**Social Media / Communication Group Work Plan**

Welcome back to the Social Media / Communication group! As we have previously mentioned, learning about the 8 themes of the conference is a great way to get prepared for the conference. Let’s quickly review them:

* Basic and Applied Research
* School and Expanded Learning
* Built Environment, Land Use and Transportation
* Community Nutrition and Physical Activity
* Early Childhood Education
* Healthcare Approaches to Prevention
* Food System
* Marketing to Kids

Based on these themes, we designed a series of activities for you to help you stay engaged during the 5-month period before the conference starts. Starting from January, two out of the eight themes will be featured every month, and we prepared some questions/objectives for you around these themes. We are hoping to hear your understanding, opinions, or thoughts on these questions, and we encourage you to learn from other people’s perspectives through sharing. These questions will be posted on Facebook, Twitter, and Instagram approximately every other week, and you are welcomed to leave your comments on any of these platforms. (Questions might change as we move along, so please check the communication platforms for the most updated questions)

As always, please feel free to contact me or Nehmo if you have questions. Thank you for your hard work and Happy Holidays!

**Goals:**

* Help develop YAC and Obesity Conference messaging on social platforms: Including Facebook, Instagram, Twitter, and others
* Help create a consistent YAC message around healthy eating, nutrition and physical activity
* Connect with local print, radio and other media to publicize YAC activities
* Help manage a weekly messaging schedule to partners, other youth organizations, etc.

**Communication Plan**

**January (January 2nd, Monday – February 3rd, Friday) – 5 weeks**

* **Basic and Applied Research** 
  + **Focus:** There are many emerging research and best practices and strategies that promote and sustain healthy eating and physical activity to help reverse the childhood obesity epidemic. Many of them have a focus on populations at greatest risk. Since you are now working with UCSD, which is a research university, we are hoping that you will also start to do some simple literature research related to the Childhood Obesity Conference. The goal of this theme is to help you become familiar with some basic research techniques.
  + **Objective:** 
    1. What are some of the resources that you can use to gather credible information?
       - eg. Library databases at your school
       - Past Childhood Obesity Conference websites.
    2. Find one article, or a piece of information related to strategies that promote and sustain healthy eating and/or physical activity in children and youth. Write a few sentences about what you learned, what you found interesting, or shocking.
* **Marketing to Kids** 
  + **Focus: Many food and beverage industries** uses marketing tactics to build brand preferences and promote unhealthy products to children and youth. It is important to look at the prevalence of such marketing, its effects on children’s health, and the targeted marketing aimed at our youngest, most vulnerable populations. This important topic is not only for leadership people at the national and state level, but also for youth and parents.
  + **Objective:**
    1. What are some of the marketing strategies that you noticed from the environment around you? How do you think these strategies will affect the health of children and youth?

**February (February 6th, Monday – March 3rd, Friday) – 4 weeks**

* **Built Environment, Land Use and Transportation** 
  + **Focus:** Research has shown that there is a relationship between childhood obesity and physical environments. Community design can have an impact on children's opportunities for daily physical activity and access to healthy food and beverage options. Some environmental changes and policy efforts have been done to support healthy eating and active living through the built environment.
  + **Objectives:** 
    1. Find one article about environmental changes aimed at improve the health of children and youth (eg. Healthy transportation), and share with your group members about what you learned.
    2. What are some of your ideas on improving the environment for children and youth in your community?
* **Community Nutrition and Physical Activity** 
  + **Focus:** This theme focuses on activities that have been designed to increase access to healthy food and physical activity opportunities in communities. Over the years, people have been focusing on environmental, policy, and organizational practice strategies (such as advocating at national and state levels), and were able to make community progresses in low-income, culturally diverse urban and rural areas.
  + **Objective:** 
    1. Look up programs designed to increase physical activity in children and youth (eg. at school). You can give examples in words, pictures, or videos.
    2. Among all the examples brought up by our group, are there any programs, or main ideas that you think would be applicable to your community? If yes, how?
    3. What are some of your ideas about increasing physical activity for students within your school or school district?

**March (March 6th, Monday – March 31st, Friday) – 4 weeks**

* **Early Childhood Education** 
  + **Focus:** Early childhood providers and specialists, community-based organizations, clinicians, public health practitioners, schools, and families can influence the health of young children. Policy, systems, environmental changes, practices, and nutrition education and physical activity interventions and resources are factors that can impact health in early childhood education settings. (Aspects in this theme include preconception care, breastfeeding, nutrition and physical activity education, infant and child care environments, and parental and community engagement).
  + **Objective:** 
    1. Name a few settings in which that early childhood education can be provided (eg. breastfeeding education; infant and child care environments). Discuss the importance of having nutrition interventions in these early childhood education settings.
* **School and Expanded Learning (for after school and summer time)** 
  + **Focus: N**utrition and physical activity environments for school-age children in diverse educational settings, especially those that experience high levels of health inequities, can be improved using a variety of effective strategies. The Healthy, Hunger-Free Kids Act of 2010 was implemented to help change community environments. Other efforts include increasing physical activity opportunities before, during, and after school, as well as positively impacting student health and performance by focusing on the well-being of teachers and other staff.
  + **Objective:** 
    1. Find out what is the Healthy Hunger-Free Kids Act.
    2. What are some of the after school or summer programs designed to improve **n**utrition and physical activity environments for school-age children? Share what you learned with the group.

**April (April 3rd, Monday – April 28th, Friday) – 4 weeks**

* **Food System** 
  + **Focus:** Local and global agricultural production, processing, distribution, retailing, food service, consumption and waste together impact human nutrition and health, food security, the economy, and the environment both today and for future generations. Pushing the boundaries of conventional thinking, people have developed multi-sectoral food system projects, policies and research that contribute to the prevention and reduction of childhood obesity and, ultimately, improve human health and promote health equity.
  + **Objective:** 
    1. Research and learn about the food system in the United States. And in a few sentences, define what food system means to you.
    2. What are some of the changes or improvements that you believe the current food system in the United States should adopt?
* **Healthcare Approaches to Prevention** 
  + **Focus:** This theme focuses on the latest clinical information on prevention and treatment guidelines for childhood obesity as well as emerging trends in the health care field, both inside the clinic walls and as partners in community prevention. The Affordable Care Act and other new opportunities has been developed to further develop and strengthen community health efforts that aim to prevent childhood obesity and its associated co-morbidities. In addition, health equity issues are key factors in effective health care strategies, which include how to minimize disparities among racially and ethnically diverse low-income children.
  + **Objective:**
    1. Read and learn about the Affordable Care Act, and share something interesting that you learned.
    2. How do you think health equity issues can affect children’s access to healthcare?

**May (May 1st Monday – May 26th, Friday) – 4 weeks**

Dedicated to Conference preparation and public relations.