



**Burleigh-Morton COVID-19 Task Force  
Public Education & Awareness  
MEETING NOTES  
Tuesday, October 20, 2020  
2 PM via Teams**

**Present:** Adam Roper, Gloria David, Kalen Ost, Kelly Churchill, 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**

- Convalescent Plasma Messaging
  - Maxine Herr will follow up with BioLife and Vitalant to gather information about a possible Q&A blog post about plasma donation.
- Mascot invitation follow up
  - The deadline has passed for the submission of videos/content from the public.

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

- Phase 2 Content Updates, Analytics
  - The second set of Phase 2 content launched on October 12 and has been running for about a week. The most popular post has featured the mother wanting to have her kids back in school. A 'fatigued' vignette is also playing and has received good interaction. From October 12-20 the digital campaign generated 347,825 impressions and 539 clicks to the landing page.
  - The landing page has generated 7300 sessions and nearly

9,000 page views, with an average session duration of about 28 seconds. The page's most popular day was Oct. 13 with about 1,100 users visiting the site, primarily coming from Facebook via posts featuring the physician letters promoting pandemic health advice. This had a residual effect on traffic for another two days, and may have also been helped by BBPH Director Renae Moch's appearances in national news stories during that time.

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

- No actionable requests.

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

- October 27, 2020 at 2 p.m. via Teams

**VII. Adjourn**

- Meeting adjourned at 2:39 p.m.

Respectfully submitted,

Kalen Ost

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