

**Megan King**

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**From:** Stephen Harris  
**Sent:** Wednesday, 23 June 2021 9:20 pm  
**To:** Atina Malik; Dom Harris; Jane Kelley  
**Cc:** Christine Ross; Laura Miller; Tara Swadi  
**Subject:** RE: Public comms wording of Elimination Strategy for MOH website

Looks good to me, thanks.  
Stephen

**Stephen Harris** | Group Manager Covid-19 Policy | Covid-19 Policy Response | System, Strategy and Policy | Ministry of Health | Mobile s 9(2)(a) | [Stephen.Harris@health.govt.nz](mailto:Stephen.Harris@health.govt.nz)

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**Megan King**

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**From:** Atina Malik  
**Sent:** Wednesday, 23 June 2021 5:32 pm  
**To:** Stephen Harris; Dom Harris; Jane Kelley  
**Cc:** Christine Ross; Laura Miller; Tara Swadi  
**Subject:** RE: Public comms wording of Elimination Strategy for MOH website  
**Attachments:** Elimination Strategy Page Content for removal.docx

Kia ora Dom,

Please see attached the doc containing MOH Elimination Strategy page content Tara and I thought can be taken out (marked with a strikethrough in the doc). Essentially, anything that is being discussed in the Cabinet paper (i.e. the pillar content) has been removed from the page, with the general definition of the Elimination Strategy staying the same.

@Stephen Harris and @Jane Kelley could you please check to see if you are comfortable with this? As mentioned by Dom below, this will only require GM level sign-out.

Many thanks,  
 Atina

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**From:** Stephen Harris <Stephen.Harris@health.govt.nz>  
**Sent:** Wednesday, 23 June 2021 4:43 pm  
**To:** Dom Harris <Dominic.Harris@health.govt.nz>; Atina Malik <Atina.Malik@health.govt.nz>  
**Cc:** Christine Ross <Christine.Ross@health.govt.nz>; Laura Miller <laura.miller@health.govt.nz>; Tara Swadi <xxxx.xxxxx@xxxxxx.xxxx.xx>; Jane Kelley <Jane.Kellxx@xxxxxx.xxxx.xx>  
**Subject:** RE: Public comms wording of Elimination Strategy for MOH website

Thanks Dom, yes that makes sense and is overdue cutting out of dead wood!  
 Stephen

Stephen Harris | Group Manager Covid-19 Policy | Covid-19 Policy Response | System, Strategy and Policy | Ministry of Health | Mobile s 9(2)(a) | [Stephen.Harris@health.govt.nz](mailto:Stephen.Harris@health.govt.nz)

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**From:** Dom Harris <[Dominic.Harris@health.govt.nz](mailto:Dominic.Harris@health.govt.nz)>  
**Sent:** Wednesday, 23 June 2021 4:41 pm  
**To:** Stephen Harris <[Stephen.Harris@health.govt.nz](mailto:Stephen.Harris@health.govt.nz)>; Atina Malik <[Atina.Malix@xxxxxx.xxvt.nz](mailto:Atina.Malix@xxxxxx.xxvt.nz)>  
**Cc:** Christine Ross <[xxxxxxxxx.xxxx@xxxxxx.xxxx.xx](mailto:xxxxxxxxx.xxxx@xxxxxx.xxxx.xx)>; Laura Miller <[laura.miller@health.govt.nz](mailto:laura.miller@health.govt.nz)>; Tara Swadi <[Tara.Swadi@health.govt.nz](mailto:Tara.Swadi@health.govt.nz)>; Jane Kelley <[Jane.Kelley@health.govt.nz](mailto:Jane.Kelley@health.govt.nz)>  
**Subject:** RE: Public comms wording of Elimination Strategy for MOH website

No problem Stephen,

The ask from MO is that we urgently update the elim strategy page on our website. Atina and Tara were going to review the current page, with a view of removing inaccurate content rather than adding anything new, noting that the strategy is with cabinet and the page will be updated following that. Tara spoke to Morehu and agreed that this could be done today rather than yesterday.

