

Our Community  
Our Kids



**San Diego Childhood Obesity Initiative – Domain Report**  
**November 2006**

<b>Domain</b>	<b>Activities</b>
Media Outlets & Marketing Industry	<p data-bbox="841 602 1117 632"><u>Domain Leadership</u></p> <ul data-bbox="841 640 1417 1035" style="list-style-type: none"><li data-bbox="841 640 1417 1035">• The Coalition on Children and Weight SD agreed to lead this domain, with the existing education and outreach workgroup serving as a framework for domain development. Dr. Chris Wood, a local pediatrician and public health advocate, and Margaret McAllister, a local advertising professional, have agreed to serve as domain champions.</li></ul> <p data-bbox="841 1077 1092 1106"><u>Accomplishments</u></p> <ul data-bbox="841 1115 1409 1535" style="list-style-type: none"><li data-bbox="841 1115 1409 1287">• Messaging for the social marketing project has been refined. Plans are underway to test the messages with community members and domain champions.</li><li data-bbox="841 1295 1409 1535">• A social marketing class in the MPH program at SDSU continues work on development of the Childhood Obesity Initiative’s “seal of approval” campaign. The working group will present results of this project on December 13.</li></ul>