



San Diego Childhood Obesity Initiative – Domain Report July 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. <p><u>Accomplishments</u></p> <ul style="list-style-type: none"> • Nick Yphantides and Naomi Butler appeared on a 30-minute segment of KSWB-TV's Take Five program to discuss the Childhood Obesity Initiative on July 9. This was the highest rated program ever for this show in terms of viewership. • The second social marketing campaign meeting took place on July 13.
General	<ul style="list-style-type: none"> • First domain council meeting will be conducted in September. • Attended the Coalition on Children & Weight San Diego board meeting. • Attended the Coalition on Children & Weight San Diego Education & Outreach workgroup meeting. • Pennysaver ads continue to run in various neighborhood editions.