Because the intention was to 'simply' cut/remove content rather than introduce anything new, we thought his approach would require sign-out at GM level rather than DDG or above (as we'd likely need for new material). Of course, the world's changed a lot in the last 24 hours, but still think MO will want this actioned ASAP, as they can't respond to the already overdue WPQ until the site is updated.

Hope that's clear and happy to discuss further.

BW

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**From:** Stephen Harris <[Stephen.Harris@health.govt.nz](mailto:Stephen.Harris@health.govt.nz)>  
**Sent:** Wednesday, 23 June 2021 16:02  
**To:** Dom Harris <[Dominic.Harris@health.govt.nz](mailto:Dominic.Harris@health.govt.nz)>; Atina Malik <[Atina.Malik@health.govt.nz](mailto:Atina.Malik@health.govt.nz)>  
**Cc:** Christine Ross <[xxxxxxxxx.xxxx@xxxxxxxx.xx](mailto:xxxxxxxxx.xxxx@xxxxxxxx.xx)>; Laura Miller <[laura.miller@health.govt.nz](mailto:laura.miller@health.govt.nz)>; Tara Swadi <[Tara.Swadi@health.govt.nz](mailto:Tara.Swadi@health.govt.nz)>; Jane Kelley <[Jane.Kelley@health.govt.nz](mailto:Jane.Kelley@health.govt.nz)>  
**Subject:** RE: Public comms wording of Elimination Strategy for MOH website

Hi Dom,

I wasn't clear from talking with you yesterday afternoon what was required, so please be explicit; you'll recall I mentioned that Laura had been in touch with the MO, but obviously that preceded your discussion with Morehu. Laura is preoccupied today with the alert level shift issues.

Atina and Tara, am I correct in understanding you two had talked about this yesterday? Could you please together respond to Dom's request once it is clear what is being asked for.

I am in a meeting until 4.30pm.

Thanks  
Stephen

Stephen Harris | Group Manager Covid-19 Policy | Covid-19 Policy Response System, Strategy and Policy | Ministry of Health | Mobile s 9(2)(a) | [Stephen.Harris@health.govt.nz](mailto:Stephen.Harris@health.govt.nz)

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**From:** Dom Harris <[Dominic.Harris@health.govt.nz](mailto:Dominic.Harris@health.govt.nz)>  
**Sent:** Wednesday, 23 June 2021 3:53 pm  
**To:** Atina Malik <[xxxxx.xxxx@xxxxxx.xxvt.nz](mailto:xxxxx.xxxx@xxxxxx.xxvt.nz)>; Stephen Harris <[Stephen.Harris@health.govt.nz](mailto:Stephen.Harris@health.govt.nz)>  
**Cc:** Christine Ross <[xxxxxxxxx.xxxx@xxxxxxxx.xx](mailto:xxxxxxxxx.xxxx@xxxxxxxx.xx)>; Laura Miller <[laura.miller@health.govt.nz](mailto:laura.miller@health.govt.nz)>; Tara Swadi <[Tara.Swadi@health.govt.nz](mailto:Tara.Swadi@health.govt.nz)>; Jane Kelley <[Jane.Kelley@health.govt.nz](mailto:Jane.Kelley@health.govt.nz)>  
**Subject:** RE: Public comms wording of Elimination Strategy for MOH website

Thanks all,

Are we still going to get an updated (edited/shortened) version of the current page for update today as per MO's direction yesterday?

BW

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**From:** Atina Malik <[Atinx.xxxxx@xxxxxxxx.xxxx.xx](mailto:Atinx.xxxxx@xxxxxxxx.xxxx.xx)>  
**Sent:** Wednesday, 23 June 2021 13:02  
**To:** Stephen Harris <[Stephen.Harris@health.govt.nz](mailto:Stephen.Harris@health.govt.nz)>  
**Cc:** Christine Ross <[xxxxxxxxx.xxxx@xxxxxxxx.xx](mailto:xxxxxxxxx.xxxx@xxxxxxxx.xx)>; Laura Miller <[laura.miller@health.govt.nz](mailto:laura.miller@health.govt.nz)>; Tara Swadi <[Tara.Swadi@health.govt.nz](mailto:Tara.Swadi@health.govt.nz)>; Jane Kelley <[Jane.Kelley@health.govt.nz](mailto:Jane.Kelley@health.govt.nz)>; Dom Harris <[Dominic.Harris@health.govt.nz](mailto:Dominic.Harris@health.govt.nz)>  
**Subject:** RE: Public comms wording of Elimination Strategy for MOH website

Kia ora Stephen,

I had the same thought. I will work with Tara + team to have a draft mocked up by the end of the week and should have it ready for the DG's sign-out early next week.

