



**Burleigh-Morton COVID-19 Task Force
Public Education & Awareness
MEETING NOTES
Tuesday, September 8, 2020
2 PM via Teams**

Present: Adam Roper, Gloria David, Kalen Ost, Kelly Churchill, Mary Van Sickle, Maxine Herr, Paula Redmann, Renae Moch, Renae Walker, Trish Helgeson.

I. Meeting Welcome

II. Meeting Item Wraps from Previous Week

- Task Force Meeting
 - One of the items brought up at Friday's task force call was the US Public Health Service Site Visit noting the need to identify local champions to lead the charge.
 - Long Term Care facilities in the region appear to be experiencing an uptick in COVID-19 cases in residents and staff. Missouri Slope Lutheran Care Center was the focus of media attention recently with 28 staff and 12 residents testing positive for COVID-19. As this group is one of the populations that may suffer the most severe effects of COVID-19, it may generate a communication need.
- Steering Committee Meeting
 - The steering committee will be meeting later in the day. Nothing new to report.
- Healthcare/Testing Strategy/Contact Tracing
 - Nothing new to report.
- Education Institutions & Activities
 - Nothing new to report.
- Underserved Populations
 - No new items discussed.
- Business Community
 - Nothing new to report.

III. Subcommittee Requested Action/Discussion Items

- Organic Post Calendar Distribution vs. Organic flexibility
 - The subcommittee agreed that a recommended calendar to be distributed with organic content would be most useful for groups in the community. Trish Helgeson and the team at Agency MABU will create this calendar for each of the phases of the campaign.

- Pursuing Questions from the Community
 - Agency MABU will design the look of the social media graphics attached to the initial ask and landing page additions. Questions can be sent to Kalen who will organize them and look for individuals to answer them.
- Stories from Individuals Who Have Had COVID-19
 - Concern was expressed from the subcommittee about critical community response directed towards individuals who would be gracious and share their COVID-19 experience story. It may prove a better use of subcommittee resources to share existing stories versus seeking out individuals to share their stories.
- Utilizing Burleigh/Morton Mascots to Convey COVID-19 Precautions
 - Bismarck Mayor Steve Bakken sent a request to utilize area mascots to help convey importance of universal precautions (mask use, washing hands, social distancing) during the pandemic response. Agency MABU will create a branded email template that will be used by Bismarck-Burleigh Public Health and Custer Health to ask organizations to create video showing these universal precautions. This email will be sent out on September 28, giving organizations a mid-October deadline to produce their video.

IV. Agency MABU Action/Discussion Items

- Phase 1 Updates
 - Digital media was placed last week and creative development for Phase 1, which included 48 sized ads were generated. The ads begin running on Monday, September 14. The landing page (www.covidstopshere.com) is live.
 - Agency MABU is prepping for the TV ad shoot set for Tuesday, September 15. Presently they are gathering talent for that shoot. The subcommittee did send some suggestions for talent for that shoot.
 - Agency MABU is finalizing the Phase 1 toolkit content. This toolkit will include logo standards and social media graphics.
- Including a Link to the study Dr. Connell provided
 - Instead of creating an individual section for each type of submission, these types of entries may be best served by being included a section for the landing page that can serve as a vault for information shared, articles created, the Q&A section, etc., and be populated with whatever information is available/needed.



V. For the Good of the Order

- No items brought forth.

VI. Next Subcommittee Meeting Date/Time

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

VII. Adjourn

- Meeting adjourned at 3:18 p.m.

Respectfully submitted,

Kalen Ost

Emergency Preparedness Information Specialist, Bismarck-Burleigh Public Health