



**Burleigh-Morton COVID-19 Task Force  
Public Education & Awareness  
MEETING MINUTES  
Tuesday, September 1, 2020  
2 PM via Teams**

**Present:** Kalen Ost, Kelly Churchill, Marnie Piehl, Mary Van Sickle, Mike Mabin, Paula Redmann, Renae Walker, Trish Helgeson.

**I. Meeting Welcome**

**II. Action Items / Meeting Item Wraps from Previous Week**

- Task Force Meeting
  - Spanish/LOE Translation – Mike Mabin said he was mistaken and that translation was not part of the scope of work for this project. However, there are translation services available through Lutheran Social Services, and materials are available through CDC. If there are new materials from this campaign that need to be translated, these could be potentially translated into Spanish.
- Steering Committee Meeting
  - Approval Process for Creatives – Kalen Ost outlined a conversation with the Steering Committee that would allow the subcommittee to approve content moving forward. The Steering Committee, as well as the greater Task Force, would not need to approve campaign materials moving forward.
- Healthcare/Testing Strategy/Contact Tracing
  - Testing Event Paper Handout – Paper will not be shared with individuals attending testing events, moving forward. The information in question can be shared as a resource to the task force webpage, and potentially through social media for testing events.
- Education Institutions & Activities
  - Renae Walker reported the subcommittee is not meeting this week due to the start of school. The subcommittee will meet on Sept. 9. The BPS COVID-19 team is looking at creating a decision-making matrix to help make decisions on when classrooms/schools/etc. Marnie Piehl reported that she is seeing many college students wearing masks, and is looking for ways to celebrate those individuals who are doing it. Colleges are discouraging students from

home over the Labor Day holiday, and locally they are promoting Burleigh-Morton areas/activities as well.

- Underserved Populations
  - No new items discussed.
- Business Community
  - Maxine Herr shared two 'best practice' documents created by the subcommittee that were intended with the group.

### III. Agency MABU Action Items

- Review paid media plan, including media mix and timeline for rollout of campaign
  - There are some contingency funds built into the budget that would allow the campaign to add to digital, or another form of advertising, or whatever may be needed as the campaign gets rolling. The television campaign will take a 2-week break around the presidential election due to difficulty for message penetration when going against political ad campaigns.
- Discuss creative production process including securing PEA input/approval on social media graphics
  - Young professionals, as well as some other talent may be enlisted to help with the project. Looking to begin shooting materials on September 15, so it is available for the campaign by September 28.
- Social Media
  - Paid Facebook ads will come from either Bismarck-Burleigh Public Health or the City of Bismarck. Kalen Ost will touch base with Keith Hunke and Gloria David to determine the appropriate account source. Additionally, with organic posts, for the campaign to get a larger community involvement, entities outside Bismarck-Burleigh Public Health will need to share content. Kalen Ost will touch base with Renae Moch and Erin Ourada to see what they prefer.
- Discuss campaign website strategy
  - A campaign landing page ([www.covidstopshere.com](http://www.covidstopshere.com)) will be utilized. This landing page will provide key messaging and resources such as digital asset toolkit for anyone to use. A draft of the landing page was shared and subcommittee members will share any edits/additions needed.
- Discuss key messages and calls to action, including dual messages on vaccinations
  - The campaign will run over three phases (Phase 1: Sept. 14-27, Phase 2: Sept. 28 – Nov. 22, Phase 3: Nov. 23 – Dec. 14. A communications matrix was distributed to the subcommittee that outlines words/phrases to be communicated. Edits are requested by 5 p.m. on

- Discuss development and distribution of campaign toolkit and digital assets.
  - Mike Mabin explained that the creation of these items will truly be a public service and will be available for anyone to use. These assets can be shared publicly through the landing page.
- Discuss involvement with other subcommittees, namely the Business Community and Underserved Populations.
  - Agency MABU staff have been asked to meet with the Business Subcommittee. Their intent is to meet with that group and bring a report back to the Public Education and Awareness subcommittee on what is being asked of them. The Underserved Population subcommittee might be the right place to employ printed pieces that can be distributed to their stakeholders. Printed materials are budgeted for.

#### **IV. For the Good of the Order**

- No items brought forth.

#### **V. Next Subcommittee Meeting Date/Time**

- September 8, 2020 at 2 p.m. via Teams

#### **VI. Adjourn**

- Meeting adjourned at 3:09 p.m.

Respectfully submitted,

Kalen Ost  
Emergency Preparedness Information Specialist, Bismarck-Burleigh Public Health