



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

Present: Adam Roper, Kalen Ost, Kelly Churchill, Mary Van Sickle, Renae Walker, Trish Helgeson.

I. Meeting Welcome

II. Meeting Item Wraps from Previous Week

- Task Force Meeting
 - Trish Helgeson reached out to Brian Ritter about posting a letter from healthcare, education and business sectors to the COVIDStopsHere.com blog. Additionally, Dr. Todd Schaffer is expected to publish a letter focusing on the importance of keeping up with healthcare maintenance and not waiting until something has gone wrong to seek medical help. This letter is also something that could be posted to the blog page.
- 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 from Maxine
 - The subcommittee agreed the Q&A post that Maxine Herr produced about convalescent plasma donation was ready for submission and Trish Helgeson will post it to the blog later this week.
- Pursuing Questions from the Community
 - Kalen Ost will put together some information about ways the community can practice good health practices during the Halloween holiday.
 - The Bismarck City Commission will be discussing masking language and depending on what is approved at the

- meeting, there may be communication needs that arise.
- COVID Vaccine
 - No actionable items.

IV. Agency MABU Action/Discussion Items

- Resister Vignette
 - The Resister Vignette was approved earlier in the day and Agency MABU will include that into the digital advertising at the end of this week or beginning of next.
- Phase 2 Content Updates/Analytics
 - The Phase 2 Set 2 ads received 264 combined clicks through to the website, 40,684 impressions and an average click-through rate of 0.65%.
 - The most popular GIF ads continues to be the one featuring messaging about wanting kids back in school. Presently Google Display has generated 190,924 impressions and a click through rate of .13% (this is an average click through rate). YouTube is receiving high viewership rates, with about 60.13% of people watching the entire ad (industry average is 31.9%). On connected TV, ads are receiving about 99.7% completion rate (96% is the benchmark average), while Pandora ads are receiving about 98.7% listen throughs (average benchmark is 73%). The landing page had about 9,926 sessions from 8,312 users and has generated 276,000 impressions overall. Recent letters and blog posts continue to drive new people to the landing page, as well as bring returners back.
- Phase 3 Content Outlook
 - At next week's meeting, Agency MABU will present some of the Phase 3 content for approval. This Phase 3 messaging focus on individuals getting deeper into wanting experiences that were previously commonplace, such as birthday parties and vacations and a social life. Phase 3 messaging and the Contingency Fund will be added to the agenda for the next meeting.

V. For the Good of the Order

- Renae Walker is retiring from her position with Bismarck Public Schools this week and today is her final meeting with us. It has been a pleasure working with her and we wish her well as she begins the next chapter of her life!

VI. Next Subcommittee Meeting Date/Time

- November 3, 2020 at 2 p.m. via Teams

VII. Adjourn

- Meeting adjourned at 2:40 p.m.

Respectfully submitted,

Kalen Ost

Emergency Preparedness Information Specialist, Bismarck-Burleigh Public Health