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4 May 2023

Thomas A

By email: fyi-request-22360-f32cd899@requests.fyi.org.nz
Ref: H2023023001

Tēnā koe Thomas

Response to your request for official information

Thank you for your request under the Official Information Act 1982 (the Act) to Manatū Hauora (the Ministry of Health) on 3 April 2023 for:

"I would like to request a copy of the Ministry of Health Brand Guidelines. By Brand Guidelines, I refer to material that informs the use of the Ministry of Health brand identity. I would also like to request a copy of the Style Guide."

I have identified 2 documents within scope of this part of your request. All documents are itemised in Appendix 1 and copies of the documents are attached.

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 or by calling 0800 802 602.

Please note that this response, with your personal details removed, may be published on the Manatū Hauora website at: www.health.govt.nz/about-ministry/information-releases/responses-official-information-act-requests.

Nāku noa, nā



Sarah Turner
Deputy Director-General
Government and Executive Services | Te Pou Whakatere Kāwanatanga

Appendix 1: List of documents for release

#	Date	Document details	Decision on release
1	May 2022	Manatū Hauora – Brand Guidelines	Released in full.
2	August 2022	Communication Standards for Manatū Hauora – A style guide for written communications	



v4

Brand Guidelines

May 2022



OFFICIAL INFORMATION ACT 1982

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Our Ministry Values Ngā Uaratanga

Our culture is guided by our values and informed by our rich history, our current context, and our experience of how we work together to solve problems and deliver on Tā Tātou Rautaki | Our Strategy. Find out more about our values on the intranet.



Manaakitanga

We show care, inclusion, respect, support, trust and kindness to each other.

*'He aroha whakatō, he aroha puta mai'
If kindness is sown, then kindness you shall receive*



Whakapono

We have trust and faith in each other to do the right thing.

*'He tangata ki tahi'
A man who speaks once. A person who says something and sticks to it*



Kaitiakitanga

We preserve and maintain an environment that enables the Ministry and our people to thrive.

*'Ka mua, ka muri'
The past is clearly visible but the future is not. The future comes out of the past. The only constant is change*



Kōkiri ngātahi

We connect and work together collectively towards a common purpose.

*'He waka eke noa'
We are all in this together
'Mā pango, mā whero, ka oti te mahi'
Many hands make light work*

Introduction

The Ministry of Health Manatū Hauora is kaitiaki (steward) of the health and disability system with the vision to achieve pae ora – healthy futures for all New Zealanders.

Our mission is to have a fair, effective and sustainable system that people trust.

Our values help guide and inform how we deliver on our purpose as kaitiaki. They underpin how we work together within the Ministry and with the health and disability sector and public service colleagues and communities to achieve pae ora.

Our brand brings our vision, purpose and values to life in a way that guides and unites us. It is the distinctive style that defines our public image and unifies our communications. Our brand embodies trust and integrity and personifies our role as kaitiaki of the health and disability system.

These guidelines will help staff, partners and suppliers maintain consistency with our brand and its supporting elements across a variety of applications and channels.

Principles of the design

- ▶ We work together, make connections and collaborate.
- ▶ We're at the heart of the health and disability system.
- ▶ We act as kaitiaki – steward of the health and disability system.
- ▶ Our collective impact is felt across the sector, like the ripples from the hoe/waka.

Navigation is a theme that underpins the visual identity. The whakatauki 'He waka eke noa' can be interpreted as a waka we're all in, headed in the same direction – we're all in this together.

The eddies and ripples created by the hoe (paddle) and waka are the subtle impacts we create both within the organisation and more widely across the sector. These ripples remind us of our collective impact, responsibility and our role as kaitiaki.

These ripples are reflected as subtle design elements in the visual identity, and are coupled with a contemporary kōwhaiwhai pattern, the Ngutu Kura design, which embodies concepts of health, welfare and spiritual wellbeing.

Logos

Ministry of Health

This guide will ensure the correct minimum size, clear space, and the appropriate version of the logo is used.

The primary logo is to be considered first and only use an alternative if it will not work on the background or colour space.

Primary logo



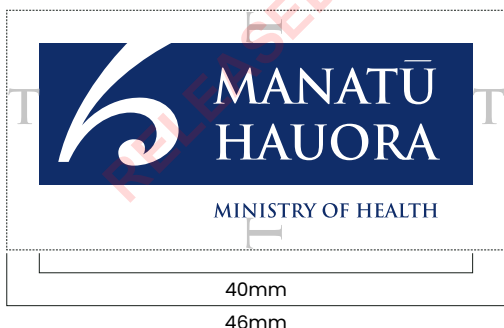
- i** Logo use requires sign off from an appropriate Ministry manager. Send logo requests and managers sign off to the Communications Team.
- ⚠** Do not skew, alter or crop our logo in any way.

Digital Secondary logo



- i** For use in digital space and only when the primary logo block of blue will have a negative visual impact.

Clear space



Clear space is the area around the logo which should be kept blank. It is defined as the width of the 'T' in 'Manatū' from the logo.

- i** The Ministry logo files come with built in clear space.

Minimum size



- i** Recommended size (width) for an A4 page is 40mm; use 30mm for smaller page sizes such as A5 and DL.

Ministry of Health logo variations

If the logo is unable to be produced in the brand colours it can be used in one of these variations.

⚠ No other variations should be made.

One colour – reversed



Black



White



Black – reversed



Ministry of Health icons

These icons are to be used where it is not possible to use the full Ministry logo, such as social media profile pictures, favicons, sharepoint websites.

Icon



i The icons can be reproduced in white, black or the primary brand colour. Both round and square variants are available.

Te Tuakiri o Te Kāwanatanga o Aotearoa | New Zealand Government Identity

The New Zealand Government Identity is used by the Public Service and some public sector agencies to identify how funds are being used to provide services, programmes and infrastructure.

The administration of the New Zealand Government Identity is the responsibility of Te Kawa Mataaho Public Service Commission.

The New Zealand Government Identity can be downloaded, along with full brand guidelines, from the Te Kawa Mataaho Public Service Commission website

www.publicservice.govt.nz/our-work/govt-brand

⚠ All external publications must display a New Zealand Government Identity.



Te Kāwanatanga o Aotearoa
New Zealand Government

Relative Scale to Ministry Logo



The height of the New Zealand Government Identity should be set to the height of the Ministry logo.

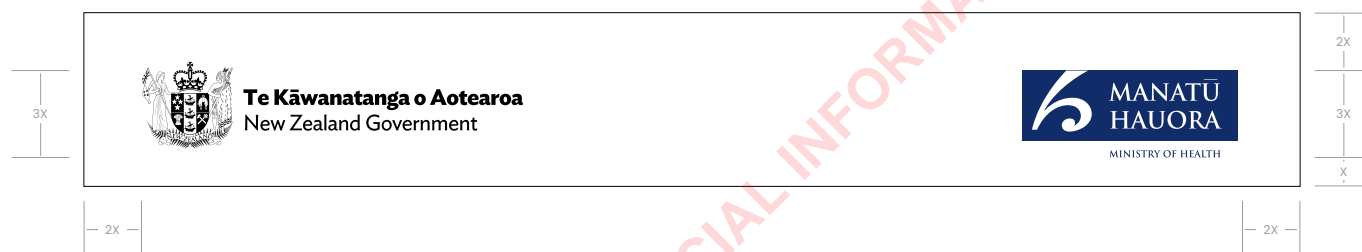
i Minimum height is 11mm, recommended minimum is 13mm.

Logo lock-up

The lock-up enables easy and consistent application of the Ministry logo and New Zealand Government Identity to documents. It should be placed at the top of the page for covers and at the base for posters. Further information and examples are on pages 9–10.

- ⚠ The standard height of the lock-up is 30mm. The height is the core measurement that determines the size and placement of the logos, not the width.

Lock-up dimensions



- ⓘ The Ministry logo height is half that of the lock-up. It is placed two thirds (2X) its height from the top of the lock-up and from the right margin. The New Zealand Government Identity is one the height of the Ministry logo and is vertically centred to the Ministry logo – it is 2X from the left margin.

Portrait lock-up examples

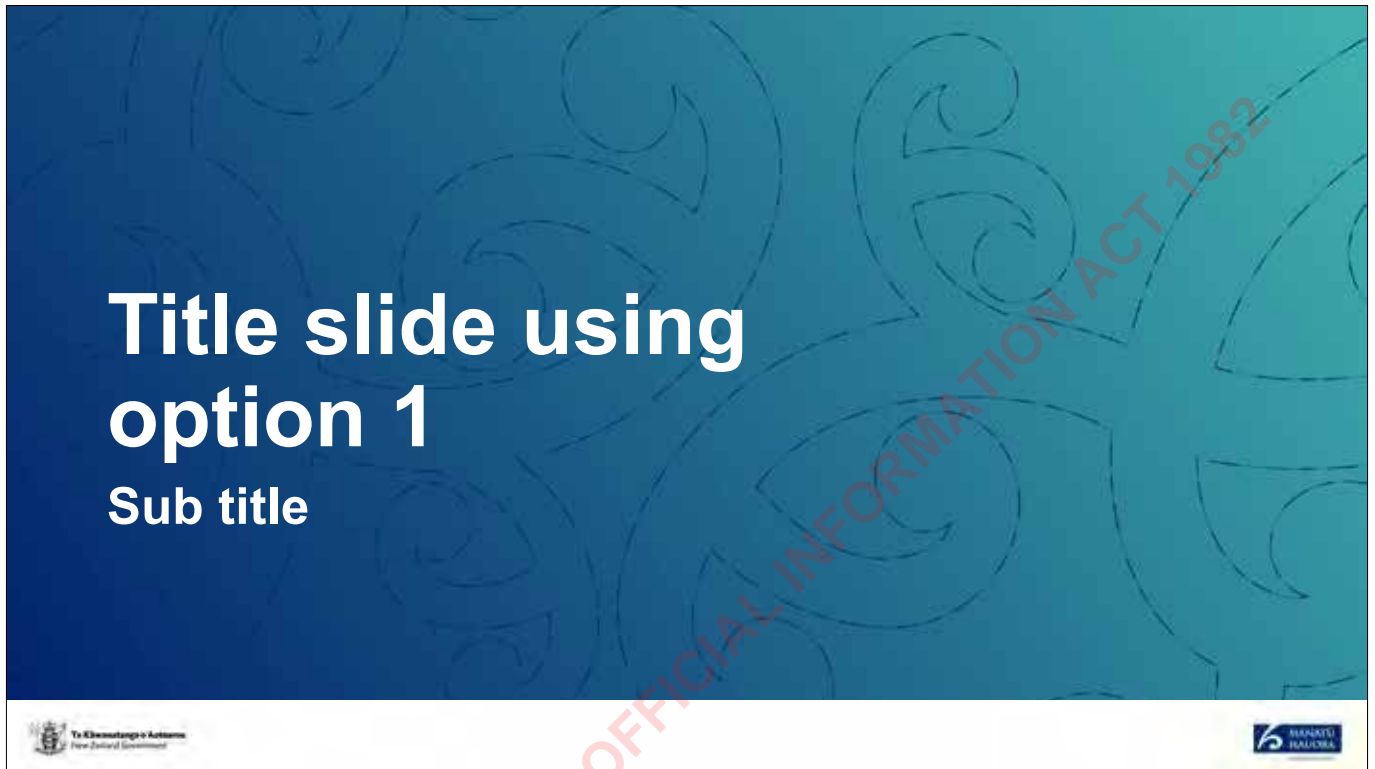


- i** The lock-up on a publication or document cover should be placed at the top of the page.



- i** The lock-up on a flyer or poster should be placed at the bottom of the page.

