

Mobilize Katahdin Coalition

August 20, 2020

ATTENDANTS: Ronald Blum, Angela Cote, Jane Danforth, Megan Day, Matt DeLaney, Shelley Farrington, Diana Furukawa, Barbara Hayslett, Peter Jamieson, Kai Loundon, Katie Mackin, Tom Malcolm, Megan Marquis, Tina McLeod, Louis Pelletier, Bob Peterson, Lisa Sturgeon, Elizabeth Sutherland, Danielle Waite, Matthew Waite

FACILITATOR: Jane Danforth **NOTETAKER:** Diana Furukawa

[MASK UP FOR ME CAMPAIGN](#)

Elizabeth Sutherland:

Background information:

- Sutherland-Weston is a marketing firm in the greater Bangor area. We work mostly in Maine. Our focus is on understanding Maine and Maine people, and our employees are mostly from Maine.
- Over the last year or so we've been working with the [Community Health Leadership Board](#), which is a nine-member coalition in the Bangor area, including the three Bangor-area hospitals, PCHP, and a number of agencies that do in-home care. Also part of the CHLB is the city of Bangor's public health program and the Bangor Public School system. So, when those nine CEOs get together, they're talking about serving a population that makes up a huge part of the Bangor region.

The Mask Up for ME campaign and strategy:

- They've focused on many health initiatives in the past, but since March, the focus has been on masks. That's where [Mask Up for ME](#) is from. Mask Up for ME is mostly a social media campaign. It was started when the state was still mostly shut down. It was designed to be seen on the computer, assuming people weren't able to get out of their house. We were aiming to help people move from what we know as normal life to something very different quickly and positively.
- That's what Mask up for me is about; to promote the top two messages that the CHLB felt were necessary to prevent the spread of COVID-19: 1) masking up in public (a space that is not your home), 2) and staying physically distant– not being “socially distant” but “physically distant”. They transitioned that phrase over time, and as a marketing company we changed it to “spread out”. We're encouraging mask-wearing as the primary thing for you because experts agree that if everyone wore a mask, it would make a huge difference in the spread of COVID-19.
- We're looking for influencing leaders in the community who look like you and me to encourage mask-wearing within their circles because people often change behaviors based on people they know and respect.
- We are framing it as our current normal, and we're doing that using humor. Many people respond well to humor, to a light-hearted approach, so we aim to do that without making fun of COVID-19 or wearing masks. We've had some success with [the videos we're made](#).
- Our third method is that some people are really motivated by facts and figures– they want to know the truth– so we're also layering some facts into the campaign.
- So, we're getting at three ways to change behavior in a short period of time: social influence, humor, and facts.
- Does anyone have any questions about the theory of the campaign?

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A Katahdin Region Mask Up for ME campaign:

- So from that, what we're doing in the Bangor area and other communities like the Katahdin Region that are adopting this campaign in small parts or large parts— like in Aroostook county, they are doing it. The other community that is adopting pieces of it is the Bar Harbor/Mt. Desert Island community.
- For the Katahdin Region, one of the things we're doing is bringing some of the resources we're already created to the region and then creating some of our own materials with local influencers as well as influencers we're using in the Bangor Daily News. These influencers will hopefully be well known enough that they'll have some weight in the Katahdin Region too. Hopefully, that will drive some positive reactions.
- We're also doing radio ads, as well as specific digital ads and testimonials. We're primarily focusing on Facebook, with a little bit of Instagram, because we know that the majority of Mainers on social media use Facebook.
- The audience we know is most resistant to wearing masks— this is a huge generalization— is males age 35-65. Over-65 people generally know that their health is at risk and is important. Older people are already actively engaged in keeping themselves healthy, so it's more comfortable to them to take on these public health initiatives. Younger people tend to be more open-minded to change. But people in the 35-65 group tend to be more resistant, which is sometimes fear-based. Part of it is that we're adults who have been living our lives for a long time, so why should we take advice from someone else about how to live our lives?
- These are the same challenges we've faced when we did campaigns about wearing seatbelts or smoking cigarettes in public. We're using some of the same strategies at those campaigns, but the difference is that we need to do it today, not in a year.
- The graphics we create will go on a local Facebook page in the Millinocket region, and we'll encourage you all to share them and like them on your own pages. The real value of this is, in social media, every time you interact with a post, it gives it relevance and fidelity. Facebook's algorithm leaves it on peoples' newsfeeds longer.
- One of the things we're hoping for in order to be successful is to get lots of interaction from this group so that the posts continue to spread. We'll also be paying for advertising, boosting those posts, but it helps.

Lisa Sturgeon:

- The way the algorithm works is that if a post goes out with no engagement, it will only be seen by about ten percent of your following. "Likes" help, but comments and shares are the best way to spread a post.

