



16 May 2022

Peter Russell  
fyi-request-18517-e00838d9@requests.fyi.org.nz

Ref: OIA-2021/22-1231

Dear Peter Russell

**Official Information Act request for advice regarding managing public perceptions and concerns about the COVID-19 vaccine**

Thank you for your Official Information Act 1982 (the Act) request received on 11 April 2022. You requested:

*"I request copies of any and all advice received by the government regarding how it can manage public perceptions and concerns about the SARS-CoV-2 "vaccine""*

Firstly, please note that we can only respond on behalf of information which the Department holds. You may wish to consider approaching other state sector agencies for their advice. A list of government agencies and website details can be found on the Te Kawa Mataaho Public Service Commission website ([publicservice.govt.nz](https://publicservice.govt.nz)).

I have decided to release to you the briefing *COVID-19 Sentiment and Behaviour Research July-September*, subject to information being withheld under section 9(2)(a) of the Act, to protect the privacy of individuals.

It is important to note that while the above briefing notes the overall themes and trends outlined in the Department of Prime Minister and Cabinet's reporting during 2021, The Research Agency, (who provided this information), later advised that some individual findings could have been interpreted or represented with greater clarity than originally presented. This was due to a number of factors, for example at the time, many reports were being collated which captured changes in sentiment and behaviours across an extended time period by a team facing significant workload pressures due to the evolving COVID-19 Response.

Another document within scope of your request, *COVID-19 Sentiment and Behaviour Research*, dated 22 June 2021, as well as other documents which may be useful to you, are publicly available on the Unite Against COVID-19 website:

[covid19.govt.nz/about-our-covid-19-response/proactive-releases/research/](https://covid19.govt.nz/about-our-covid-19-response/proactive-releases/research/)

Accordingly, I am refusing the remainder of your request under section 18(d) of the Act, as the information requested is publicly available.

In making my decision, I have taken the public interest considerations in section 9(1) of the Act into account.

You have the right to ask the Ombudsman to investigate and review my decision under section 28(3) of the Act.

We do not intend to publish this response on the Department of the Prime Minister and Cabinet's website.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'Ruth Fairhall', written in a cursive style.

Ruth Fairhall  
**Head of Strategy and Policy**  
**COVID-19 Response**