Landscape lock-up example



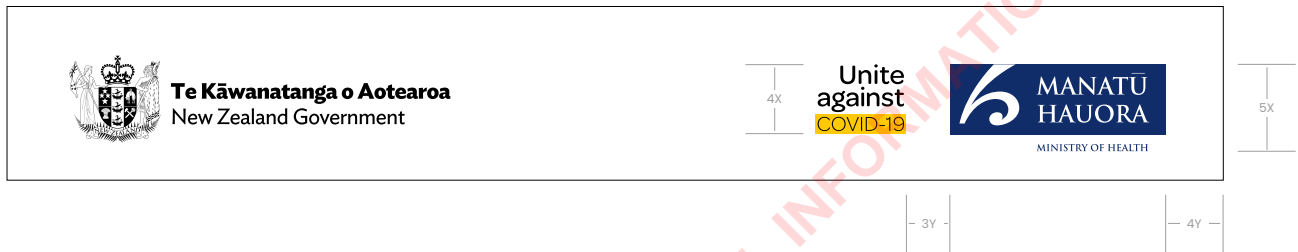
- i** The lock-up on a PowerPoint slide should be placed on the bottom of the slide

Co-branding and partnership

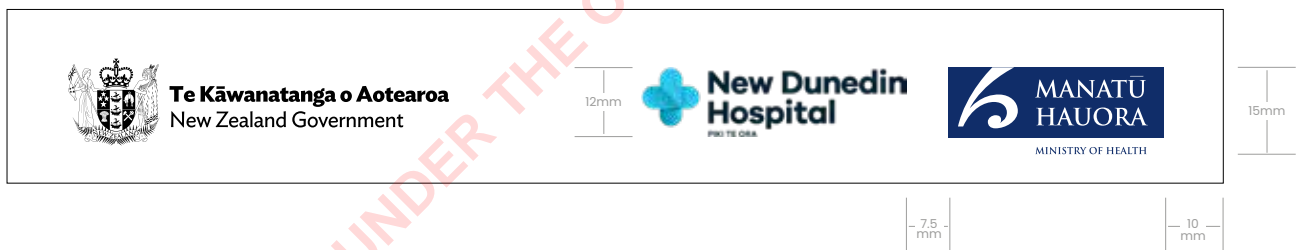
The lock-up enables easy and consistent application of secondary logos that are in partnership or co-branding with the Ministry.

i Below are relative dimensions and an example with actual mm measurements based on A4 portrait lock-up

Co-branded portrait lock-up (relative dimensions)



Co-branded portrait lock-up (absolute dimensions)




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Colour

Warm earth and forest greens are the foundation of the palette, linking to the original meaning of kaitiakitanga as guardian of the environment as well as signifying wellbeing, balance, harmony, renewal, growth, strength, hope, trust and knowledge.

Other colours can be used to add contrast and richness to diagrams, graphs, highlighting colour or a box out device. Fewer colours used in a document will have more impact.

Brand colour



Pukepoto
Dark Blue


PMS 280C
CMYK 100/90/35/20
RGB 35/48/93
HEX #23305D

⚠ Accessibility

- ▶ Not all colours are suitable for text or as a background colour with a text overlay. Ensure colour choice is suitable for use and complies with contrast and accessibility standards.

ℹ Contrast checking tool:
www.webaim.org/resources/contrastchecker

Supporting palette




Kākāriki
Green

PMS 569C
CMYK 80/20/60/20
RGB 31/128/106
HEX #1F806A




Kārikiōrangi
Turquoise

PMS 7459C
CMYK 80/30/25/10
RGB 27/131/160
HEX #1B83A0




Māwhero
Pink

PMS 709C
CMYK 0/70/40/0
RGB 237/108/119
HEX #F36279




Pango
Black

PMS 3C
CMYK 60/40/50/90
RGB 24/31/27
HEX #171F1A




Karera
Light Green

PMS 2251C
CMYK 80/0/70/0
RGB 0/168/112
HEX #00A770




Kikorangi ⚠
Blue

PMS 7472C
CMYK 65/0/30/10
RGB 75/175/176
HEX #4AAEB0



Kōwhai ⚠
Yellow

PMS 129C
CMYK 5/15/80/0
RGB 247/211/69
HEX #F7D346



Hāuratea ⚠
Light Brown

PMS 482C
CMYK 10/20/25/0
RGB 233/209/192
HEX #E8D1C0

⚠ Not suitable for text.

Fonts

Poppins

Poppins is a well designed legible font that comes in a variety of weights and styles and supports many language character sets including te reo Māori.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ĀĒĪŌŪāēīōū 1234567890

<https://fonts.google.com/specimen/Poppins>

Unna

Display font, only for large uses such as posters, headings, titles. Not to be used as body copy. The point size will need to be increased when using this font.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ĀĒĪŌŪāēīōū 1234567890

<https://fonts.google.com/specimen/Unna>

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Recommended text sizes

- i** Heading size, weight and colour may vary depending on the document needs.
- A** Point size and colour must comply with accessibility standards. Make sure there is enough contrast and the type is not too small (recommended minimum size is 9pt).

Poppins

Heading 0

i 54 point / 64 point leading

Heading 1

i 20 point / 26 point leading

Heading 2 / Intro

i 12 point / 16 point leading

Body copy

i 10 point / 14 point leading

Unna

Heading 0

i 64 point / 72 point leading

Heading 1

i 24 point / 28 point leading

Microsoft Office suite alternatives

These are the default fonts used in Word and other Microsoft office templates.

Segoe UI

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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Web pages

health.govt.nz

- ▶ Body font is Arial
- ▶ heading and intro font is Georgia
- ▶ homepage font is Fira Sans

consult.health.govt.nz

- ▶ Uses Delib/CitizenSpace default fonts
- ▶ There are limited theme options, logo, accent colour and homepage image.

CWP websites

The Common Web Platform(CWP) sites use the Ministry base theme (i.e. not custom builds) there is a limited font and colour set, based on the New Zealand Government Identity fonts, brand guidelines and accesibility requirements.

The New Zealand Government identity fonts

The New Zealand Government identity uses Ideal Sans as its primary typeface. Ideal Sans is a humanist sans serif favouring handmade letterforms with flared stems, fluted terminals, and very few symmetries. These attributes make Ideal Sans engaging at large sizes, perform well at small ones, and give the typeface a sense of warmth, craftsmanship, and humanity.

For general usage, outside of designed artefacts when Ideal Sans is not available, Source Sans Pro will be used. This font is available throughout all MS Office products.

Ideal Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Source Sans Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Graphic elements

Kōwhaiwhai

The Ministry has five kōwhaiwhai, each with their own unique meaning. The meaning of kōwhaiwhai should be used to add context, depth and value to the overall design of the document.

Symmetry and reflection are important design elements of kōwhaiwhai. Think about using those ideas when placing the kōwhaiwhai on a page.

i Be consistent with the illustration style of the kōwhaiwhai throughout the document.

⚠ Avoid using the kōwhaiwhai on an angle, alone in a corner, or to 'fill up space'.

Hononga



Joining, confluence, in particular how organisations are the joining points for outcomes. The pattern is also a reference to woven arts such as tukutuku.

Tipu



Growth, the idea of how kumara tend to grow better in groups, shelter and microclimate. There is independence, but also a dependence seen in the linking spirals.

Ngutu Kura



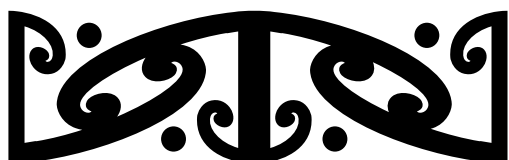
Spiritual and emotional welfare. The passing of knowledge between generations.

Whangai



The concept of nurture, the enclosure and protection of the vulnerable.

Tauawhi



Support, embrace.

Kōwhaiwhai – examples



Why do you want to know my ethnicity?

Having good information about the ethnicity of people using our services helps us plan health services to meet the needs of everyone in our community.

We ask for this information regularly to make sure our records are up-to-date.

It's up to you what you tell us about yourself. For example, you might identify with more than one ethnicity group, or the group you identify with may change over time.

We appreciate you sharing this information and we're happy to answer any questions you might have.

We'll store your information securely in line with the Privacy Act. You're welcome to see your information and make any changes.

FOR MORE INFORMATION
visit health.govt.nz or email 0800-377-7000

Poster with kōwhaiwhai background



Te Kāwanatanga o Aotearoa
New Zealand Government



MANATU HAUORA
MINISTRY OF HEALTH

**MINISTRY OF HEALTH
UPDATE**

Email banner

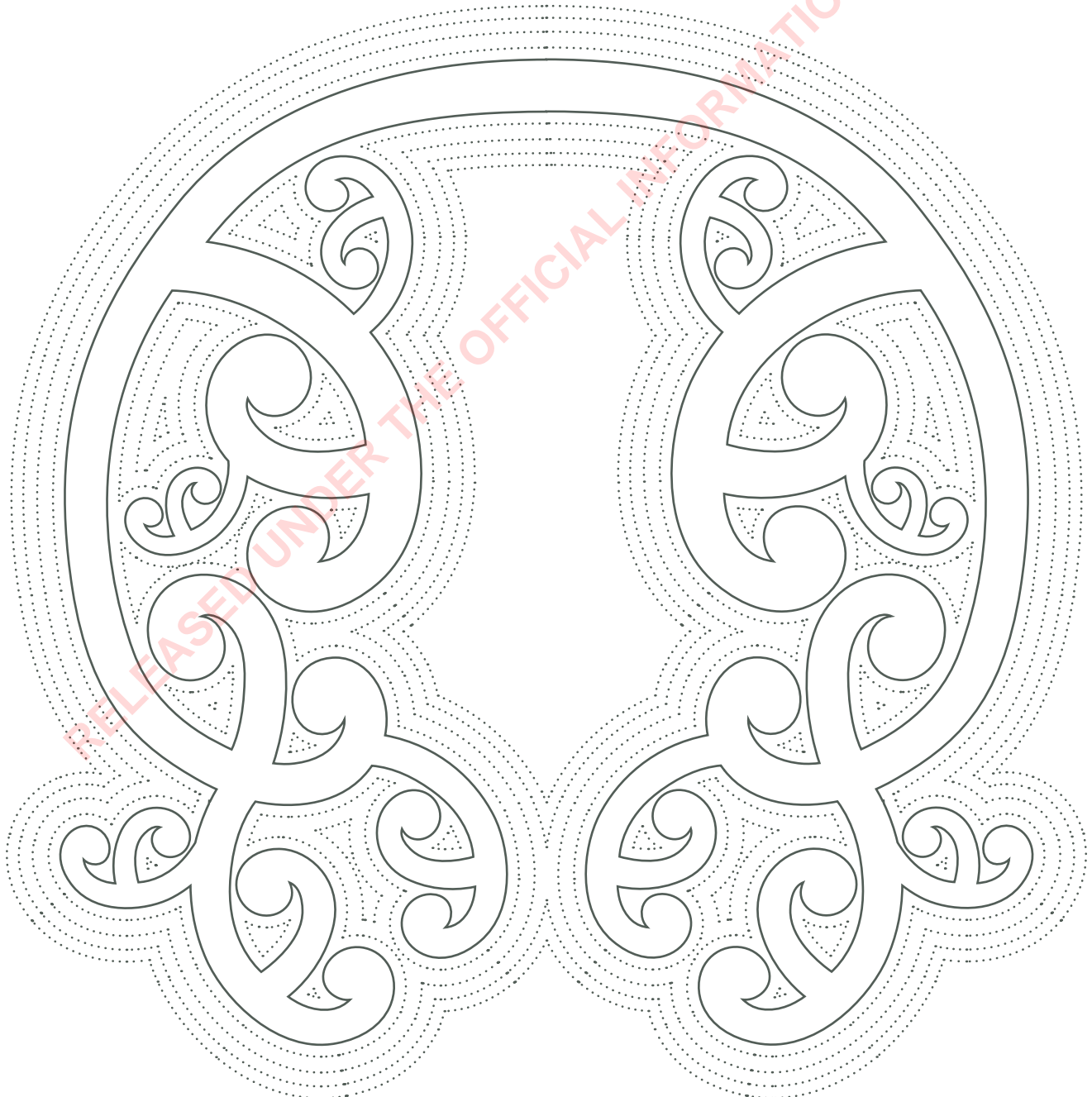
Ngutu Kura—Ripple (Internal)

The voyage creates vortices and ripples that travel inward and outward. These ripples remind us of our collective impact and responsibility.

The Ngutu Kura—Ripple is the primary internal identity device.

i The default weight for the device and supporting device is 2 pt.

A Do not apply a fill to the device or supporting device. It should be used as line art only.



Ngutu Kura

This kōwhaiwhai is based on the Ministry's ngutu kura which is the basis of the internal identity ripple kōwhaiwhai. It draws the illustration style from the Ngutu Kura—Ripple (Internal).

Position and size




The default position of the Ngutu Kura is the lower left corner of the page

The default size of the graphic device is 136 mm wide x 158 mm high.

The device can be flipped, scaled and rotated to fit the space, see examples on page 21.

- ⚠ Ensure that the device remains intact and is not skewed when resizing, flipping or rotating. Be respectful when using the device.
- ⚠ Take care not to cover people's faces, heads or other significant areas of a photo – the device should compliment the design, not overwhelm it.

