



Burleigh-Morton COVID-19 Task Force
Public Education & Awareness
MEETING NOTES
Tuesday, November 10, 2020
2 PM via Teams

Present: Gloria David, Kalen Ost, Kelly Churchill, Mary Van Sickle, Maxine Herr, Paula Redmann, 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

- COVIDStopsHere.com Blog Content
 - Kalen Ost will make an edit to the blog entry he created covering Thanksgiving suggestions during the pandemic. After this edit, it is ready to be published.
 - Paula Redmann will work on putting together the next blog post, featuring suggestions for college-aged students during the Thanksgiving holiday during a pandemic.
- COVID Vaccine Video
 - Kalen Ost shared a video with the subcommittee (https://www.health.nd.gov/sites/www/files/documents/Web%20page%20Updates/zoom_1_x264-100.mp4) and posed it as a possibility for blog content. The group decided that while the content is appropriate, it exists in perhaps too large to consume as blog content. A link to the video will instead be posted to the 'Resources' section of the landing page.

IV. Agency MABU Action/Discussion Items

- Phase 2 Content Updates/Analytics

- Phase 2 Set 3 ads received 385 click throughs to the website on 60,620 impressions, an average clickthrough of .73%. The most popular GIF ad is the “We choose to follow guidelines” ad. This week the resister vignette had 263 click throughs to the website (0.61% clickthrough rate) and 894 completed video views with 13 comments, 3 shares and 50 reactions (likes, dislikes, etc.)
- Google Display had 259 clicks from 224,970 impressions for a clickthrough rate of about 0.12%. The most popular ads are the general “COVID Stops With Me” ads, followed by the “I want this to end so I choose to take care of myself and neighbors” ad.
- YouTube delivered 3,907 impressions and 1879 views for a 48.12% view through rate. The industry average view through rate is about 31.9%.
- Pandora generated 15,616 impressions reaching 7,758 listeners. The average listen through rate is 98.6% compared to the average benchmark of about 73%.
- The COVIDStopsHere.com landing page has generated 13,000 sessions and 15,282 page views. The average session lasts about 26 seconds and there is a 90.32% bounce rate. There have been 305,113 impressions on the site, and there were 651 clicks on the site, up from 385 the previous week.
- Messaging Changes Due to Pandemic Mitigation Strategy Implementation
 - City of Bismarck Administration, along with Public Health, are looking at adding additional budget to the #COVIDStopsWithMe campaign, so that it extends into 2021. Presently a proposal is being reviewed and more information will be known at a later time. The audience may be expanded with more demographics to include healthcare workers, business leaders, teachers, students, etc.
 - Phase 3 messaging will be altered slightly to reflect changes created by the Pandemic Mitigation Strategy. Phase 4 messaging would then also include those impacts by the Pandemic Mitigation Strategy.

V. For the Good of the Order

- None

VI. Next Subcommittee Meeting Date/Time

- November 17, 2020 at 2 p.m. via Teams

VII. Adjourn

- Meeting adjourned at 2:36 p.m.

Respectfully submitted,
Kalen Ost

Emergency Preparedness Information Specialist, Bismarck-Burleigh Public Health