

20 August 2019

Tim Antric
By email: fyi-request-10949-3ee0532b@requests.fyi.org.nz
Ref: H201907197

Dear Mr Antric

Partial Transfer of request for official information to the Health Promotion Agency

Thank you for your request for official information, received on 11 August 2019 requesting:

"I am currently working on a PhD documenting the evolution of social marketing in Aotearoa New Zealand.

Can you please provide a list of all national agencies (government, non-profit and for-profit) that have been funded to undertake social marketing activity to encourage and enable people to make healthier lifestyle choices since 1990, along with the budgets made available by year?

I use the definition of social marketing as published by the HSC "Social marketing is the use of marketing principles and techniques to improve the welfare of people and the physical, social and economic environment in which they live.

It is a carefully planned, long-term approach to changing human behaviour. The behaviour change may involve doing something new (covering up in the sun), doing something differently (washing the car on the grass rather than the side of the road) or stopping doing something altogether (drink driving). Social marketing is also used to help create environments that support the desired behaviour. Social marketing uses many commercial marketing principles and techniques. However it aims to benefit the target audience and society as a whole rather than make a financial profit". This activity may include social advertising programmes, public relations, advocacy, community engagement, stakeholder engagement, social media, etc.

Can you also please provide any and all documents that informed the establishment of ALAC, HSC and HPA, and any documents that informed the winding up of ALAC and HSC, and copies of the annual reports of these agencies from 1990 onwards.

Can you also please provide any documents relating to support for the use of the terms social marketing and health promotion and/or documents that discourage such use."

The Ministry of Health (the Ministry) has been advised that the information in the second part of your request is also closely associated with the functions of the Health Promotion Agency (HPA).

"Can you also please provide any and all documents that informed the establishment of ALAC, HSC and HPA, and any documents that informed the winding up of ALAC

and HSC, and copies of the annual reports of these agencies from 1990 onwards"

As a result, I have decided to partially transfer the second part of your request to the HPA under section 14 of the Act.

You can expect a response from the Ministry and the HPA in due course.

You have the right, under section 28 of the Act, to ask the Ombudsman to review my decision to transfer your request for information.

Yours sincerely

A handwritten signature in blue ink, appearing to be 'Nick Allan', written over a horizontal line.

Nick Allan
Manager
OIA Services
Office of the Director-General