Ngutu Kura – examples




Te Kāwanatanga o Aotearoa
New Zealand Government

MANATU HAUORA
MINISTRY OF HEALTH

Brand Guidelines

December 2020

Cover



Developing a strategy for health and disability data and information

The Ministry of Health is working with healthAlliance and other experts to develop a strategy to guide the way health and disability data and information is acquired, used and managed.

This is part of building a modern data and digital enabled system that is more connected and equitable, and which improves health and wellbeing outcomes for all New Zealanders.

The first step has involved engaging with the sector to understand the data issues people and organisations are facing to identify what should be included in the strategy. We heard from people working in the health and disability sector facilitated interviews and video discussions with existing data-focused groups, longer feedback from selected consumer forums within district health boards, and sought input from Māori data specialists.


What we found out

Sector organisations reported issues with access and data quality, manual processes to share information, lack of sharing between different sectors, and clinicians not being able to see clinical data and information across the continuum of care.

Messages from our engagement with other groups, experts and consumer bodies have emphasised the importance of complete and relevant health records supporting team care in different settings as well as the value of consumers being able to access, manage, and contribute to their own health records to support improvements to their health and wellbeing.

Priorities

We have identified the following enduring themes for the data strategy:



What next

We are now preparing a strategy and developing roadmaps to share with the sector and all interested in better use and management of health and disability data and information.

For more information
Contact Simon Ross at the Ministry of Health, xxxxxxxxxxxx@xxxxxxxx.xot.nz

Te Kāwanatanga o Aotearoa
New Zealand Government

MANATU HAUORA
MINISTRY OF HEALTH

Informational poster



Te Kāwanatanga o Aotearoa
New Zealand Government

MANATU HAUORA
MINISTRY OF HEALTH

Ministry of Health

Manatū Hauora

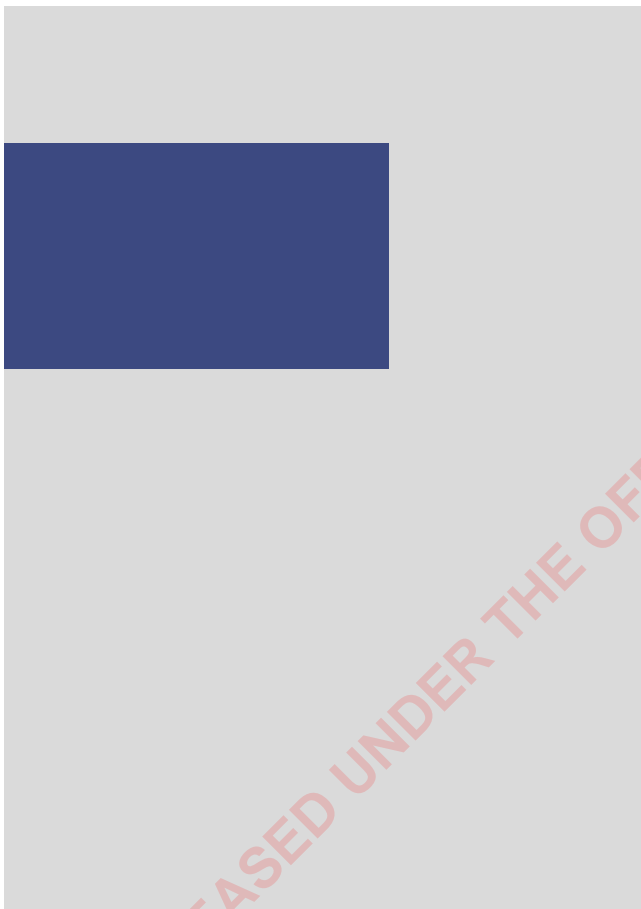
Banner

Banner

Block and tag

There are two foundation graphic elements – both can be used as title elements on cover and the tag can be used as a design throughout a document, or poster.

Block



The block element is used on publication covers for title placement. See page 23 for sizing and placement.

Tag



The tag can be used on covers in either margin and is vertically centred to the title. The tag can also be used through out a document next to page or section headings. It can also be used in other applications, such as flyers, to highlight the date or other important information.

Block

Size and position



Size, position and measurements of items on a page are all relative to each other and the page.

The cover page is broken down to 5 columns and 5 rows.

The Block is 3 columns wide and 1 row (+15mm) high. Text inside the block is vertically centred and sized to fit.

The Block sits 15mm below the lock-up (half the height of the lock-up) and extends down the base of the second row.

Example

3x 5x

2z

z

y

5y

Te Kāwanatanga o Aotearoa
New Zealand Government

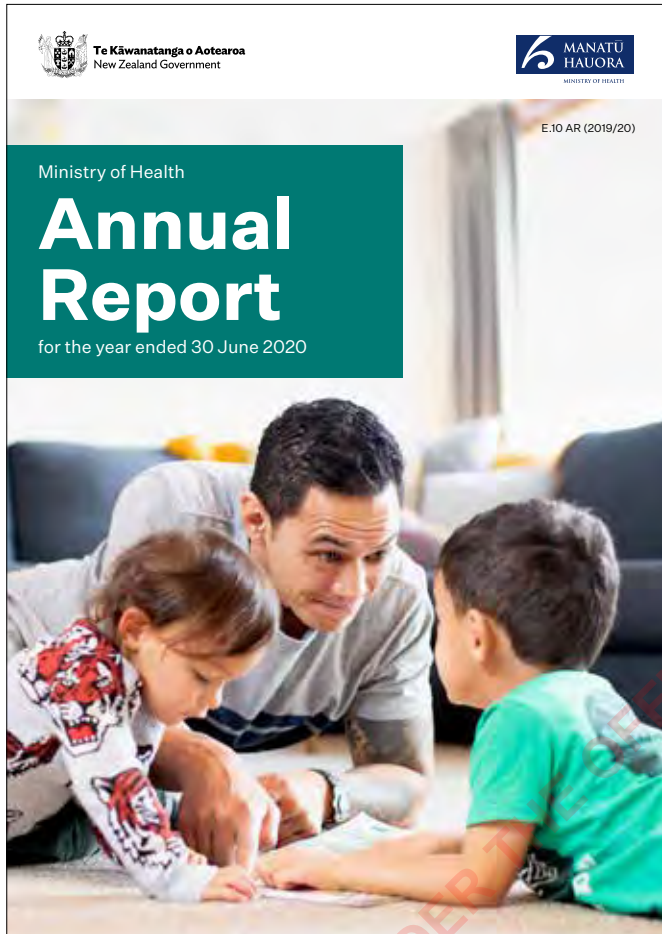
MANATŪ
HAUORA
MINISTRY OF HEALTH

**Report
title**

January 2021

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Examples



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Block - reversed

Size and position



Size, position and measurements of items on a page are all relative to each other and the page.

The dimensions and positioning is the same as the block (see page 23). The colour of the block is set to white with the left 5mm of the block set to a solid colour (tab).

- ⚠ The colour of title font should match the tab, when accessibility allows.

Tag

Size and position

		Report Title		January 2021

The tag is 5mm wide, sits on the right edge of the page, and top edge is aligned to the top of the second row (59.4mm on an A4).

The height of the tag should match the height of the title text, so two lines of text will make a taller tag.

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Example

- 5 -



Te Kāwanatanga o Aotearoa
New Zealand Government



Report title


January 2021



OFFICIAL INFORMATION ACT 1982

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Examples



National health information platform update

March 2021

Better data, better access, better sharing, better health and wellbeing

A Ministry of Health team is working in partnership with consumers and their whānau, and the sector, to deliver the national health information platform (nHIP) programme. A business case seeking investment in nHIP will go to Cabinet in the first half of 2021.

Better access to health information – anywhere, anytime

- nHIP enables a virtual electronic health record by drawing together a person's latest health data from trusted sources to create a view of that data as needed – rather than a single electronic health record.
- Consumers will have better access to their health information and can control who they share it with.
- Providers will have secure, easy access to patient information, in the right context and at the right time.
- There will be investment in new technology and in working with the health sector on enabling the technology services people use to interact with and share information. The nHIP programme will support sector uptake and innovation.
- Improving Māori health outcomes is a priority. nHIP will target equity challenges and identify ways to address these. The principles of Māori data governance will be incorporated.

Why change is needed

- Many of our health and disability information data sources aren't joined up, and there is variation in how data is collected and stored, and in its quality.
- Data is not always accessible to help a person receive the best health care for their needs.
- It is not easy for New Zealanders to access or control their own health data, or to share it with trusted family and whānau.
- We need to enable access to quality, up-to-date patient data:
 - to empower consumers to have more control over their own health information
 - so clinicians can provide the best possible care
 - for developing new models of care, and for improved planning, decision making and research.

Te Kāwanatanga o Aotearoa
New Zealand Government

MANATU HAUORA
MINISTRY OF HEALTH

HP2021-18822

Consumers and whānau at the centre

- Consumers and whānau must be at the centre of nHIP, so it works effectively and equitably for them.
- Along with the Department of Internal Affairs, we have worked with over 70 consumers and whānau, and health professionals to really understand the challenges.
- We learnt that these four key features should be prioritised in the project:
 - Delegation and authorising access – the ability to view, update and share information with permitted whānau and family
 - Customisable content to increase choice and control, allowing people to share the parts of their story they believe are most important
 - Wrap-around services to support the introduction and buy-in of new technology for consumers and health practitioners and improve the end-to-end health care experience
 - Establishing meaningful relationships within communities that will foster trust in the health care system for consumers and whānau.

“nHIP is an exciting and ground-breaking change and will transform the way people interact with health services and use their health information.”

Dr Ashley Bloomfield
Director-General of Health

Next steps

- A business case seeking investment in nHIP will go to Cabinet in the first half of 2021.
- A business case for investment in the first tranche of the programme is also being developed.
- A Request for Information (RFI) process was undertaken in November 2020 for the tranche one projects. This was part of the discovery process only; contracting for services and service partners will occur following business case approval.
- Tranche one will focus on quality and timely information sharing between service providers, leading to improved decision making and releasing time to care.
- Tranche one will include access for providers and consumers to health information such as demographics, enrolled practice, Community Service Card entitlements, prescribed and dispensed medicines, COVID-19 immunisation status, and summary primary care data (GP only) through multiple consumer and provider channels.
- As part of tranche one, consumers will have the ability to update information held in the NHl, such as their contact details.
- Tranche 1 will also deliver technology enablers such as digital identity and interoperability services.

“nHIP is not a new system – it is an ecosystem of data and digital services that comes together to enable a whole new way for a person's health information to be accessible and updated.”

Shayne Hunter
Deputy Director-General Data and Digital

More information about nHIP will be available on the Ministry of Health's website.
health.govt.nz/our-work/digital-health

Te Kāwanatanga o Aotearoa
New Zealand Government

MANATU HAUORA
MINISTRY OF HEALTH

Newsletter

Infections are getting harder to treat



World Antimicrobial Awareness Week
18 – 24 November 2020

Te Kāwanatanga o Aotearoa
New Zealand Government

MANATU HAUORA
MINISTRY OF HEALTH

Every voice counts

HAVE YOUR SAY ON DRAFT VAPING REGULATIONS
Consultation open 26 January – 5pm, 15 March 2021

Social media tile

Poster

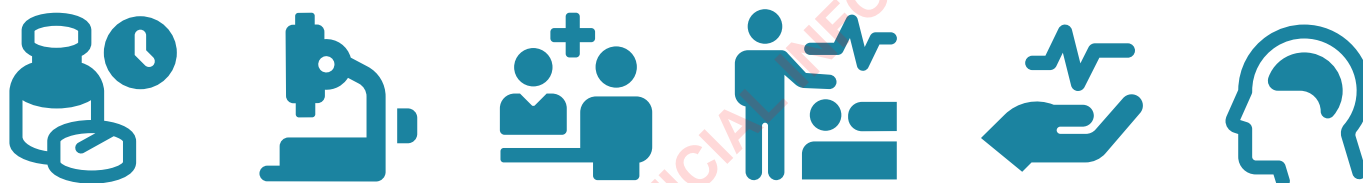
Icons and infographics

Our supporting colour palette (page 12) is ideal for statistics, data and infographics. The colours can be used as an accent, pull out key information or provide consistency across illustrations..

Consistent style of illustration across a publication, infographic or suite of documents is important to create a legible and cohesive experience for the reader.

▲ Consistent use of colour is important – if a colour is applied to an icon don't arbitrarily change it when used again in the document (unless there's a reason and it's clearly sign-posted).

