



**Burleigh-Morton COVID-19 Task Force**  
**Public Education & Awareness**  
**MEETING NOTES**  
**Tuesday, December 1, 2020**  
**2 PM via Teams**

**Present:** Gloria David, Kalen Ost, Kelly Churchill, 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 Suggestions
  - Kalen Ost shared an email received that was encouraging taking notice of the downturn in COVID-19 cases, recently. While this is a reason to be optimistic, the group felt it was too early to celebrate the numbers, particularly as the effects of the Thanksgiving holiday are, as of yet, unknown. The subcommittee will revisit this topic again next week, as by then it is estimated that a surge in cases from Thanksgiving may be starting to become apparent.

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

- Phase 3 Analytics, Messaging Updates
  - Phase 3 content began delivering on Nov. 23. The first ads on Facebook generated over 27,000 impressions and 176 clicks. The most popular ad was wearing a mask for our community. There is A/B ad testing with these ads and presently the ad-based ads are generating a higher number of shares than picture-based ads.

- Last week featured the Fatigued vignette, which generated 192 completed video views.
- About 66,000 impressions were generated on Google, and the clickthrough rate was down from the previous week, likely due to Thanksgiving.
- YouTube generated about 8400 impressions and 47 view throughs. Pandora generated about 11,000 impressions, with a listen through rate of about 98 percent.
- The COVIDStopsHere.com landing page broke 15,000 sessions and has generated about 18,000 pageviews from about 12,500 unique visitors.
- Total impressions for the week were at 113,000, which is up from the previous week.
- Phase 4 Update
  - The City of Bismarck has signed off on additional funding for the campaign that will allow the campaign to extend to the end of 2020. One more set of messages will be created for radio and digital ads. The additional campaign will be reviewed by the subcommittee at the December 8 meeting.

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

- Trish Helgeson said there is about \$5,300 available in contingency funds. The group will bring forward ideas for how to spend the money at the next meeting.
- The Subcommittee discussed county-specific reported numbers as it relates to individuals recovered from COVID-19.

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

- December 8, 2020 at 2 p.m. via Teams

## **VII. Adjourn**

- Meeting adjourned at 2:27 p.m.

Respectfully submitted,

Kalen Ost

Emergency Preparedness Information Specialist, Bismarck-Burleigh Public Health