

18 June 2021

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Paul Jones

By email: [fyi-request-15529-exxxxxxx@xxxxxxx.xxx.org.nz](mailto:fyi-request-15529-exxxxxxx@xxxxxxx.xxx.org.nz)  
Ref: H202106586

Dear Paul Jones

### **Response to your request for official information**

Thank you for your follow up request under the Official Information Act 1982 (the Act) to the Ministry of Health (the Ministry) on 29 May 2021 for:

*“Would you please provide all documentation and notes discussing marketing and promotional material plans and ideas that incentivise persons to take the Covid vaccine.”*

Your request is refused under section 18(e) of the Act, as the information requested does not exist.

Under section 28(3) of the Act you have the right to ask the Ombudsman to review any decisions made under this request. The Ombudsman may be contacted by email at: [xxxx@xxxxxxxxx.xxxxxxxxxx.xx](mailto:xxxx@xxxxxxxxx.xxxxxxxxxx.xx) or by calling 0800 802 602.

Please note that this response, with your personal details removed, may be published on the Ministry website at: [www.health.govt.nz/about-ministry/information-releases/responses-official-information-act-requests](http://www.health.govt.nz/about-ministry/information-releases/responses-official-information-act-requests).

Yours sincerely



Joanne Gibbs  
**National Director Operations**  
**COVID-19 Vaccine and Immunisation Programme**