State of Minnesota COVID-19 Public Health Awareness Campaign

Office of Governor Walz and Lt. Governor Flanagan
The different phases of the campaign

- **#StayHomeMN**: The first stage of the campaign was launched on March 19, 2020 before the Governor’s Stay Home Executive Order.

- **#StaySafeMN**: When the Governor lifted the Stay Home executive order, the campaign transitioned to #StaySafeMN on May 18, 2020.
  - **#MaskUpMN**: Our widespread masking pushed launched on July 3, 2020 in advance of the Fourth of July holiday and laid the foundation for the Governor’s statewide mask requirement on July 29. It is messaged under the larger brand of #StaySafeMN.
Driven through

- Press events, speeches, interviews, TV and print PSAs, and social media by Governor Walz, Minnesota Department of Health (MDH) Commissioner Jan Malcolm, and others;

- Widespread influencer campaigns, including local sports, news, and food celebrities;

- Paid public health television, radio, billboard, print, and social media advertisements;

- Business-specific messaging;

- Culturally sensitive and translated materials targeted to communities of color and Indigenous communities.
Stay Home Campaign

• The first phase of the campaign, “#StayHomeMN,” focused most specifically on one simple goal for Minnesotans: stay home whenever possible.

• In addition to earned media following the Governor’s announcement, the campaign included graphics disseminated from the Governor’s Office, TV and print PSAs featuring Governor Walz in partnership with the Minnesota Newspapers Association, billboard placements with Clear Channel Advertising, and other signage across the state.

• The Governor’s office later partnered with Tunheim, a local public relations firm, to increase the engagement of local influencers to ensure the public health messaging was saturating social media.
With no resources backing social and digital promotion, the #StayHomeMN was able to achieve the following results after the first three weeks of implementation:

- Hundreds of news articles announcing the decision
- 38,886 organic mentions on Twitter, resulting in 197 million potential impressions
- More than 12,400 organic mentions on Instagram
- Facebook post reach increase of 121%
- Earned media specifically on the campaign in the Star Tribune, Pioneer Press, and several mentions on TV and news radio shows and promos
Stay Home Campaign: Local Influencers

- Richard Pitino and Gophers Men’s Basketball
- KARE 11 station personalities
- MSP Magazine
- WCCO
- Elizabeth Ries (Twin Cities Live)
- Saint Paul Saints
- Minnesota Vikings players
- Visit Saint Paul, Meet Minneapolis, and Explore Minnesota Tourism
- Fox 9 station personalities
- Minnesota Twins, Coach Rocco Baldelli, and TC Bear

- MPR
- Minnesota Timberwolves, Minnesota Lynx, and Coach Saunders
- Coach Lindsay Whalen and Gopher Women’s Basketball
- Star Tribune
- MN United and various players
- PJ Fleck and Gopher Football
- Andrew Zimmern
- Instagram influencers, including @kimlycurry, @honestlymommy, @foodieaplis, @keeganmichellel, @fitfoodiefinds
Stay Home messages are displayed on billboards across the state. These have now transitioned to Stay Safe.
Stay Safe Campaign

• After the Governor lifted the Stay Home executive order, the State of Minnesota transitioned its public health messaging to its current brand of “Stay Safe.”

• This brand was selected because it was a seamless transition from Stay Home, continues to underscore that the virus remains a threat and Minnesotans need to proceed with caution, and it is an all-encompassing brand that can easily house a broader set of sub-messages for a longer period of time.
CCF Campaign

• The State of Minnesota has partnered with CCF, a Minneapolis-based creative communications agency, to launch a public awareness campaign around COVID-19 and associated healthy behaviors.

• The $8.75 million paid media campaign, funded through the Coronavirus Relief Fund, has been in development for several months with input from state and local public health agencies, community groups, and other key stakeholders.

• The campaign is set to reach nearly 100 percent of the state's population, and will have reached 4.5 million Minnesotans or 80 percent of the state’s population this month.
CCF Campaign

- Branded under the main brand of “Stay Safe MN,” the first phase of the CCF campaign has focused on masking.

- The campaign soon will return the focus of the campaign to the main “Stay Safe MN” brand with a focus on a broader set of topics like encouraging Minnesotans to get tested, answer when their health department calls, and continuing to wear a mask and social distance.

- Eventually, the campaign is planned to transition to a brand-new look centered on how the state moves forward in a new normal.
Stay Safe Campaign: Media Placements

This public health messaging has already begun airing through the following mediums:

- Statewide television coverage
- Statewide radio coverage
- Paid public health messages in more than 230 newspapers
- Billboards
- Social Media
- Paid Search
- Streaming Video/Audio
- Digital Banners
Map of billboards currently displaying public health messaging across the state
Examples of leveraging celebrity influencers to spread awareness about masking
Business and Economy-Specific Messaging

• One of the most impactful messages that the State of Minnesota has been using is how masking and combating the spread of COVID-19 helps ensure our businesses can remain open and is what ultimately will allow us to further reopen our economy.

• Governor Walz has emphasized this message often in the media. The Governor’s Office and DEED have also worked to disseminate this messaging through social media copy, graphics, and printable signs to more than 130,000 business and community leaders.
• The State of Minnesota has also worked to tailor public health messaging to the specific needs of the business community and the stage of the pandemic at a given time.

• For instance, bars and restaurants have asked for assistance in encouraging their patrons to practice safe behaviors. The state produced graphics specifically tailored to young people ahead of the July 4th holiday that have remained up throughout the summer.

• CCF is also launching a targeted campaign for teens and young adults that will focus on social distancing and masking.
Targeted Messaging for Communities of Color and Translated Materials

• Throughout the various stages of the campaign, the State of Minnesota has prioritized the need to ensure this critical public health information is accessible to Minnesotans of all languages, backgrounds, and abilities.

• The State of Minnesota has partnered with TPT NOW to deliver culturally relevant services and gather insights from experts and community leaders on “how best to reach” ESL communities using social media, broadcast, and web-based platforms.

• Data show these efforts have been successfully reaching cultural communities, both in real-time and in the weeks that follow. Through this network, each TPT NOW multilingual, real-time news conference reaches more than 560,000 Minnesotans.
Efforts to Ensure Accessibility to COVID-19 Public Health Information

• An ASL interpreter attends and CART is provided for every press conference or address by Governor Walz that is carried live on TV.

• The Governor’s press conferences are broadcast live in Spanish, Hmong, and Somali.

• The Governor’s Office and MDH have worked with TPT to translate public health materials into seven different languages: Amharic, Hmong, Karen, Oromo, Russian, Somali, and Spanish.
Efforts to Ensure Accessibility to COVID-19 Public Health Information

• MDH, the Governor’s Office, and CCF are working with diverse media outlets to place public health messages, including through CCF’s paid campaign.

• CCF and the Governor’s Office are using images that represent the diversity of the state, including images that will resonate with communities of color and Greater MN.
The State of Minnesota has partnered with community members to produce culturally relevant messaging for specific communities, including Native Americans.
Together, as One Minnesota, we can save lives.