers are unduplicated. 	<ul style="list-style-type: none"> • Develop 5-2-1-0 survey for review and distribution.