✔ Icon set example 1 – consistent style



✔ Icon set example 2 – consistent style



✘ Icon set example 3 – inconsistent style (do not use)



Photography

Our people are at the core of everything we do and our approach to photography and video should reflect this.

Composition

Wide shots that allow for cropping for wide landscape, portrait, or square.

Consider cover elements.

Consider the brand and supporting colours.



People and equity

Photos are used to represent the diversity of people who work across the sector. Photography should have a naturalistic approach and reflect the type of organisation we want to be – approachable, inclusive, fun and ‘real’.

- Show equity, a variety of people, ethnicities, ages and walks of life.

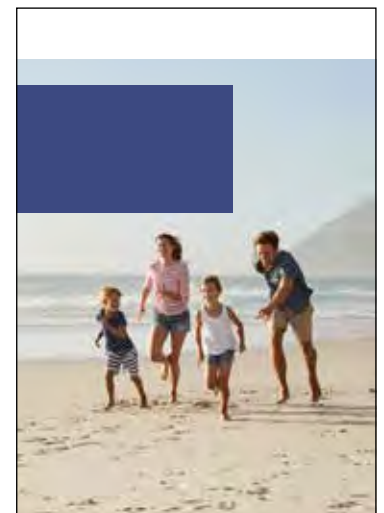
General considerations

Avoid generic stock photography. Take care not to crop out or cover heads and faces, or distort sections of culturally sensitive imagery.

Kōwhaiwhai or other patterns can be overlaid to add context to the imagery.

Photography budget should be considered as part of any bespoke design work.

Be mindful that subjects of photography follow best practice for the situation, eg, sun hats outside, healthy food (no junk), helmets on bikes or scooters, etc.



uView

Access to the Ministry’s image library can be requested by emailing designteam@health.govt.nz



Communication Standards for Manatū Hauora

A style guide for written
communications

August 2022

RELEASED UNDER THE OFFICIAL INFORMATION ACT 1982

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Introduction

The *Communication Standards for Manatū Hauora* is the primary resource for anyone in the Ministry writing to the public, ministers and others in the health sector. This style guide will help you write clearly for your audience.

Using these communication standards consistently across the Ministry ensures that our writing is understandable and there are no conflicting or unusual terms that could distract and confuse our readers. They set us up with a single, unifying tone that consolidates trust and confidence in the information we provide as an organisation.

Our communication standards also save time and resources by providing an answer when questions arise about our preferred style.

The focus of the standards is not generally a matter of 'correct' or 'incorrect' grammar or style but rather providing guidance for instances where many possibilities exist.

Over the following pages, you will find information on:

- our plain language standard
- our preferred styles for spelling and punctuation
- useful, commonly used terms
- our style for citing and referencing other texts
- our style for inclusive language and accessible formatting
- our preferred style for writing letters.

Whether you are writing content for online or printed copies; a fact sheet, a consultation document, a letter or a report to the Minister of Health, always refer to these *Communication Standards* to ensure your writing is clear, professional and fits our Ministry style.

If you don't find an answer to your question in these *Communication Standards*, contact the Publications team for further advice at publishing@health.govt.nz.

Our plain language standard

We use plain language because it is clear and easy for people to understand.

Voice and tone

Our writing is:

- clear and easy for people to understand
- friendly and accessible.

When we write, we use:

- plain, familiar language
- short sentences
- active voice most of the time
- inclusive language.

Structure

'Big picture' elements

- The purpose of the document is clear at the start.
- The content supports the purpose of the document.
- The structure of the document is clear and logical to your reader.
- Headings are informative and clearly signpost main messages.

Language elements

- Paragraphs are mostly short and focus on one topic.
- Sentences are mostly short and straightforward.
- The words are precise and familiar to your reader.
- The tone is friendly and accessible.

Presentation elements

- The layout helps your reader absorb the messages quickly and easily.
- The document is error free and follows the recommended style set out in these standards.

We also use the following resources for aspects of spelling, grammar and punctuation that are not covered in these standards:

- Oxford Dictionaries
oed.com (set to New Zealand English)
- Te Aka Māori dictionary
maoridictionary.co.nz.

Use plain, familiar language

Use precise and simple words. Let your ideas, not your vocabulary, impress the reader.

Use	Don't use
About	Regarding, concerning
Because	On the grounds that
But	However
Buy	Purchase
Do	Accomplish, operationalise
Expect	Envisage
Has	Comprises, consists of
Help	Assist
Imagine	Envision
Meet, work with	Engage with
Now	At the present time
Or, on the other hand	Alternatively
Provided	The provision of
To	In order to
While	Whilst

Avoid jargon and buzz words. Phrases such as ‘moving forward’, ‘circle back’ and ‘over the line’ might be commonly used by your team or colleagues but do not belong to clear, plain writing for a wider audience.

Use	Don't use
Affected	Impacted
Finished	Done and dusted
In the future	Moving forward
Let's meet	Let's touch base
Reason	Key driver

Keep it simple and concise.

Use	Don't use
It rained every day for a month.	A period of adverse weather set in.
Thank you for your reply.	We would like to acknowledge receipt of your response and we thank you for your feedback.
We accept your proposal.	We would like to inform you that your proposal has been accepted.
We used their services twice.	We utilised their organisational services twice.

Be positive and helpful

Write for your audience. The words you choose can make a huge difference to the reader's experience. Writing should reflect our values.

Use	Don't use
I need more details to be able to answer your questions.	Unfortunately I'm unable to proceed with your enquiry as I do not have sufficient information.
Thank you for your input.	We consider your input to have been valuable.

Keep sentences and paragraphs short

- Have one idea per sentence.
- Sentences should have an average length of 15 words.
- A paragraph is a group of closely related sentences. Begin each paragraph with a topic sentence that 'signposts' what will be covered in that paragraph.
- Keep subheadings between 3 and 8 words long. Avoid using questions in subheadings.
- Avoid complex sentence structures. For example:

Use	Don't use
The red fox jumped over the gate.	The fox, which was red, over the gate jumped.

Use the active voice

Use the active voice as much as possible, as it is stronger and clearer. The thing doing the action should be the subject of the sentence.

Active	Passive
The Ministry of Health implemented a pilot programme.	A pilot programme was implemented by the Ministry of Health.
The Minister of Health recommended additional funding.	Additional funding was recommended by the Minister of Health.
Exception: Use passive when the thing doing the action is unknown or less important.	
Passive	Active
Some errors were made in the calculation.	Peter made errors in the calculation.
The Minister of Health was concerned by the delay.	The delay caused concerns for the Minister of Health.

Use the right word

affect	(verb) To make a difference to ('I was affected by the cold')
effect	(noun) A result ('The effect was amazing') (verb) To bring about a result ('He wanted to effect a quick result')
alternate	Happening or occurring in turns. Every other, second option ('They meet on alternate Sundays')
alternative	Available as a choice or possibility, where there are 2 or more options ('Developing an alternative approach to treating the disease')
its	Possessive (belonging to it), no apostrophe. ('Its own')
it's	Short for 'it is' or 'it has'; use the apostrophe only if the words 'it is' or 'it has' could be substituted into the sentence ('It's windy today').
less	A decreased and uncountable amount (less rain, less money, less time)
fewer	A decreased and countable number (fewer people, fewer rooms)

Use inclusive language

Wherever possible, use verbal and pictorial examples that show different gender identities, different ethnicities, disabled people and people of different ages. Do not stereotype anyone.

For more information, see Appendix 2: Accessible communication.

Proofread your work

Check your document for spelling or typing errors, grammatical errors, unnecessary repetition and omission of words. (Don't rely on the spellcheck in Word; it will not distinguish mistakes like 'form' instead of 'from', 'manger' instead of 'manager' or 'heath' instead of 'health'.)

Remember to check:

- punctuation
- dates
- names and titles
- organisation names and acronyms
- website addresses
- facts (including all number amounts and the facts in footnotes)
- labels on graphs, tables and charts
- page numbers if used in the body text of the document
- headers and footers.

Formatting

Our standard templates have been developed to produce consistent and professional documents. Be sure to check formatting details in your document:

- capital letters
- hyphenation
- word breaks
- font style and size
- heading styles and positioning
- alignment, margins and spacing.

For more information about formatting documents and making them accessible for people, see Appendix 2: Accessible communication.

Te reo Māori

We use:

- plain font for words in te reo – do not use italics
- macrons where required
- the same rules for capitalisation as we would for English.

We don't use an apostrophe to indicate possession or belonging with places, tribes or entities, or hyphenate Māori with English words.

Example

Use	Don't use
The mayor of Kaikōura	Kaikōura's mayor
Care based around whānau needs	whānau-based care

For more information about using te reo see Appendix 2: Accessible communication.

Our style

Ampersands

Avoid using ampersands (&) unless it is part of a title, for example, Capital & Coast DHB. We don't use ampersands in our own titles at the Ministry (eg, People and Capability).

Abbreviations and acronyms

Avoid abbreviations and acronyms unless they are familiar to your audience (eg, ACC, Pharmac).

Where the name of an organisation or publication is abbreviated in the text, write the name in full the first time it is used and show the abbreviation in brackets immediately after the words.

Example

The World Health Organization (WHO) was established in 1948 as the directing and coordinating authority in global public health within the United Nations system. The WHO Western Pacific Region is home to more than one-quarter of the world's population, stretching over more than one-third of the distance around the globe.

If an acronym is better understood than the full text, use that.

Use abbreviations such as 'eg', 'ie' and 'NB' sparingly and only inside brackets (ie, like this) or in references, figures and tables. Do not use in text – spell out as 'for example,' and 'that is,' respectively.

NZ or New Zealand

Use NZ sparingly, generally only in references, figures and tables. When using NZ, it's 'an NZ law' not 'a NZ law'. This is because NZ is pronounced with a vowel sound – 'en zed'.

Species names

The genus (eg, *Escherichia*) but not the species (eg, *coli*) may be abbreviated after first appearing in full; thus use *Escherichia coli* and subsequently *E. coli*. (Note that a full stop follows the abbreviation to comply with international style conventions.) Use enough letters to avoid confusion (eg, *Strep.* for *Streptococcus*, *Sal.* for *Salmonella*, *Sh.* for *Shigella*).

Brackets

Use round brackets (or parentheses) to enclose remarks that are not part of the main statement.

Punctuation sits outside the bracket (like this). If the brackets surround a separate sentence, put punctuation inside the brackets.

Examples

Hepatitis A (which used to be called infectious hepatitis) is one of 3 kinds of viral hepatitis.

For several years the rate increased (from 5% to 18%).

Try to choose foods from the 4 food groups. (For more information, see page 305.)

Capitals and lower case

Always use lower case unless the word is part of a name or a proper noun. It can be tempting to capitalise nouns such as general practitioner, but they should be in lower case if they are not part of a name.

Examples

Jemaine Clement is a general practitioner and member of The Royal New Zealand College of General Practitioners.

The reporter criticised the Minister of Health on the basis that ministers should not mix public and private business.

The Government will release its budget today. Election day is when the people decide the next government.

The High Court noted that a court should be cautious about interfering in political matters.

Lower case

Use lower case for:

- generic titles, for example, 'As you know, doctors, chief executives and managers are usually busy people'
- the names of diseases, syndromes, signs, symptoms, for example, listeria, tuberculosis, shingles
- generic names that are not trademarked, for example, amoxicillin, aspirin.

Upper case

Use capitals:

- for legislation, specific international treaties, conventions and protocols; for example, Official Information Act 1982; Health and Disability Services (General) Standard
- for trademarked brand names; for example: Penbritin, Amoxil, Aspro.

Capitalise the following:

- The Budget
- Cabinet
- Crown, but Crown entities
- Department of the Prime Minister (as in the Department of the Prime Minister)
- Government, when describing the government of the day, but government when referring to the government in general terms
- Member of Parliament
- Minister of Health
- Parliament, but parliamentary
- State
- The Treasury
- Vote (as in Vote Health).

For more examples of when to use upper and lower case, see 'Our preferred spelling for words'.

Collective and plural nouns

In most cases collective nouns are singular. For example, 'Today the Ministry has moved' not 'today the Ministry have moved'.

An exception to this rule is the media which is plural. For example, 'the media have taken a keen interest in this issue'.

Plural nouns

You don't need to add an extra 's' after noun or names ending in 's'. Exceptions are OK where the alternative reads more naturally.

Examples

Department of Internal Affairs' address

The businesses' share prices have risen.

Commas in a list

The Oxford, or serial comma, is the comma used before an 'and', 'or', 'but' in a list of three or more items. Use the Oxford or serial comma only if it makes a list in a sentence easier to understand.