Also, would you know when Nita is planning to send through the updated version of the ES A3 for us to review? Might be worth looking at that before finalising anything.

Ngā mihi,  
Atina

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**From:** Stephen Harris <[Stephen.Harris@health.govt.nz](mailto:Stephen.Harris@health.govt.nz)>  
**Sent:** Wednesday, 23 June 2021 11:52 am  
**To:** Atina Malik <[xxxxx.xxxxx@xxxxxx.xxvt.nz](mailto:xxxxx.xxxxx@xxxxxx.xxvt.nz)>; Christine Ross <[xxxxxxxxx.xxxx@xxxxxx.xxxx.xx](mailto:xxxxxxxxx.xxxx@xxxxxx.xxxx.xx)>  
**Cc:** Laura Miller <[laura.millxx@xxxxxx.xxxx.xx](mailto:laura.millxx@xxxxxx.xxxx.xx)>; Jane Kelley <[Jane.Kelley@health.govt.nz](mailto:Jane.Kelley@health.govt.nz)>; Tara Swadi <[Tara.Swadi@health.govt.nz](mailto:Tara.Swadi@health.govt.nz)>; Dom Harris <[xxxxxxxx.xxxxx@xxxxxx.xxxx.nz](mailto:xxxxxxxx.xxxxx@xxxxxx.xxxx.nz)>  
**Subject:** Public comms wording of Elimination Strategy for MOH website

Hi Atina,

I reckon we should be ready to give the updated MOH ES narrative its final spit and polish very soon. It has been unavoidable that this is awaiting Cabinet approval, but clearly the Minister's Office is focused on the need to refresh our public narrative, partly prompted by Chris Bishop's WPO. We can anticipate that once the relevant rec in the ES Cabinet paper is approved, the demand to have the fresh material up on our website will be immediate. (Separately you'll have noted that DPMC is asking its comms people to pimp the A3 Cabinet paper annex summary of the ES. We will probably want to attach that to our material – since this was also MOH input.)

Could we please have an agreed MOH draft on the wording ready early next week? Alex Marrett will want to run her eye over it in advance so let's get that to her by next Wednesday – ahead of the paper going to SWC that day, and to Cabinet on 2 July, insh'Allah!

Thanks  
Stephen

**Stephen Harris** | Group Manager Covid-19 Policy | Covid-19 Policy Response | System, Strategy and Policy | Ministry of Health | Mobile s 9(2)(a) | [Stephen.Harris@health.govt.nz](mailto:Stephen.Harris@health.govt.nz)

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**From:** Atina Malik <[Atinx.xxxxx@xxxxxx.xxxx.xx](mailto:Atinx.xxxxx@xxxxxx.xxxx.xx)>  
**Sent:** Tuesday, 8 June 2021 1:16 pm  
**To:** Stephen Harris <[Stephen.Harris@health.govt.nz](mailto:Stephen.Harris@health.govt.nz)>  
**Subject:** Public comms wording to use from Dec 2020 Review of Elimination Strategy

Hey Stephen,

I had a quick browse through the ES review doc from last year (attached) and found some wording that could support us in formulating the public comms around the new Elimination Strategy framework.

I have left a printed copy on your desk of the sections relevant to explaining the updated four pillars. We will definitely have to reword some of the sections, particularly around the 'Keep it Out' pillar, but I just wanted to get your gauge on how relevant you think this work still is to help us craft the public comms.

Cheers,  
Atina

**Atina Malik**  
 Policy Analyst  
 System Strategy and Policy  
 Ministry of Health | e: [atina.malik@health.govt.nz](mailto:atina.malik@health.govt.nz)