



Burleigh-Morton COVID-19 Task Force
Public Education & Awareness
MEETING NOTES
Tuesday, December 22, 2020
2 PM via Teams

Present: Adam Roper, Gloria David, Kalen Ost, Kelly Churchill, Marnie Piehl, 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
 - Marnie Piehl suggested blog content focusing on antigen testing would be timely, as these tests are being offered in the community. Kalen Ost will put together a draft and send it to the group for consideration.

IV. Agency MABU Action/Discussion Items

- Phase 4 Analytics, Messaging Updates
 - Phase 4 content began delivering on December 14. On Facebook, 43,000 impressions generated 81 clicks, an average clickthrough rate. The most popular ad focused on healthcare. The 30-second TV spot is running and had 28,000 impressions with 168 click throughs, with over 3,000 completed views.
 - Google Display generated more than 107,000 impressions. The most popular ad from this medium was the student ad.
 - YouTube generated about 3,000 impressions. The view through rate trends above industry average.

- Connected TV had 98.9 percent completion rate. Pandora ended last week with more than 6,800 impressions with 221 click throughs.

V. For the Good of the Order

- Paula Redmann suggested that some information be created to promote the rapid antigen testing conducted at Bismarck Airport.

VI. Next Subcommittee Meeting Date/Time

- December 29, 2020 at 2 p.m. via Teams

VII. Adjourn

- Meeting adjourned at 2:25 p.m.

Respectfully submitted,

Kalen Ost

Emergency Preparedness Information Specialist, Bismarck-Burleigh Public Health