



**Burleigh-Morton COVID-19 Task Force
Public Education & Awareness
MEETING NOTES
Tuesday, November 17, 2020
2 PM via Teams**

Present: Adam Roper, 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

- Holiday Messaging for College Students
 - Upon further research, different colleges and universities are handling holiday mitigation measures differently. Pushing out a blog post specifically for a college-aged student may or may not be applicable due to the decisions of the college. To keep from muddying the waters with messaging, at this time another holiday post is not recommended.

IV. Agency MABU Action/Discussion Items

- Phase 2 Content Updates/Analytics
 - For the week of Nov. 10-17, the three ads running on Facebook received 202 click throughs on about 37,000 impressions (.54% click through). The invincible vignette remains the most popular ad. The resister ad has over 500 video views with 42 reactions.
 - Google Display has generated 90k impressions and 189 clicks. The clickthrough rate is up from the previous week.

- Overall the general COVID Stops With Me ad is the most popular.
- On YouTube, ads reached 2,000 impressions and the view through is above the industry average.
 - On Pandora the listen through on the ads is at about 98%.
 - The COVIDStopsHere.com landing page has about 16,000 page views from 14,000 sessions by 11,000 users.
- **Future Messaging**
- Phase 3 messaging is nearly done. The organic calendar for this phase will be available later in the week. Phase 3 messaging will include some A/B testing with photos and textual ads.
 - A contract has not yet been signed with the City of Bismarck about Phase 4 messaging.

V. For the Good of the Order

- Maxine Herr brought forth a question for blog content: If you get tested for COVID-19, will the test pick up all coronaviruses or just the novel coronavirus? If you have a cold, flu, pneumonia, will it create a positive test? Kalen Ost will reach back to the public health unit contacts and put together a blog entry.

VI. Next Subcommittee Meeting Date/Time

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

VII. Adjourn

- Meeting adjourned at 2:31 p.m.

Respectfully submitted,
Kalen Ost

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