

28 April 2023

Ase
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Kia ora Ase

I refer to your Official Information Act 1982 (OIA) request of 5 January 2023 for information relating to Don't Guess the Yes campaign.

I apologise for not responding sooner and have responded to each of your questions below.

Is New Zealand Police the lead agency in this campaign?

While Police play a lead role in implementing Don't Guess the Yes (DGTY), it is a campaign that Police runs with a number of other organisations. Different partners and stakeholders enable the group to work together to best reach our communities and target audiences.

- 1. Copies of all material used in this campaign, with information about when and how each of the materials was used*

The following material listed below was produced (with photos attached for the majority of the items). This material relates to the latest iteration of DGTY launched in December 2022. These are still current and were last used across university orientation weeks this year.

Posters	Condom sleeves
Bar runner	t-shirt
Table talkers	Social media content
Pull up banners	Pens
stickers	

The purpose of the materials was to have them on display in environments where people may have been consuming alcohol and where their decision making may be impaired.

The material is also for visibility of people not consuming alcohol, so they can have awareness of some of the things possibly happening around them.

Some items were also designed to be handed out to the target audience as a timely reminder of key messages.

- 2. How and when was the campaign initiated*

DGTY first ran in 2017.

Police National Headquarters

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3. *What is the current status of the campaign?*

The main campaign elements for 2022/23 have run in line with what was done in 2017 however, Police is regularly working on opportunities to further develop messaging and opportunities.

4. *How has the campaign changed over time? What has driven such changes?*

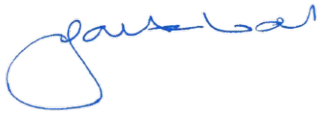
DGTY has evolved each year in regard to the Police staff and key partners that are involved. Hospitality establishments that display material has change dover the years, as well as the look and feel of the material, and the evolution of the message.

In terms of the overarching premise of DGTY – this has not changed significantly over the years. It has always been about changing attitudes and behaviours towards alcohol consumption and sexual consent.

Some useful information about the evolution over time can be found here:

[Wellington City Council](#)
[Hospitality NZ](#)
[New Zealand Police \(2020\)](#)
[New Zealand Police \(2022\)](#)
[RespectEd.](#)

Yours sincerely



Jane Archibald
Executive Director – Media and Communications
New Zealand Police

Pens



Table talker



Poster



Bar runner



T-Shirt



Stickers



Condoms

