

Tim Antric
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Ref: H201907197

Dear Mr Antric

Response to your request for official information

Thank you for your request for information under the Official Information Act 1982 (the Act) on 11 August 2019 to the Ministry of Health (the Ministry) for:

"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."

On 20 August 2019, your request was partially transferred from the Ministry to the Health Promotion Agency (HPA) under section 14(b)(ii) of the Act, as your request is also closely associated with the functions of the HPA.

My responses to your questions are as follows:

1. *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?"*

The Health Select Committee has proactively released submissions and advice to the public. The budget information of agencies funded by the Ministry to undertake advertising, campaigns or publications for the years 2008 to 2019 is publicly available. For this reason, your request for the budget information for these years is refused under section 18(d), as the information is publicly available on the New Zealand Parliament website:

<https://www.parliament.nz/en/search?Criteria.PageNumber=1&Criteria.Keyword=health&Criteria.TitleOnly=False&Criteria.DocumentType=Estimate+-+SC+summary&Criteria.Sort=Title&Criteria.Direction=Descending>

<https://www.parliament.nz/en/search?Criteria.Keyword=ministry+of+health&Criteria.DocumentType=Financial+review+-+SC+evidence&Criteria.ViewAll=1>

The budget information of agencies funded by the Ministry to undertake advertising, campaigns or publications for the years 1990 to 2007 is refused under section 18(g), as the information is not held by the Ministry and there are no grounds for believing the information is held by another department Minister of the Crown or organisation. The Act enables people to request official information from the Ministry. However, the Act only applies to information that is already held by the Ministry. There is no obligation on the Ministry under the Act to create information in order to respond to a request.

2. *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.*

The Ministry has identified 15 documents within scope of this part of your request. These are itemised in Appendix One to this letter, and copies of the documents are enclosed. Please note that the Ministry does not hold copies of all the annual reports for the Alcohol Advisory Council of New Zealand (ALAC) and the Health Sponsorship Council (HSC), as such, we are only able to supply the annual reports for certain years.

The annual reports for ALAC and HSC for the years 2003 to 2012 are publicly available on the New Zealand Parliament website. For this reason, your request for the annual reports for these years is refused under section 18(d), as the information is publicly available.

ALAC annual reports 2003 to 2012: <https://www.parliament.nz/en/pb/papers-presented/current-papers/?criteria.Keyword=e.26&criteria.Timeframe=&criteria.DateFrom=&criteria.DateTo=&criteria.ParliamentNumber=-1&criteria.Dt=Annual+report>

HSC annual report 2003 to 2012: <https://www.parliament.nz/en/pb/papers-presented/current-papers/?criteria.Keyword=e.45&criteria.Timeframe=&criteria.DateFrom=&criteria.DateTo=&criteria.ParliamentNumber=-1&criteria.Dt=Annual+report>

I understand that the HPA will provide the annual reports that they hold.


3. *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."*

Due to the substantial amount of work that would be required to research and collate the information, the Ministry is refusing this part of your request under section 18(f) of the Act. If you can email oiagr@health.govt.nz with specific campaigns you are interested in, we may be able to assist you.

I trust that this information fulfils your request. Under section 28(3) of the Act you have the right to ask the Ombudsman to review any decisions made under this request.

Please note that this response, with your personal details removed, may be published on the Ministry website.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'Sarah Turner', written over a faint circular stamp or watermark.

Sarah Turner
Deputy Director-General
Office of the Director-General

Appendix One: List of documents

#	Title	Decision on release
1	HR20111105: Health Crown Entity Change Project: Draft implementation Overview and Plan for Noting	Released with some information withheld under section 9(2)(a) of the Act, to protect the privacy of natural persons.
2	HR20111213: Health Promotion Agency Establishment Board: Memorandum to APH	Released with some information withheld under section 9(2)(a) of the Act, to protect the privacy of natural persons.
3	HR20111430: Health Crown Entity Change Project: December 2011 progress report	Released with some information withheld under section 9(2)(a) of the Act, to protect the privacy of natural persons.
4	HR20120437: Health Crown Entity Change Project: April 2012 progress report	Released with some information withheld under section 9(2)(a) of the Act, to protect the privacy of natural persons.
5	HR20120465: Establishment of the Health Promotion Agency [Briefing Request 201203/89]	Released with some information withheld under section 9(2)(a) of the Act, to protect the privacy of natural persons.
6	Cabinet Minute of Decision (CAB Min (11) 28/5)	Released in full.
7	Alcohol Advisory Council of New Zealand Annual Report 1992	Released in full.
8	Alcohol Advisory Council of New Zealand Annual Report 1993	Released in full.
9	Report of the Alcohol Advisory Council of New Zealand 1995	Released in full.
10	Report of the Alcohol Advisory Council of New Zealand 1999	Released in full.
11	Report of the Alcohol Advisory Council of New Zealand 2002	Released in full.
12	Report of the Health Sponsorship Council 1996	Released in full.
13	Report of the Health Sponsorship Council 1997	Released in full.
14	Report of the Health Sponsorship Council 1998	Released in full.
15	Report of the Health Sponsorship Council 1999	Released in full.