

2016-2017 MEDIA DOMAIN WORKPLAN

Vision: We envision healthy kids and healthy options for all families no matter where they live work, play, or go to school.

Mission: The San Diego County Childhood Obesity Initiative is a public-private partnership with the mission of reducing and preventing childhood obesity through policy, systems, and environmental change.

Goal	AP Strategy	Key Indicator	Objective	Activity	Activity Lead	Action Steps	Responsible	Timeline	Status Update	Completed Items
	M1 M2 M9 M10 M11	TBD	Provide media related resources and support to 5 domains	Provide 5 domains with communication support by December 31, 2015	UCSD	Announce project to capture COI success stories at domain meetings, in the COI Enewsletter, and on social media.	UCSD, CHIP	Ongoing	10/2016: Schools Domain and Media Domain success	Create a success story template for domains to capture their successful collaborative efforts.
						Provide partners with template and additional support if required. (Success stories should be submitted to CHIP)	CHIP	Ongoing	10/2016: Media Domain has continued to provide support. Support will be ongoing.	Facilitate a Domain Council meeting to introduce Domain Champions to the success story template and assist them in developing a communication plans (where they will identify their audience, outcomes, and
						Disseminate COI success stories via COI newsletter, website, and social media.	CHIP	Ongoing	10/2017: Schools Domain and Media Domain success stories were featured in the August and October COI newsletters.	Create partner recognition guidelines to be included in new partner agreement document (as follow up to retreat)
						Create talking points for COI and overarching strategies.	UCSD, CHIP	Mar-16	10/2016: In progress 6/30/16: In progress	
	M1 M2 M7 M9	TBD	Continue supporting 5-2-1-0 dissemination plan	Determine how to integrate 5-2-1-0 in all of the domains by December 2015	CHIP	Discuss opportunities to integrate 5-2-1-0 with the Domain Champions and create domain specific dissemination goals.	Domain	Mar-16	10/2016: In progress 6/30/16: Initial conversations complete.	
				Track and measure 5-2-1-0 dissemination countywide by January 1, 2016	CHIP	Historical - Completed				Develop a tool to track dissemination
				2) Identify countywide partners that distribute 5-2-1-0 materials	UCSD, CHIP	Ongoing	10/2016: Will incorporate tracking tool in new COI website when materials are downloaded.			
	M1 M2 M4 M6 M7 M9 M10 M11 M12	TBD	Assist in the creation and implementation of the COI Communications Plan by March 31, 2017	Complete new communications plan for COI.	CHIP	Establish goals and target audience	CHIP, YMCA CRS, UCSD	Jan-17	10/2016: New item, no update.	
						Update policies and procedures	CHIP	Jan-17	10/2016: New item, no update.	
						Create a content calendar	UCSD, YMCA CRS			
						Identify activities to meet communications goals	CHIP, YMCA CRS, UCSD	Feb-17	10/2016: New item, no update.	
						New 5210 material development	Workgroup	Jan-17	10/2016: New item, no update.	

					Update Press Kit	CHIP, YMCA CRS, UCSD	Mar-17	10/2016: New item, no update.		
	M7 M8 M10	Create New Partner Orientation toolkit by 5/31/2017	Identify and develop materials to include in orientation kit	CHIP	Develop COI Infographic	Workgroup	Dec-17	10/2016: New item, no update.		
			Design toolkit	CHIP	Develop Domain Infographics	Workgroup	Mar-17	10/2016: New item, no update.		
					Identify layout and materials to include	Workgroup	Apr-17	10/2016: New item, no update.		
					Identify look and feel of toolkit	Workgroup	Apr-17	10/2016: New item, no update.		
Instructions										
Goal(s): The COI goals include:										
	1. Increase opportunities for all children and families to access and eat healthful foods in a culturally appropriate manner.									
	2. Increase opportunities for all children and families to engage in physical activity in an inclusive and culturally appropriate manner.									
	3. Increase other opportunities to enhance economic, social, service, and built environments.									
	4. Promote operational excellence of the public private partnership.									
Identify and group domain objectives and their associated activities by the respective COI goals they help achieve using the corresponding icons.										
Action Plan (AP) Strategy: Identify the specific Action Plan strategy or strategies aligned with your domain's objectives.										
Key Indicator: Identify the specific key indicator(s) aligned with your domain's objectives (if applicable).										
Objectives: Objectives should be written to reflect the specific outcome you plan to accomplish within a specific timeframe. Objectives should follow SMART criteria: Specific, Measurable, Assignable, Realistic, and Time-related.										
	0-5 activities: Indicate activities that focus on the 0-5 population by placing the icon in the Objectives box.									
Linking Strategies: Objectives should be color coded by the overarching strategy they help achieve, if applicable. Shade the objective box green when it ties to reducing Sugar Sweetened Beverage (SSB) consumption, purple when it ties to increasing Safe Routes to Healthy Places, and gold if it ties to both.										
Activities: Activities are the specific actions you plan to take to achieve your objective. Activities should follow SMART criteria: Specific, Measurable, Assignable, Realistic, and Time-related. Each domain objective should have a minimum of one activity focused on the collection and monitoring of data related to the measurement of the implementation of the objective.										
Status Update: Regular and ongoing status updates should include any progress on the identified activity and action steps associated with the implementation of that activity, including unexpected outcomes and "connect-the-dots" opportunities. The overall progress for each objective should be reported in this section and should include the data collection and monitoring										