

27 October 2021

Erika Whittome

By email: fyi-request-16933-8d67a218@requests.fyi.org.nz  
Ref: H202113333

Tēnā koe Erika

### **Transfer of your request for official information**

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

- “1. How much of this Covid-19 strategy spending is allocated to :*
- vaccine marketing and advertising,*
  - paid adverts to Youtube (Alphabet) and Facebook -other vaccine public relations, - contributions of cultural competence to the NZ Herald, Mediaworks, The Universities of Auckland and Otago, and RadioNZ, -number vaccine disinformation analysts, including salaries or contractor positions,*
  - number of PR staff*
- 2. All 2020 and 2021 emails between the Minister of Health (or his staff) and Mrs Helen Petousis-Harris of the University of Auckland.”*

The Ministry believes the information you have requested in part 1 of your request is more closely aligned with the functions of the Department of the Prime Minister and Cabinet (DPMC). For this reason, I have decided to transfer part 1 of your request to DPMC under section 14(b)(ii) of the Act. You can expect a response from DPMC in due course.

The Ministry believes the information you have requested in part 2 of your request is held by the Office of the Minister of Health. For this reason, I have decided to transfer part 2 of your request to their office under section 14(b)(i) of the Act. You can expect a response from their office in due course.

I trust 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. The Ombudsman may be contacted by email at: [info@ombudsman.parliament.nz](mailto:info@ombudsman.parliament.nz) or by calling 0800 802 602.

Nāku noa, nā



Nick Allan  
**Manager OIA Services**  
**Office of the Director-General**

**Copy of Request:**

From: Erika Whittome <fyi-request-16933-8d67a218@requests.fyi.org.nz>  
Sent: Wednesday, 29 September 2021 3:41 pm  
To: OIA Requests  
Subject: Official Information request - Spending on vaccination marketing and email correspondence to Mrs Helen Petousis-Harris

Dear Ministry of Health,

The 2021/2022 budget has \$714 million allocated to Implementing the COVID-19 Vaccine Strategy MCA

(M36) (A21).

(<https://www.treasury.govt.nz/publications/estimates/vote-health-health-sector-estimates-2021-22-html> )

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-vaccine marketing and advertising,

- paid adverts to Youtube (Alphabet) and Facebook -other vaccine public relations, - contributions of

cultural competence to the NZ Herald, Mediaworks, The Universities of Auckland and Otago, and

RadioNZ, -number vaccine disinformation analysts, including salaries or contractor positions,

- number of PR staff

2. All 2020 and 2021 emails between the Minister of Health (or his staff) and Mrs Helen

Petousis-Harris

of the University of Auckland.

Yours faithfully,

Erika Whittome