



# Media Domain

## **ABOUT THE MEDIA DOMAIN**

Media Domain meetings are held bi-monthly on the first Tuesday of the month from 11:00 am-12:30pm in the training room at Community Health Improvement Partners, located at 9370 Chesapeake Drive, Suite 220, San Diego, CA 92123. For information on attending these meetings, please contact the San Diego County Childhood Obesity Initiative at 858.609.7964 or [email](#).

## **DOMAIN CHAMPIONS**

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## **DOMAIN SUMMARY**

The Media Domain challenges media and other partners to reframe the issue childhood obesity with a focus on policy and environmental change. The domain workgroup develops common language that supports the Initiative and its partners in addressing childhood obesity from a comprehensive framework and highlights local best practices. Media Domain partners work strategically to identify the Initiative as the authoritative voice on childhood obesity in San Diego County and elevate the community's awareness of local efforts and solutions.

## **MEDIA DOMAIN STRATEGIES**

The following is a partial list of strategies that aim to engage the media and other partners to prevent childhood obesity. A complete list of strategies can be located in [Call to Action: Childhood Obesity Action Plan](#).

- Engage the media to:
  - Cover the issue of childhood obesity from the framework of greater social and environmental factors rather than solely as a product of individual behavior
  - Create opportunities for discussion of childhood obesity and its environmental factors in traditional, social and emerging media
  - Recognize the San Diego County Childhood Obesity Initiative as the local authoritative voice on childhood obesity
- Engage other partners of the San Diego County Childhood Obesity Initiative to:
  - Recognize the San Diego County Childhood Obesity Initiative as a coordinating body to connect the media with the appropriate partner at the right time on the right issue
  - Use common language when speaking about the childhood obesity and the San Diego County Childhood Obesity Initiative

For a complete list of media domain strategies, please see the [Call to Action: Childhood Obesity Action Plan](#).

**Domain partners are working with local media and other partners to achieve these strategies through a variety of activities including, but not limited to the following:**

- Foster relationships with and provide support to local media to encourage portrayal of childhood obesity from a product of greater social and environmental factors rather than a product of individual behavior.
- Serve as a clearinghouse for the media to provide information on childhood obesity prevention and healthy food and physical activity environments.
- Provide expertise on developing promotional and outreach strategies that for activities that support the mission of the San Diego County Childhood Obesity Initiative.
- Provide technical assistance, resources and support to assist partners to use common language when discussing the San Diego County Childhood Obesity Initiative and policy / environmental change.
- Publicly recognize efforts of media and other partners that meet the goal of the San Diego County Childhood Obesity Initiative.

#### **ACCOMPLISHMENTS**

These common ambitions and commitment to local policies and planning efforts have provided domain partners with the right tools for success. Recent accomplishments include:

- Providing marketing and publicity support for all partners through the launch of social media such as website enhancements ([www.OurCommunityOurKids.org](http://www.OurCommunityOurKids.org)) and a facebook page ([www.facebook.com/sdcoi](http://www.facebook.com/sdcoi)).
- Creating a glossary of terms commonly used by partners in various domains to develop common language and messaging.

#### **OBESITY PREVENTION ACTIVITIES FOR CHILDREN AGE 0-5**

The following activities impact San Diego County children age 0-5:

- Supporting a cross-collaborative effort to develop an awareness campaign that encourages farm to institution practices at preschool and childcare facilities throughout San Diego County.
- Promoting awareness of the [211 Nutrition, Healthy Weight, Physical Activity, and Diabetes Database](#) to better connect families with local resources for healthy living.

**Are you interested in becoming a partner or receiving more information on the San Diego County Childhood Obesity Initiative? Visit our web site at [www.OurCommunityOurKids.org](http://www.OurCommunityOurKids.org) and click “[Get Involved](#)”.**

#### **CONTACT INFORMATION**

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