Example

This includes things like the family home, cars, furniture, and money like superannuation and wages.

Dates and time

The order for dates is: day, month, year. Do not use commas between the elements in a date or time.

Example

23 February 1975

Use a slash for a range of financial years. Use '2020/21' rather than '2020/1'.

Express decades as the 1970s (not the 1970's or the '70s).

For times, do not use a space between the figures and the 'am' and 'pm' (written without full stops).

Example

The meeting starts at 3.30pm tomorrow.

Fonts

Segoe UI, Arial and Georgia are the default fonts used in Word and other templates.

For many documents, our standard font for text and headings is Arial 11 point. This includes Manatū Hauora correspondence, Cabinet submissions, replies to Official Information requests, and presentations made to external agencies, departments and community groups. For briefings to Ministers, our standard font for text and headings is Segoe UI 11 point.

For Cabinet papers, see the Cabinet policy paper template on the Department of the Prime Minister and Cabinet website at:

dpmc.govt.nz/publications/cabinet-policy-paper-template

Webpages' fonts are set automatically. Draft your document using default Word styles.

Hyphens and dashes

Only use a hyphen for compound adjectives that come before a noun.

Example

Use	Don't use
a well-known leader	The leader was well-known.

Many compound nouns are commonly accepted and do not need a hyphen. However, some still need a hyphen, for example, 'passer-by'.

Example

Use	Don't use
online	on-line
cooperate	co-operate

Dashes

Em-dash

Try to avoid using dashes to separate 2 thoughts in a sentence. Instead use a comma, or write shorter sentences.

You can use an em-dash (—) to:

- separate 2 thoughts in a sentence
- signal a change in tone
- indicate the author of a quote.

Include a space before and after an em-dash.

Example

The clinics are for anyone delivering digital services — public or private sector.

Italics

Never use italics for emphasis. This is because we want to make our writing accessible for everyone and people with visual impairments can find italics difficult to read. Use italics for the:

- titles of publications, newspapers, journals and newsletters
- names of parties in the citation of law cases; for example' *Donahue vs Stevenson*
- scientific names of biological organisms (eg, *Salmonella* causes salmonella enteritis).

Links

Links to websites should have meaningful names that describe to people where they will go and what they will find.

If you include links in a document that might be printed out, include as much information as possible.

Examples

on the Ministry of Health website (health.govt.nz) and the Te Whatu Ora website (tewhatauora.govt.nz)

You can find out more about Te Tiriti o Waitangi Framework on the Manatū Hauora website at health.govt.nz/our-work/populations/maori-health/te-tiriti-o-waitangi.

If you have a list of links, you can use a bulleted list, depending on what works best for the text. Use short URLs when possible.

Remove:

- 'http://' from the start
- 'www' if the address will work without it
- the forward slash from the end of the address
- any full stop at the end, unless it is inside brackets.

Writing links for web content

If you are writing links for a web page, wherever possible place links below the sentence or list they refer to. If the link works best at the end of a sentence, then use brief lead-in text so that the link makes sense.

Example

How to take a rapid antigen test

If you are linking to a download, include the title of the document, file format and file size.

Example

Content tracking template (XLS 34KB)

Lists

Bulleted lists

Always format bullet lists consistently.

When introducing bullet points with a phrase or clause:

- the phrase or clause ends with a colon
- each bullet point begins with a lower-case letter
- there is no end-of-line punctuation until the last point
- the second-to-last point does not end with 'and' or 'or'
- the last point ends with a full stop.

When the bullet list is introduced by a complete sentence, the style is different.

- The introductory sentence does not end with a colon but with a full stop.
- Each bullet point begins with a capital letter.
- If the bullet points are all complete sentences themselves, they each end with a full stop.
- If the bullet points are a list of phrases or terms rather than complete sentences, only the final bullet ends with a full stop to clearly indicate the end of the list.

For lists within a bulleted list:

- indent further
- separate the points with the next level of bullet in Word
- distinguish any further levels by:
 - continuing to use the next level of bullet in Word
 - indenting further.

Numbered lists

Follow the same style as for bulleted lists above. Do not use brackets around your numbers; use a full stop after the number.

1. For a list inside a numbered list, use an 'a, b, c' system, preceded by a colon, and:
 - a. do not use a capital letter to start the point
 - b. indent consistently, inside the numeric system. Try to avoid a list that mixes phrases/clauses with complete sentences and even groups of sentences (as here). If a new sentence is unavoidable, do not put a full stop at the end of the sentence, to keep with the style of the list

- c. if you need a third level, use small roman numerals preceded by a colon, and ensure that you:
 - i. indent the points one more tab space, so it is very easy to distinguish between the end of a level and the end of the overall list
 - ii. do not use initial capitals
- d. finish your list with a full stop.

Macrons

A macron is a short dash placed above a vowel in the Māori alphabet (eg, ā, ō, ū) to indicate a long vowel sound. We need to make sure we use macrons correctly because macrons can change the meaning of a word entirely.

Some te reo words with macrons that you might use often include:

- Manatū Hauora
- ngā mihi
- Tairāwhiti
- tāngata whenua
- Taupō
- tēnā koe
- Waitākere
- Waitematā
- whānau.

Keyboard setup for macrons

Confirm the Māori keyboard is enabled. Look beside the battery icon in the system tray and select the Māori keyboard. "MI" is the Māori keyboard.

Once the Māori keyboard is enabled, to add a macron, tap the ~ (tilde) key then the letter. The ~ key is usually found top left under the Esc (escape) key.

To enter a macronised capital vowel, tap ` , then hold down shift and tap the vowel, for example,

`A = Ā.

Note: You don't need to hold down ` while you tap the vowel, just press ` then tap the vowel.

Measurements

Always use symbols and write the number in figures.

Example

Walking 10km every day in 30°C helped Sam lose 5kg in weight.

Numbers

Use numerals instead of words for all numbers.

Example

There were 2 committees and 5 meetings to plan the parade but only 99 of the town's original 354 settlers could attend.

Separate thousands with a comma rather than a space. For example, use '1,000', '200,000', '10,000'.

Other rules for numbers

- When a number begins a sentence always spell it out, unless it's a year.
- If a heading starts with a number, write it as a word, unless it's a year.
- Use words for zero and one. Avoid using 0 and 1 if numerals could cause confusion with letters.
- Abbreviate large whole numbers to a single numeral and its denomination (for example, 5 million not 5,000,000).
- Use numerals for page numbers, street numbers and years (never spell out).
- Use numerals for quantities that involve a unit of measurement (eg, 5kg, 32 MB, 7 metres, 2 inches, 5%).
- Use numerals in tables, figures and graphs (never spell out).
- Hyphenate the numbers twenty-one to ninety-nine when they are written in full.

Ordinal numbers

Ordinal numbers tell you the position of something, such as first, second, third. Use words for ordinal numbers from first to ninth.

Examples

- The second referendum
- The 10th flag

Rates

Use 'per' not a slash to express rates in text and brackets. Use a slash in figures and tables.

Example

The rate for non-Māori was 56 per 100,000.

Ranges

There are two common phrases for expressing a range of numbers:

- 'between ... and'
- 'from ... to'.

Write	Don't write
It costs between 5 and 6 times more than last year.	It costs between 5–6 times more than last year. It costs between 5 to 6 times more than last year.
It is cheaper from the months of September to November.	It is cheaper from the months of September–November. It is cheaper from the months of September and November.
Children between the ages of 5 and 16 years were more likely to succeed.	Children between the ages of 5–16 years were more likely to succeed.

Use 'to', not a dash, for spelt-out numbers; for example:

Five to eight subjects drank only water

not:

Five–eight subjects drank only water.

Where a range involves measurements, percentages or ages, use numerals and an en dash (–) with no space on either side, not a hyphen (-) to indicate 'to'.

Examples

14–20kg

2–3%

18–24 years.

When expressing a single age, you can use: 16-year-olds. When expressing an age range, try to avoid saying: 5- to 16-year-olds. While this is strictly correct, it is cumbersome and makes it difficult to insert a dash. To avoid the problem, rephrase wherever possible.

Examples

participants aged 5–16 years

between the ages of 5 and 16 years

from the ages of 5 to 16 years

Quotation marks

Use single ‘curly’ quotation marks for small sections of quoted material (less than four lines). If the text is over 4 lines, indent it and offset it as a block quote. Do not put quotes into italics.

If the quoted text goes over more than one paragraph, use opening quotation marks at the beginning of each paragraph and a closing quotation mark at the end of the last paragraph only.

Use quotation marks to separate article titles and chapter or section headings for example:

The article ‘Report tackles problem of glue ear’ appeared in this week’s newsletter.

Place punctuation that is not part of the quoted text outside the quotation marks, for example:

To exit, press ‘Return’.

Direct speech

If the sentence does not start with direct speech, use a comma before the opening quotation marks and begin the speech with an initial capital, for example:

He said to her, ‘It’s not fair.’

If the speech starts the sentence, end the speech with a comma then closing quotation marks. The rest of the sentence will follow; for example:

'I am tired of hearing that,' she told him.

If direct speech is broken up by a phrase indicating who is talking, continue the sentence with a lower case letter, for example:

'You say that,' he said, 'but I'm sure you don't mean it.'

Use double quotation marks for a quote within a quote, for example:

'The customer told us, "That was useful", which was good to hear.'

Percent

Use '%' in narrative text. Always use '%' in tables and figures.

References

Our standard form of referencing is the author–date system of referencing.

Citations in the text should give the author's surname (or name of organisation) followed by the year. There is no punctuation between the name and year.

(Smith 2010) and (Ministry of Health 2011)

References sit in a list at the end of the document and are formatted as: Author. Year of publication. *Title*. City of publication: Publisher.

Ministry of Health. 2016. *The Health of New Zealanders*. Wellington: Ministry of Health.

For more detailed guidance on formatting and reference style, see Appendix 1: References.

Semi-colons

Avoid semi-colons or comma splices. Instead, write 2 sentences, or separate the clauses using an em dash with a space on either side.

Spacing

Leave one space between sentences.

Telephone numbers

Follow this format:

- local: (09) 495 0345
- mobile: 021 234 4321
- international: + 64 9 495 0345
- numbers with an extension: (09) 495 0345 extn 213.

Titles

When writing a person's full official title, use capital letters.

Examples

the Minister of Health
the Director of Mental Health

Abbreviate titles of distinction and qualifications following a name and set them in small capitals without full stops, for example, Valerie June FRS, FRCNZ, FCANZ.

Use initial capitals for titles that appear before a person's name. Do not use a full stop after abbreviated titles such as Dr.

Examples

Professor Michael Baker
Dr Andrew Old

Use titles for knights and dames as Sir (Name) and Dame (Name).

Examples

Dame Karen Poutasi
Sir Brian Roche
Tā Mason Durie

Knights and dames do not use 'Dr' before their name (even if they have that status).

Example

Sir John Smith KNZM PHD

For more information about titles for knights and dames , see the Titles and styles of knights and dames webpage on the Department of the Prime Minister and Cabinet website at: dpmc.govt.nz/our-programmes/new-zealand-royal-honours/honours-lists-and-recipients/information-honours-recipient/titles-styles-knights-dames

For more information about forms of address see Appendix 3: Writing letters.

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Our preferred spelling

This list has commonly used acronyms, terms and preferred spelling we use in our writing.

