



**Burleigh-Morton COVID-19 Task Force  
Public Education & Awareness  
MEETING NOTES  
Tuesday, September 22, 2020  
2 PM via Teams**

**Present:** Adam Roper, Gloria David, Kalen Ost, Kelly Churchill, Marnie Piehl, Mary Van Sickle, Maxine Herr, Paula Redmann, Renae Walker, Trish Helgeson.

**I. Meeting Welcome**

**II. Meeting Item Wraps from Previous Week**

- Task Force Meeting
  - No actionable requests.
- Steering Committee Meeting
  - No actionable requests.
- Healthcare/Testing Strategy/Contact Tracing
  - No actionable requests.
- Education Institutions & Activities
  - No actionable requests.
- Underserved Populations
  - No actionable requests.
- Business Community
  - No actionable requests.

**III. Subcommittee Requested Action/Discussion Items**

- Pursuing Questions from the Community
  - Two questions were referenced from an earlier subcommittee meeting and the group was comfortable moving forward with these as a starting point for the Q&A section. The questions and subsequent response will be emailed to the group before the next meeting:
    - When should I get tested? Should I wait until I've been exposed to the virus, have symptoms or "just because"?
    - I've been tested, now what?
- Mascot List & Video Invitation
  - Agency MABU is working on a graphic that can be inserted into an email. This graphic, along an email list that has been approved by the subcommittee will be sent to Renae Moch and Erin Ourada to be disseminated on September 28.

- Profile Photo Template
  - MABU will work to create this graphic to be shared during the Phase 2 release of digital assets.
- Promoting Flu Vaccination
  - Adam Roper expressed interest in flu shot messaging due to the strain that medical facilities are experiencing going into flu season. However, there is concern that by bringing the flu element into task force messaging, the overall message will become diluted. Additionally, flu shot vaccine messaging may be misinterpreted as COVID-19 vaccine messaging and may prove counterproductive. Moving forward, subcommittee members are encouraged to use their own channels of communication to push forth flu vaccine information, but the subcommittee will not at this time.
- Paul Rudd Mask Video
  - A recent video featuring actor Paul Rudd promoting mask usage was discussed. No actionable items came from this discussion.

#### **IV. Agency MABU Action/Discussion Items**

- Phase 1 Paid/Organic Updates
  - From September 14-22 the digital media portion of the campaign has delivered over 231,000 impressions to audiences aged 20-39 in Burleigh-Morton through Facebook, Instagram, Google display, etc. mediums. There were 745 click-throughs from digital ads and 1,179 page views on the landing page (COVIDstopshere.com).
- Phase 1 Organic Content Update
  - Messaging has gone well for the most part, with positive post interaction outnumbering negative.
- Phase 2 Messaging Matrix
  - Phase 2 messaging will incorporate more pictures and people and due to the length of the phase will feature tiered messaging, with three messages at a time being pushed to the public.
- Video Shoot Follow Up
  - The video shoot featuring people representing 'Fatigue', 'Invincible' and 'Resistant' was completed on September 15. A first draft of the TV spot will be brought to the subcommittee during its Sept. 29 meeting. This TV spot is scheduled to air October 5.
- Printing Budget
  - Trish Helgeson said that masks with the "COVID Stops Here" logo had been ordered by the Task Force and that about \$8800 of that printing budget remained. This budget was intended for various promotional materials, including posters. These posters could be distributed through the Chamber of Commerce, Downtowners, or other community organization. Maxine Herr will check with Brian Ritter to gauge interest and help determine if printed products need to be produced. This budget could also be funneled back into media purchases if it is not spent on printing projects.

**V. For the Good of the Order**

- No items brought forth.

**VI. Next Subcommittee Meeting Date/Time**

- September 29, 2020 at 2 p.m. via Teams

**VII. Adjourn**

- Meeting adjourned at 2:51 p.m.

Respectfully submitted,

Kalen Ost

Emergency Preparedness Information Specialist, Bismarck-Burleigh Public Health