

Grant Bristow
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Tēnā koe Grant,

Your Official Information Act request, reference: H202205959

Thank you for your email of 4 May 2022, asking for the following which has been considered under the Official Information Act 1982 (the Act) for information relating to COVID-19 immunisation advertising costs targeting Māori.

Information relating to COVID immunisation targeting Māori.

“data/information relating to the following from the point in which the Pandemic began to most recent data. Could you also please provide statistics/information on advertising based on Maori.

- 1) Television advertising across all platforms.
- 2) Radio advertising across all platforms.
- 3) Internet/ web-based advertising across all platforms.
- 4) Advertising specifically relating to Social Media
- 5) Advertising across paper media, I.e. Newspapers
- 6) Advertising posters, handouts, literature etc.

To reach Māori audiences, Te Whatu Ora used targeted digital advertising across platforms including YouTube and Facebook to equip this community with the information they need to make a vaccination decision. This was done through videos and digital ads.

Please note Te Whatu Ora advertising approach for COVID-19 vaccination included both targeted and broad-based advertising. The broad-based advertising, while aiming to reach a wide range of people, was always created with Māori audiences in mind as part of the overall audience.

The total spent by Te Whatu Ora on advertising COVID-19 vaccination which specifically targeted a Māori audience was \$477,341. Please note, this amount is contained within the figures below and are not additional to them. They also include targeted Māori advertising on first and second doses of the COVID-19 vaccine, and on boosters.

The costs outlined in this response are exclusive of any advertising costs paid by DPMC for advertising of COVID-19 vaccinations, including television, radio, video on demand, print and out-of-home advertising. It is our understanding that these figures are being provided to you by DPMC.

Immunisation advertising costs:

Please provide breakdowns of the advertising relating to:

Immunization shots number one and two.

\$1,168,695 was spent on advertising for the first and second COVID-19 vaccinations.

Immunization boosters

\$539,291 was spent on advertising immunisation boosters.

Immunization for 12–16-year-old

Immunization for 5-11-year-olds

There was no spending on advertising immunisation for either 5 to 11 year old age group or the 12 to 16 year old age group.

Te Whatu Ora has also contracted Te Hiringa Hauora and the Ngāti Rangatahi group for a programme focussed on rangatahi Māori. The total cost of this programme was \$1,500,000 and the proportion of this spend which was on advertising is not available.

How to get in contact:

If you have any questions, you can contact us at hnzgovernmentservices@health.govt.nz.

If you are not happy with this response, you have the right to make a complaint to the Ombudsman. Information about how to do this is available at www.ombudsman.parliament.nz or by phoning 0800 802 602.

As this information may be of interest to other members of the public, Health NZ has decided to proactively release a copy of this response on Health NZ's website. All requester data, including your name and contact details, will be removed prior to release. The released response will be made available here.

Nāku iti noa, nā



Rachel Mackay

Acting Director

National Immunisation Programme

TeWhatuOra.govt.nz

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Te Kāwanatanga o Aotearoa
New Zealand Government