ACART	Advisory Committee on Assisted Reproductive Technology
Act	initial capital for a piece of legislation. Note, the first mention of a named Act must be followed by its date (eg, the Privacy Act 1993)
advisor	and advisory, do not use 'adviser'
AIDS	capitals, no full stops. Note, this is the abbreviation for acquired immunodeficiency syndrome, which is caused by the HIV virus
Anzac	note lower case for Anzac Day, but ANZAC for Australian and New Zealand Army Corps
Associate Minister	note capitals
Aotearoa New Zealand	note order
caesarean	note lower case
chapter	usually lower case (eg, 'see chapter 3'), if the chapter is actually labelled 'Chapter 3', use upper case (eg, 'see Chapter 3')
cisgender	those who identify with the sex/gender they were assigned at birth
Community Services Card	note initial caps
COVID-19 or COVID	note full capitals and hyphen. This is the abbreviation for novel coronavirus
data	in modern non-scientific use, data is treated as a mass noun (like information) that takes a singular verb. 'Data was collected over a number of years.' 'The data shows an increase of 5%.' This is widely accepted in standard English and is the Ministry's preference.
Deaf	the capitalised D is used to denote a distinct cultural group of people who are deaf, use the New Zealand Sign Language (NZSL) as their first or preferred language, and who identify with the Deaf community and Deaf culture
Deputy Director-General	note position of hyphen
Deputy Directors-General	hyphenated (plural 's' on 'Directors')
DHB	district health board, capitals when it is part of a title; for example, 'Waitematā District Health Board is one of 3 Auckland district health boards'
Director-General	hyphenated
Directors-General	hyphenated (plural 's' on 'Directors')
district health boards	lower case, unless part of a specific DHB's title
Down syndrome	note: not Down's
drinking-water	hyphenated
died	not 'passed away'

eg,	no full stops but with a comma after. Avoid in text (use 'such as', 'for example' or 'for instance'). Use within brackets or in tables and figures (eg, like this)
elderly	do not use; use older people
ELT	the Ministry's Executive Leadership Team, comprising the Director-General and Deputy Directors-General
emergency department	lower case, but abbreviate to ED
et al	no full stops, abbreviation of <i>et alii</i> or <i>et aliae</i> (and others)
etc	no full stop, avoid in text (if unavoidable, use 'and so on')
factsheet	one word
fetus	plural: fetuses, adjective: fetal
Figure	in the text, use initial capital (eg, see Figure 23)
freephone	one word
freepost	one word
Funding Agreement	initial capitals only when a specific funding agreement is being referred to (eg, MidCentral Health Funding Agreement) otherwise lower case as a generic term
gazettal, gazetted	the act of publishing or notifying of an item in the Gazette. Not 'the gazetting'
gender	socially constructed characteristics such as norms, roles, relationships of and between groups, by which can assign a person to particular roles or identities as considered widely appropriate by a society or culture
gender diverse	a person whose gender identity or gender expression differs from a given society's normalised gender concepts. Gender diverse refer to those who are transgender, nonbinary, genderqueer, or have other identities outside the gender binary framework.
gender identities	Gender identities refer to a sense of one's own self, regardless of what may be expected of a person per their sex as assigned at birth.
government department	lower case
Governor-General	hyphenated, initial capitals
gram	not 'gramme'
graph	lower case (eg, 'see graph 1'); see separate entries for 'Figure' and 'Table'
Hawke's Bay	apostrophe (but note that Healthcare Hawkes Bay does not use an apostrophe)
health care	2 words
health targets	lower case
helpdesk	one word
helpline	one word
hep B	accepted abbreviation for hepatitis B
HIV	abbreviation for human immunodeficiency virus, the virus that causes AIDS
Hodgkin's disease	always spell with the apostrophe, also non-Hodgkin's lymphoma

HQSC	Health Quality & Safety Commission (note the ampersand)
ie,	no full stops with comma after (ie, like this). Avoid in text (use that is). Only use within brackets.
immunisation	spell with an 's', not a 'z'
industry	singular (the industry is interested)
inpatient	one word
interagency	one word
intersectoral	one word
intranet	lower case
-ise	not '-ize', thus 'realise', 'organise' (but note: World Health Organization is an exception)
Iwi-Māori Partnership Boards	note upper case
-ize	do not use; see -ise
Kia ora	note 'ora' is lower case
Lead Maternity Carer (LMC)	initial caps
LGBTQI+	an acronym to refer to anyone who is lesbian, gay, bisexual, transgender, queer, intersex, aroace, and other identities that would not be considered cisgender or heterosexual
manager	lower case, but use a capital when writing the full title of a particular manager (eg, the Manager, Communications)
Māori	initial capital
media	plural (eg, the media have taken a keen interest in this issue)
medical officer of health	lower case unless referring to a specific office holder; do not abbreviate to MOH
Medsafe	a business group of Manatū Hauora
NASC	Needs Assessment Service Coordination (NASC) organisation
NB:	no full stops usually followed by a colon. Abbreviation for <i>nota bene</i> (ie, note well); avoid in text (spell out as 'Note' instead).
NEAC	National Ethics Advisory Committee, short for National Advisory Committee on Health and Disability Support Services Ethics
Ngā Paerewa	Ngā Paerewa Health and Disability Services Standard
NGO	no punctuation; abbreviation for non-governmental organisation
non-binary	An umbrella term for people whose gender identity doesn't sit comfortably with 'man' or 'woman'. Non-binary identities are varied and can include people who identify with some aspects of binary identities, while others reject them entirely.
non-governmental organisation	lower case (note 'al')
non-Māori	hyphenated
NSU	National Screening Unit
nurse practitioner	lower case
OECD	Organisation for Economic Co-operation and Development

older people	not 'the elderly'
organise, organisation	spell with an 's' (the World Health Organization is an exception)
outpatient	one word
Pacific peoples	the plural form recognises the diversity of nationalities, ethnic groups and languages of people deriving from the Pacific Islands. However, the singular is still appropriate when referring to individuals (3 Pacific people is not the same as 3 Pacific peoples), and it is preferable to use 'Pacific' as the adjective rather than 'Pacific peoples' (eg, 'Pacific girls', not 'Pacific peoples girls').
pae ora	healthy futures (note lower case)
page	lower case when referring to a page number (eg, see page 6)
Pākehā	initial capital (an initial capital is the style when referring to any ethnic group)
Parliament	initial capital
Parliamentary Counsel	not Council
Pātengi	the document management system for Manatū Hauora
per annum	two words; avoid in text (use per year)
percent	use '%' in narrative text, tables and figures
person	the preferred plural is people (not persons)
Pharmac	Pharmaceutical Management Agency Ltd, note single capital on initial letter then lower case
PHO	primary health organisation. Lower case if generic, initial capitals when it is part of a title. For example, Manawatu Primary Health Organisation.
Planned Care programme	note upper case
policy maker	2 words
postnatal	one word
postpartum	one word
post-test	hyphenated (but pretest)
preschool	one word
pretest	one word (but post-test)
preventive	do not use preventative
programme	not 'program' (unless referring to a computer program)
public health unit	lower case when used generically, but use initial capitals if referring to a named public health unit
radioactive	one word
rest home	2 words
roadshow	one word
schoolchildren	one word
section	lower case, when referring to a particular section in an Act of Parliament, such as section 4, or to part of a document, and when referring to a specific section in Manatū Hauora, such as the Communications section

sector	lower case (eg, health and disability sector)
self-harm	hyphenated
sex	sex is biological (male or female); see gender identities
smokefree	one word (but note: the Smoke-free Environments Act 1990)
SOGIESC	sexual orientation, gender identity and expression, and sex characteristics
STI	capitals, no full stops; only to be used after first written in full with abbreviation following in brackets: 'a sexually transmitted infection (STI)'
stillborn	one word
strategy	lower case, unless referring to a specific named strategy
sunbed	one word
sunscreen	one word
Table	in the text, use initial capital (eg, see Table 45)
taskforce	one word
taxpayer	one word
TB	capitals, no full stops; abbreviation for tuberculosis
Te Aka Whai Ora	Māori Health Authority
Te Hiringa Mahara	Mental Health and Wellbeing Commission
Te Puni Kōkiri	use this, not Ministry for Māori Development
Te Whatu Ora	Health New Zealand
timeframe	one word
timeline	one word
under-report	hyphenated (as a compound adjective before a noun)
under-represent	hyphenated (as a compound adjective before a noun)
under way	2 words (originally a nautical term, 'under weigh')
universities	The University of Auckland Auckland University of Technology (AUT University) The University of Waikato Massey University Victoria University of Wellington University of Canterbury Lincoln University University of Otago
web	lower case when short for World Wide Web
webpage	one word, lower case
website	one word, lower case
wellbeing	one word
well child care	no hyphens; note: use Well Child when referring to the Well Child programme
Well Child / Tamariki Ora	initial capitals, Well Child is 2 words

Whaikaha	Ministry of Disabled People
WHO	capitals, no full stops; abbreviation for World Health Organization
Work and Income	not WINZ
workplace	one word
World Health Organization	initial capitals (note the 'z' spelling)
X-ray	preferred spelling; note initial capital and hyphen
year-end	hyphenated

Manatū Hauora

Our style is to write the name in full the first time it is used, for example: Manatū Hauora (the Ministry of Health).

Subsequently we can say Manatū Hauora. We can also say the Ministry of Health or the Ministry.

Say	Don't say
Manatū Hauora (the Ministry of Health)	MOH or MoH
the Ministry (note the capital 'M')	the Health Ministry or Health
the Ministry of Health	Min of Health

If the name Manatū Hauora is familiar to the audience, we don't need to include the English translation.

Government department names

Say	Don't say
the Ministry of Education	Education or MoE
the Ministry of Justice	Justice

You can find contact details and information for all government departments and organisations on Te Kāwanatanga o Aotearoa (New Zealand Government) website at www.govt.nz/organisations

Te Kawa Mataaho (Public Service Commission) maintains a list of all central government organisations at: publicservice.govt.nz/our-work/state-sector-organisations

Appendix 1: References

The standard form of referencing at Manatū Hauora is the author–date system.

The author–date system has the following advantages.

- It is easy for someone unfamiliar with the document to check that every reference in the text is in the reference list.
- If some of the text is deleted, the entire reference system does not have to be redone.
- The system is not reliant on electronic systems, so references do not have to be retyped when they are converted into a different electronic format.
- The reader can see the author of an idea or quote without having to move to the end of the chapter or the book.

If you believe that your document would be improved by using another system of referencing, discuss this with the Publications team before going ahead with it.

References in the text

General

References in the text (also known as ‘text citations’) should show in brackets the author’s surname (no initials), or the name of the organisation taking authorship, followed by the year of publication. Do not use punctuation to separate author and date; for example:

(Smith 2016).

Two or more references

Use a semicolon to separate more than one citation and insert a comma between 2 references by the same author. For references from the same author, put citations in date order, from earliest to most recent; for example:

(Smith 2016; Ministry of Health 2010, 2011).

If there are 2 authors for a reference, give both names separated by ‘and’ (not ‘&’), for example:

(Smith and Jones 2014).

Reference 3 or more authors as the first author's surname followed by 'et al', for example:

(Attenborough et al 1978).

If the same author produced more than one publication in a year, these publications will sit in alphabetical order (by publication name) in the reference list, with the years assigned letters to indicate the alphabetical order (a, b, c, etc), and these letters should then be added to the author–date citations in the text itself, for example:

(Jones 2015a; Public Health Association 2010d, Ryan2022a, b, d)

Note: The ordering of these year–letter combinations bears no relation to the order in which the reader encounters the citations in the text.

Citation format

The only reason for putting surnames first is to alphabetise the names efficiently. In any context where names are not alphabetised (eg, in footnotes), the initials should precede the surname.

Place references at the end of a sentence if possible, just before the punctuation mark.

There is no punctuation before the reference in brackets; for example:

... with poor health and no positive role models (Jackman 2015).

Correspondence between text and reference list

The author and date of all citations in the text must correspond exactly with the list of references at the end of the document. There should never be citations in the text that have no corresponding item in the reference list, and there should never be items in the reference list that are not referred to in the text – these should go in a separate list headed 'Bibliography' or 'Further reading', whichever is appropriate.

Editor listed as author

Treat editors the same as authors in text references; for example:

(Chalmers 2009)

It is only in the reference list that the word '(ed)' or '(eds)' will follow the name(s).

An organisation as author

Some group names are lengthy or are composed of several parts and are awkward in text references. Use abbreviations or shortened forms, but be sure the entry in the reference list begins with the abbreviation used in the text reference. For example, if you use '(WHO 2003)' in the text, you must use 'WHO' in the reference list, not 'World Health Organization'.

Statutes

In the text, give the name of the Act and the year it was passed (eg, the Privacy Act 1993). Do not use any punctuation between the name of the Act and the year. Do not italicise Acts of Parliament.

Personal communications

Personal communications, such as letters, memos, minutes of meetings, telephone conversations, do not usually provide recoverable data so are not included in the reference list. Cite personal communications in the text only. Give the initials as well as the surname of the communicator, and provide as exact a date as possible, for example:

(WE Brown, personal communication, April 2010)

(Minutes of Corporate Services Group meeting, 23 March 2010)

Newspapers

Do not include print source newspaper articles in the reference list. Cite all print source newspaper references in the text or (preferably) in footnotes.

Example:

'Doctor's advert breaches codes'. *Dominion Post*, 15 July 2010, p 6.

New Zealand Gazette Notices

Cite New Zealand Gazette Notices in the text or in footnotes. There is no need to include them in the reference list.

'Criteria for the Assessment of Proposals for Capability in Independent Research Organisations Funding by the Science Board'. *New Zealand Gazette*, 14 February 2013, 15: 493.

