



**Burleigh-Morton COVID-19 Task Force**  
**Public Education & Awareness**  
**MEETING NOTES**  
**Tuesday, October 13, 2020**  
**2 PM via Teams**

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

**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**

- Convalescent Plasma Messaging
  - Adam Roper presented that one of the positives that comes from higher COVID-19 numbers is a larger potential pool of individuals who may want to donate convalescent plasma. He will be meeting with individuals from his organization later in the day and will email Kalen Ost information from that meeting. The subcommittee may be able to use the information as a blog entry, or potentially promote plasma donation through social media channels.
- Pursuing questions from the community
  - At a meeting Renae Walker recently attended, a question was posed about herd immunity and allowing COVID-19 to run its course unchecked. This question may serve as an entry to the blog, and allow the group to examine what the drawbacks to waiting for herd immunity may be with this pandemic. Kalen Ost will put together a Q&A style entry and send it to the group for review.
- Mascot invitation follow up

- The deadline for mascot submissions is October 15.

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

- Phase 2 Content Updates, Analytics
  - Website traffic has generated 3537 sessions, 2860 that new users. In an attempt to bring down the landing page bounce rate, the page will be altered so new windows are opened versus directing individuals away from the page. Facebook, Google, Pandora, YouTube and Connected TV generated 487,469 cumulative impressions, of which about 80% came from Google Display. The most popular display ad is the 'Family together for holidays' message. Both the 30-second television spot and the 'Invincible' vignette are running, with the 30-second spot generating twice as many click through to the landing page as the vignette. Both are generating higher than average click through rates from 1 to 1.5%. A new set of digital ads began on October 12.
  - A 'Fatigued' vignette will be sent to the subcommittee following the meeting for approval.
- Landing page content location after Dec. 31, 2020
  - The landing page was built on a WordPress platform and with the Agency MABU contract ending at the end of December, they can provide credentials to administer the page. Hosting is paid for through the end of September 2021.
- Disseminating physician letter update
  - Other entities are encouraged to share the physician letter that is on the landing page's blog. Agency MABU will revise the blog tile header on the landing page from "COVID Stops Here. And Now." to "Get Latest News and Views."

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

- Marnie Piehl discussed how COVID-19 testing of college students continues to be a weekly occurrence, but overall the positive rates seem to be falling.

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

- October 20, 2020 at 2 p.m. via Teams

#### **VII. Adjourn**

- Meeting adjourned at 2:41 p.m.

Respectfully submitted,  
Kalen Ost

Emergency Preparedness Information Specialist, Bismarck-Burleigh Public Health