



**Burleigh-Morton COVID-19 Task Force
Public Education & Awareness
MEETING NOTES
Tuesday, November 24, 2020
2 PM via Teams**

Present: Gloria David, Kalen Ost, Kelly Churchill, Mary Van Sickle, 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 Suggestions
 - With a first shipment of a vaccine likely coming in the next few weeks, vaccine information is perhaps the most valuable information to share. However, any information shared at this point contains caveats of 'if' and 'maybe'. In coming weeks more concrete information should be available.

IV. Agency MABU Action/Discussion Items

- Phase 2 Content Updates/Analytics
 - Phase 2 content completed on November 22. Facebook finished its final week with 161 click throughs during 25,000 impressions. The most popular GIF file was the "Take care of ourselves and neighbors". The Resister vignette had a click through rate of .67%. Google Display had more than 56,000 impressions, generating 127 click throughs. The most popular ads were the general "COVID stops with me" ad, and the "We want this to end, we take care of ourselves

and neighbors” ad. YouTube generated 7200 impressions off 38,000 views. Pandora had more than 7,000 listeners. The landing page had just under 15,000 sessions from 12,000 users, who made 17,000 page views. There was a slight spike in traffic on November 18 and 19, primarily from a Facebook post from the North Dakota Department of Health featuring a video of Dr. Joan Connell. There were more than 100,000 impressions on the website last week, generating 300 clickthroughs.

- Phase 3 Messaging Update
 - All messages and assets have been placed for Phase 3, which began November 23. These new messages have gone live and are scheduled to deliver through December 18. Kalen Ost was sent the organic message calendar and he has shared that out.
- Phase 4 Update
 - Trish and Renae have been playing phone tag and have not yet gotten a chance to talk about Phase 4 messaging today.

V. For the Good of the Order

- No actionable requests.

VI. Next Subcommittee Meeting Date/Time

- December 1, 2020 at 2 p.m. via Teams

VII. Adjourn

- Meeting adjourned at 2:17 p.m.

Respectfully submitted,

Kalen Ost

Emergency Preparedness Information Specialist, Bismarck-Burleigh Public Health