



**Burleigh-Morton COVID-19 Task Force  
Public Education & Awareness  
MEETING NOTES  
Tuesday, December 8, 2020  
8:30 AM via Teams**

**Present:** Adam Roper, Kalen Ost, Kelly Churchill, Mary Van Sickle, Maxine Herr, 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
  - Positive COVID-19 numbers appear to be falling, however everyone is waiting to see if there will be a surge created by the Thanksgiving holiday. It is expected that the State Department of Health will be pushing out information about the vaccine shortly. Kalen Ost will send Trish Helgeson a link to the new quarantine guidelines to be shared through the landing page resources.
- Contingency Fund Spending Ideas
  - Kalen Ost will send some suggestions to Renae Moch and they will select areas to spend down the Contingency Fund money. These suggestions will be send to Trish Helgeson.
- Subcommittee Meetings After December 31
  - With the Agency MABU contract ending at the end of 2020, Trish Helgeson will no longer be part of the subcommittee process in 2021 unless a separate contract were to be signed. Moving forward, it is at this time unclear as to the role the task force and subcommittee will serve. The

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

- Phase 3 Analytics, Messaging Updates
  - Phase 3 ads started November 23. For December 1-8 Facebook had 25,000 impressions and 121 clicks. From the A/B testing, the text ads continue to generate more interaction than the graphic ads. The most popular ad presently is 'Wear a Mask for Our Health Workers'.
  - The 30-second TV spot had 15,000 impressions, 82 clicks and 853 completed views. Google Display had 84,000 views and clickthroughs were up compared to the previous week. The most popular ad was the general 'COVID Stops with Me' ad, followed by 'Wear a Mask for Our Health Workers'.
  - Youtube had over 9,400 impressions and 4,400 views and the view rate is still above the industry average. Pandora had 10,800 impressions. The landing page has had over 15,600 sessions, generating 18,200 page views from 1,800 unique users.
- Phase 4 Update
  - This additional content will run in 2020, but not extend into 2021. The ad demographics will expand to encompass groups that were not included in the first phases. These will include a high school student, a youngster wearing a mask so they can see grandma soon, a healthcare worker, and a senior citizen.
  - A radio ad will be completed as part of this content. This messaging will be less focused on one topic, but will instead be more evergreen and can be run now, as well as potentially in 2021 if so desired.

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

- With the Agency MABU contract ending at the end of 2020, a question was asked if there will be any resources the subcommittee will utilize moving forward.

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

- December 15, 2020 at 2 p.m. via Teams

#### **VII. Adjourn**

- Meeting adjourned at 9:24 a.m.

Respectfully submitted,  
Kalen Ost

Emergency Preparedness Information Specialist, Bismarck-Burleigh Public Health