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19 July 2024

Erika Whittome

By email: fyi-request-27311-04b7a3e4@requests.fyi.org.nz
Ref: H2024044867

Tēnā koe Erika

Response to your request for official information

Thank you for your request under the Official Information Act 1982 (the Act) to the Ministry of Health – Manatū Hauora (the Ministry) on 20 June 2024 for information regarding Ministry's working relationship with YouTube. Please find a response to each part of your request below.

*Please share since 1 Jan 2020:
the MoH budget spending to YouTube for advertising by the MoH or any of its agencies.
spending any other "information panels" that refer YouTube users to the New Zealand
Government Ministry of Health".*

The Ministry has made no payments to YouTube or any other social media platform. Therefore, this part of your request is refused under section 18(g)(i) of the Act, as the information is not held by the Ministry.

During the COVID-19 pandemic, Google provided assistance to the Ministry to promote informative and helpful products for the COVID-19 Response. A free credit of up to \$50,000 per month was provided through its Ads Grants Crisis Relief Program. This included space and the ability to have 15 second advertisements on Google and YouTube platforms.

The information published on the platform was generated by the Ministry. This relationship transferred to the Department of the Prime Minister and Cabinet (DPMC) led the all-of-government communications programme in 2021.

*All meeting minutes, memos, correspondence, emails etc for the MoHs program of work
with YouTube for referring users to the MoH.
All details on the working relationship with YouTube and the MoH.*

The use of YouTube was not a specific programme of work, rather it was part of the COVID-19 communications campaign. We assume your request to be for information relating to the nature of the engagement between the Ministry and Google.

We have identified one email in scope, which I have released to you with a small amount of information withheld under the following section of the Act:

- Section 9(2)(a) – to protect the privacy of natural persons

Where information is withheld under section 9 of the Act, I have considered the countervailing public interest in release in making this decision and consider that it does not outweigh the need to withhold.

To help you understand the scope of information held, please note that following receipt of your refined request of 3 July 2024, the Ministry undertook a search of its database for communications between the relevant Ministry staff member and Google in 2021, with any of the following search terms:

- YouTube
- COVID-19
- Ad grants
- Google alerts.

This yielded a significant volume of items (9,252 items). Following a sampling exercise of ten items of the documents identified, the Ministry can advise that these items were administrative in nature regarding the Google content. Please contact us at oiagr@health.govt.nz if you would like to request further information on this matter.

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

From: S9(2)(a) @google.com>
To: paul.giles@health.govt.nz,
Cc: S9(2)(a) @google.com>, S9(2)(a) @google.com> S9(2)(a) @dPMC.govt.nz>, S9(2)(a) @parliament.govt.nz
Date: 10/03/2020 01:56 p.m.
Subject: Google alerts for COVID-19 and Google/YT Ads grant/inventory program

This email contains confidential information

Hi Paul

Thanks for the call - here is the detail of the information we discussed. If you have any questions please feel free to contact me, otherwise, we look forward to hearing from you soon.

In times of crisis, Google seeks to provide users with access to timely, actionable information. Given the urgency and severity of the COVID-19 public health emergency, we are also exploring how we may be able to swiftly surface local resources from health authorities in the most affected regions of the world. We would like to inform you of ways we are hoping to help:

NZ Local Information Launch on Search/YT:

In preparation for a potential local information launch in NZ as soon as the next 1-2 days (from Search, YouTube and potentially other Google products), we are seeking The Ministry of Health's permission to:

1. Potentially link to your [coronavirus page](#) at the top of relevant Search, YouTube, or other Google product results for top COVID-19/coronavirus queries, and across YouTube as an information panel.
2. Potentially include Ministry of Health's Twitter handle (if applicable)
3. Potentially include Ministry of Health's logo in the YouTube information panel
 - a. Please share a 400x400 pixel logo file in jpeg format, or feel free to send that through later if it would take longer to gather
4. Potentially include the following one line sentence from the Ministry of Health about coronavirus for a version of YouTube's information panel - which may be placed on the home, search or watch pages of YouTube:
 - a. "Get the latest information from the Ministry of Health about coronavirus"

We hope to be able to launch these product features as soon as possible. You should be aware that you may experience an increase in traffic coming to your website, and it may be helpful to give your IT department notification of this.

Below are examples of both Search and Youtube alerts already published:

Given the severity of this epidemic and the importance of communicating to New Zealand's population using local resources, we are hoping you can get back to us with guidance in the next day. We greatly appreciate your attention to this issue.