Matthew Waite:

- What's the target demographic?

Elizabeth:

- We're obviously hoping to hit everyone, but our target populations is skewed a bit male, and older. We're mixing up the messages as best we can to attract a large and broad audience, so when it comes to selecting influencers in your community, we want to make sure they'll reach older males, but also people who will reach other pockets of the community.

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- For example, one of the influencers in the Bangor community is someone who's super involved in soccer, so they are influential to the soccer families, not necessarily in other pockets, but they matter to that soccer population, and we know there's a lot of that going on in the area. So that was a specific choice.
- We're looking for you to help us develop that list in the Katahdin Region. What are the pockets in your community?

Matthew:

The reason I'm asking is, are the people going to be targeting only the people in their pocket, or everyone?

Elizabeth:

The posts will go to everyone, but let's say you were a featured community influencer. What we do know is that if your wife shares it, her circle of friends on Facebook will be from the performing arts circle, for example. Does that answer your question?

Matthew: Yes, but in this area, if you're targeting the younger populations, Facebook's not going to do it. You'll need to get on TikTok. Or do TikTok-style content.

Elizabeth:

- We are really looking to influence the adults. The kids cannot go to school without a mask, and someone has to give them a mask.
- We are posting on Instagram—everything we post on Facebook goes to Instagram—but we're not getting the most engagement there.
- Anecdotally, some people in Bangor have said that the kids have been great about wearing masks. Kids are stepping up, and that's encouraging.
- But we're shooting to really address that with the adults and hope it trickles down to the kids.

Jane:

By the way, the page they will be shared from is the Town of Millinocket's Facebook page, as they submitted the grant for this.

Elizabeth:

But, for example, if we share a local bank's CEO's picture, we try to give the bank a heads up so they can post it and share it in their own way, as we want to encourage that connectedness.

Jane:

You had mentioned there will be a schedule of posts? So could I give the coalition a heads up so they can know when to share them?

Elizabeth:

- We would have liked to start yesterday, so we will work with Jane to get a few up as soon as possible. As we get more done, we can put together a schedule so we can let people know what's coming up so people can get online and share stuff.
- We usually put a schedule up by month, but we have been breaking that schedule all the time lately, because new stories might come up and make certain influencers more relevant, but we'll keep those kinds of sensitivities in mind so we can pivot at the last moment if needed.

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Jane:

And because we're covering the whole Katahdin Region, we can make sure the schedule is balanced across the region.

Elizabeth:

- Yes, we can pay attention to what makes sense for everyone. Like last week we focused completely on back to school.
- This has made a huge difference in the Bangor area. Dr. Shah and the governor have been really pleased with the results. At the beginning of the campaign we were counting the number of people we saw in the grocery store *wearing* masks, and now we're counting how many are *not* wearing masks. Obviously, it's not just the campaign, but it's encouraging.
- Our job is to humanize mask-wearing. We want to help you have this conversation with your community and make it authentic.

Tina McLeod:

- I just wanted to share an idea. I was thinking outside of the box, and I was talking to the lady at the Moose Prints Gallery. They have a giant moose statue outside, and I brought up the idea of masking that moose, and she loved it. I mean you can't miss it when you come down the hill.

Elizabeth:

That's a great idea. We did some of that with statues and mascots at Husson and other places. That adds to the humor.

Angela Cote:

We've got a huge "Maine" sign where you can stand as the "I" in Maine. There could be a photo done there with it as the backdrop.

Shelley Farrington:

If we have ideas, who do we talk to?

Elizabeth:

- Those can go to Jane as a conduit. You can send them to me, but we don't have unlimited budget or time, so Jane can make those prioritizing decisions. Think creatively, think outside the box: "who are we not thinking of?"
- This is funded through October 31st, so we may not get everyone in the first week, but they can still be in it later.
- I did put in the chat the link to the [playlist of the videos](#) we've created so far for Mask up for ME. The City of Bangor went back and got CARES Act funding to do more videos, so if you have ideas for more videos, let us know as well.

Jane

- Send me your ideas for influencers, and as far as the town goes, Tom Malcolm will be managing it logistically.

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- Another part of this campaigns is going to be making masks readily available. So we need venues for the masks, and we also put in the budget to mail them, so if someone needs one mailed, we can do that.

Elizabeth:

- One of the things we've done in the Bangor area is making them available in locations but also delivering them—with meals, with Bangor school systems lunch program.
- One of the things will also be available is stickers, it's great for front-of-the-line workers. It's a great reminder to ask people to wear masks, it's a great visual cue
- We also have window clings for businesses.
- We also have sidewalk stickers, kind of like at the grocery stores, we have made those for high-foot-traffic areas, we've used them in downtown Bangor and Brewer, but primarily we've used them at healthcare facilities.

