



San Diego Childhood Obesity Initiative – Domain Report June 2006

Domain	Activities
Media Outlets & Marketing Industry	<p><u>Domain Leadership</u></p> <ul style="list-style-type: none"> • Contacted representatives from Health Care Communicators of San Diego and the San Diego Chapter of the Public Relations Society of America to request participation as domain champions. Awaiting reply. • Michael Workman, director of the county’s Media and Public Relations Department will not be able to participate as a domain leader, but the department will provide technical support as necessary. <p><u>Accomplishments</u></p> <ul style="list-style-type: none"> • The first social marketing campaign meeting took place on June 15. Efforts include branding messages for diabetes and childhood obesity. The next meeting is scheduled for July 13.
General	<ul style="list-style-type: none"> • First domain council meeting will be conducted in September. • Attended Aging Summit follow-up meeting on June 28. Invited to collaborate with County Aging & Independence Services in the development of an older adult obesity initiative. • Attended the Coalition on Children & Weight San Diego board meeting. • Attended the Coalition on Children & Weight San Diego Education & Outreach workgroup meeting. • Pennysaver continue to run in various neighborhood editions.