COVID-19 Google & YouTube Ads Grants + Ads Inventory Programs

We are offering the Ministry of Health two distinct offers for free Ads space on Google and YouTube products in order to promote informative and helpful content for the COVID-19 response:

- Ad Grants Crisis Relief Grants
- YouTube COVID-19 Ads Inventory

You can find details on each of these programs below:

Ad Grants Crisis Relief Grants

[Google has committed](#) to providing a \$25 million fund of donated ad credit to governments around the world to promote authoritative public information about COVID-19. For your efforts around COVID-19, we will provide the Ministry of Health up to \$50,000 USD per month in free ad credit through the end of 2020, subject to increase if needs rise, as well as a voluntary Googler account manager for your organization. Please note that this is for advertising related to COVID-19 only and is not a gift to any individual government official. Details on the offer follows.

How the text-based ads work:

- A sample of text-based ads on [Google.com](#) search results pages is [shown here](#)
- The ads would run in a Google Ads account we create for you. You would accept the account for ownership to review the ads prior to us setting them live and accept [Google Ad terms and conditions and advertising policies](#)
- The ads would show as space is available in positions below paying advertisers
- Google will credit your account with \$1,615 per day - the equivalent of \$50,000 USD per month until December 31, 2020. Once the credit is exhausted each day, the ads in this account will stop serving. Your organization would not be responsible for any billing.

For Ad Grants support and if you have any questions, please reach out to AdGrantsCrisisRelief@google.com.

YouTube COVID-19 Ads Inventory Program

YouTube would like to offer The Ministry of Health optional video promotion support through video ads on YouTube at no cost. More details on this opportunity follow.

How the video-based ads work on YouTube:

- Your videos may run during advertising breaks while users are watching YouTube videos.
- If you already have videos created that you would like to share:
- You may submit any type of video for promotion, including but not limited to: public service announcements (e.g., [how to protect yourself against COVID-19](#)), informational videos (e.g., [how to wash your hands](#)), weekly videos with the latest local information in order for users to stay informed and healthy. We'll support as many videos as possible but can't guarantee all will be run.
- All videos should be uploaded to your official YouTube channel.
- All videos should have sound and/or voiceover and can be any length.
- If you do not have videos readily available:
- YouTube may help create 6 and [15 second video ads](#) using information and assets from your previously approved information panel.
- You may complete [this form](#) to submit any videos or requests for video creation.
- After you submit the form, YouTube will manage the campaign on your behalf.

For YouTube support and if you have any questions, please reach out to covid-19-promo-support@google.com.

How to get started with both programs:

1. Please print the attached gift letter on your organization's letterhead and have your ethics official (or individual responsible for advising on ethics) sign, scan, and send back to me.
2. Please provide a point of contact from the Ministry of Health that can check in with us from time to time and ensure the ads are helping you raise awareness.
3. Please use this [form](#) for the YouTube ad inventory offer. You may submit as many videos as you would like via this form.

We'll also reach out to your ad agency FCB to help work through the details of the ads credits.

We may be in touch again for any additional requests.

Thanks in advance for your help,

Head of Government Affairs and Public Policy

Google NZ

S9(2)(a)

S9(2)(a) @google.com

[attachment "AU _ NZ Ad Credit Gift to Agency Letter.docx" deleted by Andrew Leggott/MOH]

Statement of confidentiality: This e-mail message and any accompanying attachments may contain information that is IN-CONFIDENCE and subject to legal privilege.

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If you have received this message in error, please notify the sender immediately and delete this message.

This e-mail message has been scanned for Viruses and Content and cleared by the Ministry of Health's Content and Virus Filtering Gateway

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S9(2)(a)

• S9(2)(a) @google.com

• M: S9(2)(a)

Please note I don't work on Wednesday

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S9(2)(a)

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• M: S9(2)(a)

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[attachment "AU _ NZ Ad Credit Gift to Agency Letter.docx" deleted by Andrew Leggott/MOH]

- Edit History:

Modifiers:

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As Chief Legal Officer at the Ministry of Health, I am responsible for advising this institution on ethics and compliance matters. Google is offering to provide:

- Ad credit to this institution valued up to \$500,000 USD for use through the end of 2020 through the Ad Grants Crisis Relief Program; and
- YouTube promotional inventory for up to three months.

In the future, Google may offer additional products or services to the Ministry of Health to support advertising related to COVID-19. Google will communicate any such offerings in one or more emails that reference this letter, and I will have the option to approve and accept any such products or services via email on the same terms as in this letter.

Google will provide the offerings described above to the Ministry of Health for advertising related to COVID-19 only and not as a gift to any individual government official.

The Ministry of Health accepts Google's offer of:

- Ad credits
- YouTube promotional inventory (which may include assistance creating videos)
- Future Google products or services that I may approve and accept via email

I understand that Google may be a vendor and/or lobbyist employer and that Google representatives may be registered lobbyists. My institution can accept this under applicable laws, and providing the ad credit and promotional inventory will not prevent Google or its affiliates from supplying products or services to the Ministry of Health in the future.

Ethics Official Name: Phil Knipe

Ethics Official Title: Chief Legal Advisor

Ethics Official Signature: [Signature]

Date Signed: 18/3/20