Websites

When referring to a website (rather than a particular document), cite it in running text or in a footnote, for example:

The report is available on the Manatū Hauora website (**health.govt.nz**).

Emails

Emails are handled in the same way as other personal communications; in other words, they are cited in the text, rather than the reference list. As a minimum, give the name of the sender and the date of the message, but the person's role can also be informative, for example:

Since 2014 the number has dropped to 150 per year (BD Black, Department of Gerontology, Otago University, personal communication, 2 April 2012).

Blogs

Make the blog name the author name in the citation and give an author name in the text if known.

Examples

In the text we may have:

It has been argued by A. Wilson (Ulcer-Wars blog, 6 April 2015) ...

In the references we will have:

Ulcer-Wars blog, comment posted 6 April 2007, **www.ulcer-wars.com/archives/2006/ulcer.html** (accessed 4 June 2015).

Referencing print sources

General format of items

Place the complete list of references at the end of the publication, under a major heading: 'References'. Note: this is not a bibliography (documents used by the author),

nor is it a list of further reading. It is a list of all and only those items cited in abbreviated form in the text of the document.

For books, the essential referencing elements after the name of the author (or authors) are the:

- date of publication
- title of the publication
- place of publication
- publisher.

For example:

Ministry of Health. 2011. *Annual Report: For the year ended 30 June 2011*.
Wellington: Ministry of Health.

For journal articles, the essential referencing elements after the name of the author (or authors) are the:

- article title
- journal name
- volume number
- issue number (if applicable)
- page numbers.

For example:

Banks I. 2011. Honey or the money? *The Beekeepers' Business Buzz* 17(1): 10–22.

The list should be in alphabetical order by the first author's surname (unless the numerical system is used, in which case references will be listed in the order cited in the text).

Use italics for the title of the publication or journal. Do not use quotation marks or underlining. Use only the punctuation shown in the examples given below.

Author

Single and multiple authors

List the first 3 authors by name, cover all other authors by using 'et al'. Follow each author's surname by their initial(s). There are no full stops following the initials or spaces between initials (but a full stop, followed by a space, is used to separate the final set of initials from the year of publication). There is no comma between the surname and the initials. Titles (eg, Dr) are not given, for example:

Wilson AE.

Don't use 'and' with 2 or more authors, for example:

Porteous A, Davis E.

Note that where 'et al' is used, there should be a comma after the third author's initial, before 'et al', for example:

Wilson AE, Smith JC, Jones A, et al.

Organisation as author and publisher

When an organisation is author and publisher, and the name of the organisation is very long, it may be abbreviated when listed as the author but spelt out in full when listed as publisher, with the abbreviation following in brackets, for example:

OECD. 2010. *OECD Health Systems*. Paris: Organisation for Economic Co-operation and Development (OECD).

Do not abbreviate 'Manatū Hauora' or 'Ministry of Health'.

Anonymous author

If, and only if, the work is signed 'Anonymous', begin the entry with the word 'Anonymous', alphabetised as if Anonymous were a true name. If there is no author, move the title to the author position and alphabetise the entry by the first significant word of the title.

Editor

Treat editors the same as authors but put (ed) or (eds) after the name(s); for example:

Wilson AE, Smith JC (eds).

Date

The year of publication follows the author. There are no brackets around the date and there is a full stop immediately after the date. Normally only the year of publication is necessary. If the publication has been reprinted, cite the date of the edition being referenced, for example:

Porteous A, Davis E. 2017.

Title

Books and other monographs

Give the full title of a publication as it appears on the title page, or on the cover if there is no title page. Titles are always followed by a full stop. Italicise book titles and subtitles.

Capitalise major words (nouns and verbs) in the titles of books and monographs, for example:

An Epidemiological History of Kidney Disease

Separate a subtitle from the title by a colon. Use lower case for subtitle initial letters except for the first word and proper nouns; for example:

The Silent Killer: An epidemiological history of kidney disease in New Zealand

The same rules apply for titles in other languages, such as titles in te reo Māori.

Use lower case for chapters in books except for the first word and proper nouns. Do not italicise chapter titles.

Article in a journal

Give the title of the article (in Roman text) and the full name of the journal (in italics), not just an abbreviation, for example:

Vulnerability to childhood problems and family social background. *Journal of Child Psychiatry*

Use lower case for the first letter of words in the title of articles in journals, except for the first word in the title and proper nouns.

Do not italicise article titles. Italicise the journal name.

Publication details

Books and other monographs

The place of publication and publisher follow the title of the publication. After the place of publication, insert a colon and a space, then give the publisher, for example:

New Zealand Health System Opportunities. Wellington: Ministry of Health.

Journal article

Follow the title by the:

- volume number of a book or journal (and, in journals paginated separately, the issue number for each issue)
- sequence number of a bulletin or 'occasional' publication
- edition, if not the original.

Examples

Journal of Health and Social Behaviour 38: 131–48

Journal of Child Psychiatry 31(7): 1145–60.

List the numbers of pages referred to in a journal using as few digits as possible. For example: 240–9 (not 240–249), but note: 213–19. It is not necessary to give page numbers in books or monographs.

Referencing online sources

When referring to a document or other information held online, the idea is to provide as much specific and accurate information as possible. This means providing references to specific documents rather than just home or menu pages and providing addresses that work.

As a minimum, a reference for an internet source should provide:

- a document title
- a date (the date of the publication and/or the date of retrieval)
- an address (a uniform resource locator, or URL; eg, **health.govt.nz**).

However, information on the internet is prone to being moved, restructured or deleted, resulting in broken links and URLs in the reference list that don't work. In an attempt to resolve this problem, publishers may assign a digital object identifier (DOI) to journal articles and other documents. A DOI is a 'unique alphanumeric string assigned by a registration agency to identify content and provide a persistent link to its location on the internet'.

Handling links to websites

Ensuring you get all a URL or DOI absolutely correct is crucial. The best way to do this is to copy and paste the link (eg, from the address window of your internet browser to your document). Use Ctrl-c to cut and Ctrl-v to paste.

General style for internet sources

Manatū Hauora uses a clean style for referencing printed sources, with less punctuation and more regard paid to New Zealand standards (eg, for giving dates), and it is sensible to follow this when citing electronic sources. There are a number of variations, but the recommended general style for the majority of entries you are likely to come across in reference lists is as follows.

Journal

Smith AB, Jones CD. 2007. The best cures for warts. *Homoeopathic Monthly* 14(6).
URL: www.homoeopathy.com/items/papers.html (accessed 3 September 2008).

Book or other non-periodical document

Smith AB. 2007. *The Complete History of Cures for Warts*. URL: www.warts.com/items/docs.html (accessed 4 September 2008).

Note the following points:

- Many of the elements remain the same as for print sources, including the author names and date; the form of title for an article, journal and stand-alone document; and the punctuation before the URL.
- Use the New Zealand style for the date of access: 4 May 2018 not May 4, 2008.
- The access date comes after the link and is in parentheses. This avoids the issue of whether to add a full stop or some other punctuation at the end of the internet address.
- If you access a document online, unless it is specifically noted as being *part* of a larger document (eg, an article in a journal, a chapter of a book), then it functions as a stand-alone document and takes the style of a book or other non-periodical given above.

Journals and other periodicals

Online journal articles used to be primarily duplicates of print articles, with identical citations but with a URL tacked on the end. This is changing as more information is only accessible on the internet.

Journal article: URL with print equivalent

Baddcott R, McGovern P, Bernstein E. 2007. The evolution of psychological technique: the role of psych clinics in UK health care. *British Journal of Psychological Management* 18(1): 93–105. URL: papers.tvrn.com/soh3/papers.cfm?abstract_id=965214 (accessed 4 May 2009).

Journal article: URL with no print equivalent

Here the form is the same, but the page numbers are omitted.

Meister ST, Zilcher A, Damson R. 1995. Can we really teach test-taking skills? *New Horizons in Adult Education* 13(1). URL: www.nova.edu/~aed/newhorizons.html (accessed 7 February 2000).

Journal article: DOI with print equivalent

Gilbert J. 2008. Against the commodification of everything. *Cultural Studies* 22: 551–66. DOI: 10.1080/09502380802245811 (accessed 25 March 2009).

Journal article: DOI with no print equivalent

Marsh HW, Trautwein U, Lüdtke O, et al. 2007. The big-fish-little-pond effect: persistent negative effects of selective high schools on self-concept after graduation. *American Educational Research Journal* 44(3). DOI: 0.3102/0002831207306728 (accessed 16 December 2007).

Newspaper article

Chang K. 2008, 6 April. In study, researchers find nanotubes may pose health risks similar to asbestos. *New York Times*. URL: nytimes.com/2008/05/21/science/21nano.html (accessed 17 January 2014).

Abstract

Isaac JD, Sansone C, Smith JL. 1999. Other people as a source of interest in an activity. *Journal of Experimental Social Psychology* 35: 239–65. Abstract from IDEAL database site. URL: www.europe.idealibrary.com (accessed 7 July 1999).

Books and other non-periodical documents

Books still tend to be in print form, but there are many non-periodical documents available on the internet. The citations remain much the same as for print sources. The main difference is that the publisher and place of publication drop out and are replaced by the internet address.

Organisation as author

Department of Internal Affairs. 2011. *Community Access to Digital Technologies: A literature review*. URL: www.dia.govt.nz/diawebsite.nsf/wpg_URL/Resource-material-Our-Research-and-Reports-Index?OpenDocument (accessed 27 September 2016).

World Health Organization. 2006. *BMI Classification*. URL: who.int/bmi/index.jsp?introPage=intro_3.html (accessed 29 November 2007).

Personal author

Pan H, Cole TJ. 2007. *ImsGrowth: A Microsoft Excel add-in to access growth references based on the LMS method*. Version 2.2. URL: healthforallchildren.co.uk (accessed 5 November 2015).

No author, no date

This situation can be common online. As with print sources (eg, an article in a newspaper), do not use 'Anonymous'; the title of the item effectively becomes the

author name. If an item has no discernible date, use 'nd' and ensure you include a date the item was accessed.

SARS May Have Been Caused by Genetic Research. (nd).

URL: plaguewatch.com/archives/2008/papers.html (accessed 4 January 2009).

Online encyclopaedia

Encyclopaedia items will frequently have no date associated with them, and may have no author either. The names of the editor(s) may not be available, in which case they can be left out, but 'In:' is used to emphasise the fact that this is not an article in a journal.

Adamski BK. (nd). Lacrosse. In: *Canadian Encyclopedia Online*. URL:

www.thecanadianencyclopedia.com/index.cfm?PgNm=TCE&Params=A1SEC888940 (accessed 15 September 2006).

Biomedicine. (nd). In: *Wikipedia: The free encyclopedia*. URL:

<http://en.wikipedia.org/wiki/Biomedicine> (accessed 28 March 2007).

Using a DOI with non-periodicals

This is the same as for journal articles (see above), whereby the URL is replaced by a DOI identifier, for example:

Pan H, Cole TJ. 2007. *ImsGrowth: A Microsoft Excel add-in to access growth references based on the LMS method*. Version 2.2. DOI: 0.3102/0002831207306728 (accessed 5 November 2007).

Education Resources Information Center (ERIC) document

ERIC provides access to bibliographic records of journal articles and other education-related materials. Journal records usually include bibliographic data (author, title, date, journal citation, publisher) and an abstract or short description of the work. A few journal publishers also make the full text of an article available at no cost, but the majority of journal articles need to be obtained through library print and electronic holdings, or directly from the publisher.

Mackey M. 1999. The changing powers of readers in a time of new technology.

Paper presented at the Annual Conference of the International Association of School Librarianship (IASL), Birmingham, Al, 1999. (ERIC Document Reproduction Service No. ED 437067.) URL:

eric.ed.gov/ERICDocs/data/ericdocs2sql/content_storage_01/000019b/80/16/00/60.pdf (accessed 3 June 2008).

Cochrane Reviews

There is little consistency in formatting Cochrane Reviews. We recommend the following style.

McCarney RW, Linde K, Lasserson TJ. 2004. Homeopathy for chronic asthma. *Cochrane Database Syst Rev*, Issue 1, Art. No. CD000353. DOI: 10.1002/14651858.CD000353.pub2 (accessed 5 May 2009).

Non-http transfer protocols

FTP site

You may need to cite a file available for downloading via file transfer protocol.

