

7 February 2023

Joe McPhee  
[fyi-request-21405-df8e9a9a@requests.fyi.org.nz](mailto:fyi-request-21405-df8e9a9a@requests.fyi.org.nz)

Tēnā koe Joe

**Your Official Information Act request, reference: HNZ0009034**

Thank you for your request under the Official Information Act 1982 (the Act) received by Te Whatu Ora Health New Zealand on 20 December 2022 which requested:

*“A list of all celebrities, politicians, media personalities, social media influencers, that were paid to promote/advertise the covid-19 vaccine, and how much they were paid.”*

Te Whatu Ora Health New Zealand have not directly funded any incentives for getting vaccinated, which includes the paid promotion of the COVID-19 vaccine. However, it is important to note that functions that formally sat with the Ministry of Health, and now with Te Whatu Ora, have previously distributed vaccination-related funding to other agencies including the Health Districts, formally known as District Health Boards (DHBs). These agencies may have then provided funding to community organisations that offer incentives for getting vaccinated.

If you wish to seek further information from the Health Districts, you can find their websites at [www.tewhatauora.govt.nz/keeping-well/health-info-for-public/district-health-websites/](http://www.tewhatauora.govt.nz/keeping-well/health-info-for-public/district-health-websites/)

Therefore, your request for information regarding social media spending is refused under section 18(e), on the basis that the information requested does not exist.

**How to get in contact**

If you have any questions, you can contact us at [hnzOIA@health.govt.nz](mailto:hnzOIA@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](http://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 may 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 on our website.

Nāku iti noa, nā



**Astrid Koornneef**  
Interim Director, Prevention  
National Public – Health Service  
Te Whatu Ora – Health New Zealand