



## San Diego Childhood Obesity Initiative – Domain Report May 2006

Domain	Activities
Media Outlets & Marketing Industry	<p><u>Domain Leadership</u></p> <ul style="list-style-type: none"> <li>• The San Diego Press Club turned down our request to participate as domain champions.</li> <li>• Next steps include approaching representatives from Health Care Communicators of San Diego and the San Diego Chapter of the Public Relations Society of America.</li> </ul> <p><u>Accomplishments</u></p> <ul style="list-style-type: none"> <li>• Received approval and funding from the San Diego Diabetes Coalition to partner on the social marketing campaign. Signed a contract with Moshe Engleberg for consulting services related to the social marketing campaign.</li> <li>• The next social marketing campaign meeting is scheduled for June 15.</li> </ul>
General	<ul style="list-style-type: none"> <li>• Created and distributed the first bi-monthly Initiative newsletter.</li> <li>• Attended the Coalition on Children &amp; Weight San Diego board meeting.</li> <li>• Attended the Initiative's Evaluation Committee meeting.</li> <li>• Continued discussions with The California Endowment regarding funding for a comprehensive evaluation effort to measure the overall effectiveness of the Initiative.</li> <li>• Met with Phil Nader, co-chair of the Initiative's Evaluation Committee, to discuss a comprehensive evaluation effort and identify possible collaborative partners. Planning to create an evaluation concept paper for distribution and discussion.</li> <li>• Pennysaver continue to run in various neighborhood editions.</li> <li>• Created an ad to be run at no charge for the local <i>Health/Salud</i> publication.</li> <li>• Submitted a Community Awareness Plan and Financial Strategic Plan for the Initiative. These plans will be shared with the Leadership Council upon approval.</li> <li>• Conducted interviews with interns who will work on the Childhood Obesity Initiative. We</li> </ul>

	expect to have one to two interns hired within the next few weeks.
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