Marks J. 1997. Preface. In: *Basic Mechanics of Conic Sections*. URL: <ftp://ftp.ntua.gr/pub/netlib/textbook/index.html> (accessed 18 August 2000).

wellington2.gif. 1993, 4 April. 535K. *Image of Wellington*. URL: <ftp://ftp.ntua.gr/pub/images/views/sorted.by.type/Cities/wellington2.gif> (accessed 13 May 1996).

Gopher site

The gopher search protocol was popular during the early 1990s, especially at universities, before the hypertext transfer protocol (http). Although now outdated, many documents can still be accessed via gopher.

Bodie J. 1993. Medicine and science: separation or divorce? *Journal of New Zealand Medical Research* 75(2). URL: <gopher://gopher.auck.edu.tw/00/ioe/angbull/75b.txt> (accessed 12 May 1995).

Databases

Citations for information obtained from a database are much the same as for periodical and stand-alone documents, except that you provide the database after the document name instead of a URL. Where there is no formal document name, give a brief, accurate description of the content. The date of access should be provided.

Harold RF, Baker TC. 1997. Early childhood learning in remote locations. *Journal of Early Childhood Psychology* 73(9). PsycARTICLES database (accessed 14 October 2000).

Wilkinson B. 2003. *Full data set from the Alberta State Survey of Psychiatric Institutions*. University of Alberta Database (accessed 22 July 2005).

Citations that don't match any of the above forms

In these cases, ensure you provide as much of the basic information as possible (author, date of publication or access, link to website) and try to find the closest parallel of print or internet style and follow that. If all else fails, use a brief accurate description of the content and how to access it.

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Appendix 2: Accessible communication

Inclusive language

Inclusive language respectfully acknowledges and values all people as they are and the words that they use to describe themselves. It also helps to increase the visibility of diversity and to prevent bias or discrimination from occurring.

Te reo Māori

As a part of 'the Crown', Manatū Hauora (the Ministry of Health) has an important role to play in supporting the continued revitalisation of te reo Māori, which is protected by Te Tiriti o Waitangi.

Te reo Māori is a national taonga (treasure) for all New Zealanders – it is one of our official languages, is central to Māori culture and identity and forms part of the heritage of our country.

Māori words

The New Zealand Oxford Dictionary tells us which Māori words are part of New Zealand English. These include:

Aotearoa
aroha
haka
hāngī
hīkoi
hongī
hui
iwi
kai
karakia
kaumātua
Kia ora
mahi
mana
Māori

marae
 pā
 Pākehā
 pounamu
 puku
 taonga
 Te reo Māori
 waka
 whānau
 whāngai

A simple way of acknowledging and using te reo Māori is in our written correspondence. For more information about greetings and signing off, see Appendix 3: Writing letters.

Disabled people

Here at Manatū Hauora, we use the term 'disabled person' as outlined in the New Zealand Disability Strategy rather than 'person with a disability'. In some situations and for some writing it may be appropriate to use other terms, such as 'people with disabilities' or 'people with impairments'.

When referring to a specific type of disability it is appropriate to 'put the person first', for example, refer to 'children with epilepsy' rather than 'epileptic children' or 'an adult with a cognitive impairment' rather than 'a learning-disabled adult'. When referring to people with a sensory disability, use the word impairment, for example, 'adult with a hearing/visual impairment', or 'adult who is deaf/blind'.

When referring to an individual, ask what term they use to refer to themselves – different disabled people have different backgrounds, communities, and ideas that can influence which term they prefer.

One in 5 New Zealanders reports some level of long-term disability. Besides being a matter of good public relations, there are sound policy and legislative reasons to ensure that your information is available to everyone, including disabled people. It makes good sense to ensure disabled people can access the information you provide because:

- They and their families will be better informed.
- You will be showing a commitment to the intentions of the New Zealand Disability Strategy.
- You will reach a greater number of people.
- People without disabilities will also find it easier to access your information.
- When you provide accessible information, you help to create a positive public image for the Ministry of Health.

Gender-inclusive language

Gender-inclusive language is more welcoming and promotes gender equality.

About gender identities

Gender identities refer to a sense of one's own gender, regardless of what may be expected of a person per their sex as assigned at birth.

Non-binary is an umbrella term for gender identities that are neither male nor female.

About the terms Rainbow and Rainbow communities

'Rainbow' is an umbrella term that covers a diversity of sexual orientations as well as gender identities and expressions, and sex characteristics.

Rainbow-inclusive language embraces the spectrum of sexual orientations, gender identities and expressions and sex characteristics.

Using gender-inclusive language

When using gender pronouns and referring to gender identity consider that:

- Your readers are a diverse group of people from across the gender spectrum.
- Labelling people as male or female can reinforce outdated stereotypes and influence how men and women are perceived.
- Gender-exclusive language — for example 'man-made', can alienate people who do not identify as male.

Tips

Do not reference gender unless absolutely necessary.

- Use gender-neutral pronouns (they, them) by default, especially if you're writing about a hypothetical person or do not know a person's pronouns.
- Respect a person's pronouns when referring to that person.
- Do not ask people for their title or gender unless absolutely necessary.
- Avoid words that are gender exclusive. For example, say:
 - spouse or partner – not husband, wife
 - parent – not mother, father
 - 'police officer' not 'policeman, policewoman'.

For more information about using inclusive language, please refer to Te Kawa Mataaho Public Service Commission's Rainbow inclusive language guide (publicservice.govt.nz/our-work/diversity-and-inclusion/rainbow-inclusive-language-guide).

Age-inclusive language

When you write about age, avoid using stereotypes or words that may discriminate against people.

Tips

- Refer to age only when necessary.
- If age is relevant to the context, use the correct, respectful language.
- Use numerals to refer to age.
- Use birth years to refer to a generation.
- 'People 65 and over' is a group of unique people with different ages that can span over 30 years.
- Younger people are not a homogenous group. This age group includes children and young adults.

Accessible formatting

Document accessibility helps people using assistive technologies, such as screen readers, as well as people with moderate to low vision, older people and people with cognitive and motor impairments.

Our standard templates for publications and documents have been developed to be accessible.

Keep in mind the following points when formatting your document:

- Documents and letters are easier to read if the text is not cramped, the margins are wide and there is plenty of white space on the page.
- Make sure there is good contrast between print and any background colour, and never print text over the top of graphics.
- Do not use block capitals in headings, or italics and underlining for word emphasis, because they are not easily readable for people with visual impairments.
- Use ragged right rather than justified text (as in this document) to ensure that the words are spaced evenly.

If you are producing a video, include captions for all dialogue. This not only helps hearing impaired people but also helps get your message across if the sound is turned off. All web-based videos must include captions to comply with the New Zealand Government Web Standards (see: digital.govt.nz/standards-and-guidance/nz-government-web-standards).

Accessibility for Word documents

These best practice techniques will increase the accessibility of Microsoft Word documents.

Structured content

The main way to increase a Microsoft Word document's accessibility is to add structure. It is the structure that allows assistive technologies like screen reader to read the document.

Document accessibility is most effective when it is incorporated from the beginning of the document creation process.

Styles

Always use styles to format text, such as headings, rather than changing the appearance of the text yourself.

Well-structured headings make it:

- easier for people with disabilities to navigate your document
- easier for you to do things like create a table of contents, or link places within your document.

Titles should be styled 'Heading 1', sections under that 'Heading 2', sub-sections 'Heading 3', and so on. (Try not to skip heading levels, for instance by putting a Heading 3 straight under a Heading 1.)

Alternative text

All images with informational value (including graphs and diagrams) need alternative text. This text replaces the image for people who can't see it (eg, people who use screen reader software to read documents aloud).

Images that are purely decorative should not have alternative text.

You can insert alternative text in Word by right-clicking on an image and clicking Edit Alt text.

Creating links

You can link to places within your document and to external webpages.

When creating links to other places in your document, it's best to link to a heading.

Link to webpages rather than to other downloads.

Tables

We only use a table if there's no clearer way to display the information with text.

Tables are generally used for data, not for layout. We try to limit the number of columns in a table.

Left align table column headings.

Complex tables (eg, with merged cells) are unlikely to be accessible in Word. Consider whether or not they can be made simpler.

Remove blank spaces

Create spacing in your documents using styles, rather than by pressing enter several times or leaving blank spaces in tables. Otherwise someone using a screen reader will have the word 'blank' read to them several times, and they may assume the document is finished.

Document properties

All documents should have at least a title and author (in the Properties window). The author should be 'Ministry of Health' in most cases – don't leave your own personal information in the document.

Check for accessibility

You can check the accessibility of Word documents by going to Review > Check accessibility. This might not pick up on all problems, but it will remind you to do things like insert alternative text.

Alternative formats and translations

Alternative formats (eg, Easy Read, Large Print, New Zealand Sign Language) and translations may be needed to provide a range of accessible formats. This can add significant time and cost to activities and needs to be factored in early on in a project's development.

Contact publishing@health.govt.nz when you are thinking about a new document that will involve alternative formats or translations.

New Zealand Sign Language

Deaf people who use New Zealand Sign Language as their first or preferred language can find English information difficult to access and understand. This is due to a range of factors including the fact that New Zealand Sign Language and English are different languages and the grammatical order and linguistic rules of each language are very different. New Zealand Sign Language gives Deaf people significantly greater access and understanding of information.

Making information accessible for Deaf people entails translating the information into New Zealand Sign Language. When organising a public event, you should:

- plan well in advance if you need New Zealand Sign Language interpreters and book in one or more interpreters
- advise presenters and other participants that New Zealand Sign Language interpreters will be available at the event
- where possible provide all written material to the interpreters well in advance of the event so that they can familiarise themselves with the information (particularly if it has a highly technical or specialised content).

The Office for Disability Issues website (odi.govt.nz/nzsl/tools-and-resources) includes advice on how to work with New Zealand Sign Language interpreters.

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Appendix 3: Writing letters

Forms of address

Present and former Ministers of the Crown are usually referred to as 'Hon'.

Current and former Members of Parliament who have been made members of the Privy Council are always addressed as 'Rt Hon', for example; the Prime Minister, Rt Hon Jacinda Ardern; the former Minister of Health, Rt Hon Wyatt Creech.

When you are unsure of the proper form of address, you should email the Government and Executive Services group at eltsecretariat@health.govt.nz for information on Ministers' preferences.

When you are not sure of the proper form of address use the person's initials, for example, for A Smith use 'Dear A Smith'.

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Te reo Māori forms of address

We prefer to use forms of address in te reo. If the writer has used a Māori greeting or sign-off it is appropriate to respond in the same way. If you start with a Māori greeting, you should use a Māori sign-off.

Greetings

Dear Sir: Tēnā koe

Dear Ms Smith: Tēnā koe, Ms Smith

Dear Mark: Kia ora, e Mark

Dear Miriama: Kia ora, Miriama

Note that names that have one or 2 vowels are preceded by the word 'e' (eg, Peter, Mary, Hiko) while longer names don't use it (eg, Miriama, Jonathan, Katherine).

Tēnā koe is a formal address to a single person and can be used to address different gender identities. The equivalent when addressing 2 people is tēnā kōrua, and for 3 or more use tēnā koutou.

Like Tēnā koe, the greeting Kia ora can be used to address different gender identities. Kia ora can be used to address any number of people and is less formal than Tēnā koe.

Words in te reo should not be italicised to distinguish them from English or have an s added to them in the plural.

Signing off

Yours sincerely: Nāku noa, nā

Before 2 signatures write: Nā māua noa, nā

and before 3 or more, write: Nā mātou noa, nā

Format of a Manatū Hauora letter

(6 spaces from top margin; this can be less if the letter goes over one or 2 lines)

[Date]

(2 spaces)

Sam Smith

4 Tilden Avenue

Mandeville

WELLINGTON 6011

(3 spaces)

Kia ora, e Sam

(1 space)

Subject heading if required

(1 space)

Thank you for your letter of 30 June 2022 concerning the new style guide developed by the Publications team at Manatū Hauora.

The standard font for Ministry letters and other correspondence is Arial 12 point. The Ministry standard for page set up in Microsoft Word is to have the top and bottom margins set at 2.5 cm. Left and right margins are set and 2.5 cm and the gutter at 0 cm.

The text is always left justified, so the sentences are ragged right. There is only ever one space after a full stop.

If the letter goes over the page by one or 2 lines, you can change the spacing to pull it back to one page. Do not change the font size.

(2 spaces)

Nāku noa, nā

(6 spaces; this can be less if the letter goes over one or 2 lines)

Dr Ashley Bloomfield

Te Tumu Whakarae mō te Hauora

Director-General of Health

(1 space)

cc Warren Burrows, Chief Executive, Ministry of Finance and Savings