



**Burleigh-Morton COVID-19 Task Force
Public Education & Awareness
MEETING NOTES
Tuesday, December 15, 2020
2 PM via Teams**

Present: Adam Roper, Gloria David, 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
 - Kalen Ost produced a blog post examining some aspects of the COVID-19 vaccine. He will make the edits suggested by the group and send the updated blog content to Agency MABU to be posted to the COVIDStopsHere.com landing page.
- 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. However, Agency MABU will produce a report summarizing analytics across the breadth of the campaign. This report will likely be shared in early January 2021. The subcommittee will likely cease meeting on a regular basis in the near future. The subcommittee may still be brought together in the event of a positivity spike, or if significant communications needs were to arise.

IV. Agency MABU Action/Discussion Items

- Phase 3 Analytics, Messaging Updates
 - The second set of ads ran Dec. 8-15. There were more than 118,000 total impressions generated during the week with 134 click throughs.
 - Facebook generated 13,000 impressions and 78 impressions. The text-only ads continue to outperform their picture-based counterparts. The 30-second TV spot running on Facebook is receiving excellent engagement with more than 6,600 impressions, 750 completed views and 53 clicks.
 - Google Display generated 70,000 impressions with 48 click throughs. The general 'COVID Stops with Me' ad continues to be the top performer.
 - YouTube generated 11,500 impressions with more than 5,000 ad views. Connected TV had more than 13,000 views.
 - Pandora generated 9,500 impressions with a listen-through rate of about 98%.
 - The COVIDStopsHere.com landing page has generated more than 16,000 impressions, with more than 18,000 pageviews from more than 13,000 unique visitors
- Phase 4 Update
 - A new radio ad has been cut and new ad content has been created for Phase 4 messaging that will carry through to the end of 2020. This Phase 4 content has also been uploaded to the COVIDStopsHere.com landing page and is available to the general public.

V. For the Good of the Order

- No actionable requests.

VI. Next Subcommittee Meeting Date/Time

- December 22, 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