Tom:

That was one of the questions I had for the businesses was whether we were going to have stuff available for them. They have to be in— following the mask-up campaign for this to work. So thank you.

Elizabeth:

Yes, in fact, we will get those up to you sooner rather than later, so we'll need to know who's the best person to get those to. We don't want them to end up sitting in a closet or something.

Jane:

- I can be in touch with you about that.
- Tom was alluding to the fact that the grant included some hand sanitizer units—we ordered about 50—so we'll have them with Peter for businesses to request.

Matt DeLaney:

Encourage people to send recommendations for the community influencers. That's the most time-sensitive thing.

Jane:

Elizabeth, you had sent me the template for those. Should I send that out broadly or just to people with an influencer in mind?

Elizabeth:

Send it out broadly. It's harder than you think to get people to do the photos, so share that, share the pieces I sent you. We're happy to field your questions here, and we have good graphic designer who can tweak things if needed.

Shelley:

Do you have a similar template for a video? We have a lot of talented kids here who could create something cool, but we need to know what you want.

Elizabeth:

We don't have a video template because we're been creating our own. We could have a quick conversation with people who are interested in doing their own videos though.

Tom Malcolm:

Jane, did we want to talk about the other communities and make sure they're all on board with this?

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Jane:

We're trying to figure out how to do this regionally because the Town of Millinocket applied for the grant, but we want to make sure all the towns involved in the initiative are recognized, so we'll work this out with Designlab. Like with Angela, we'll need permission to tag East Millinocket every time. We're thinking it will be too cumbersome to include all the town logos every time though.

Angela:

Is there something that we can link on our homepages?

Elizabeth:

We can certainly create something that's Mask Up for ME Katahdin Region that can be linked on any site. We can give you a landing page that is specific to the region, but people may see the rest of the site, so we have to make sure that's okay.

Bob Peterson:

I full-heartedly support this. The timing is really good, and we have to take advantage of people being aware of the consequences, the more it's in peoples' mind. You have my support and I want to make sure we act quickly.

Jane:

- Bob is the CEO of Millinocket Regional Hospital.
- Just to clarify, Bob, the grant period ends in October, so it'll be happening in the next 3 months. I'm getting my picture taken as one of the first influencers

Elizabeth:

Bob, we'd like to have your picture as well.

Bob:

[Jokingly] You obviously haven't seen my picture.

Elizabeth:

One of the things I'd like to encourage is we'd like to see people wearing cloth masks, not disposable. The whole point is that people have a reusable cloth covering that they can wash. It's a little different in the hospital setting though—people expect to see PPE used in different ways.

Diana:

I just wanted to mention something that we talked about before the meeting— that there's a Mask Up for ME filter that people can add to their profile pictures on Facebook. It's kind of a nice way to let people be their own community influencers, even if they're not on the official list.

Elizabeth:

If you visit the [CHLB Facebook page](#), the instructions on how to do this are pinned to the top.

Tom:

I think now would be a great time to get those community influencers started.

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Jane:

Thanks for representing the north, Dr. Blum. Do you have thoughts or ideas?

Ronald Blum:

I can certainly think of influencers from Patten, but I think the towns around here are harder to access in terms of PR. I had the thought of an influencer in each town in front of their welcome to the town sign.

Jane:

Peter, do you travel up in that area a bit?

Peter Jamieson:

Yes, I do, I have a couple of ideas of people in the Island Falls area.

Jane:

- Great, there's going to be a lot of follow-up from this, so we can connect afterwards.
- Everyone, please email me your suggestions. I will send you the template so you can see what the pictures entail. I encourage you to visit the [CHLB website](#) so you can see what they've done in Bangor.

Elizabeth:

In the chat is a link to the [CHLB Facebook page](#), a link to the [YouTube playlist](#), and the [CHLB website](#).

Jane:

Stay safe, mask up, and have good rest of your day.

FOLLOW UP/ACTION ITEMS:

Jane:

- Share the photo template with the coalition list

Everyone:

- Share your ideas for community influencers with Jane Danforth (jdandforth@mrhme.org) as soon as possible
- Visit the [Mask Up for ME website](#) and the [CHLB Facebook page](#) to see what the campaign has looked like in the greater Bangor area
- Check out the Mask Up for ME [YouTube videos](#) that Sutherland Weston has created so far
- Like, share, and engage with the Mask Up for ME posts once they begin on behalf of the organizations you represent.
- Add the Mask Up for ME filter to you or your organization's Facebook profile pictures. The instructions are at the top of the [CHLB's Facebook page](#).

NEXT MEETING:

- Thursday, September 3rd, 9am