



28 January 2021

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Re: Official Information Act request – Information and communications on the design of Covid-19 related visual material (ADHB Ref: 20211208-1115)

I refer to your Official Information Act request dated 9 December 2021 requesting the following information:

I am a Research Fellow at the Faculty of Law, University of Otago. I am researching the use of visual imagery used by district health boards to communicate COVID-19 related legal information to the public. I am seeking the same information from all the district health boards as part of my research into visual jurisprudence and the communication of COVID-19 related information in visual form.

I am making this request under the Official Information Act 1982, for all written and visual material, communications, emails, design drafts, final papers and decisions related to all visual material created for COVID-19 communications from the DHB including:

- 1. The COVID-19 design briefs developed by DHB staff, advisors and contractors; all relevant internal and external communications in relation to the development of the design briefs, all decision-making papers, notes, emails, minutes and agendas in relation to the design briefs; and**
- 2. all external communications in relations to COVID-19 design briefs, including draft and final visual material, responses from and to external agencies and creatives concerning the COVID-19 design material; all communications seeking advice from and giving advice to internal and external partners and parties on the COVID-19 visual and design material.**

Response

This request is being answered by Auckland DHB for the communications it delivered for its staff and its patients and visitors. It also was partially transferred to us by Counties Manukau and Waitemata DHB as the DHB responsible for the vaccination programme run by the Northern Region Health

Coordinating Centre (NRHCC). This is the COVID-19 response and vaccination team set up by the Northland, Waitematā, Auckland, and Counties Manukau DHBs.

1. The COVID-19 design briefs developed by DHB staff, advisors and contractors; all relevant internal and external communications in relation to the development of the design briefs, all decision-making papers, notes, emails, minutes and agendas in relation to the design briefs

Please find attached Attachments 1& 2 which are the material Auckland DHB created for the audiences described above. This material relating to vaccination does not have the requested corresponding information/communications around them as they were done by a very small internal team who put these together following verbal briefs.

We are, therefore, refusing that part of your request for the COVID-19 design briefs as it relates to staff, patients and visitors under section 18(g) of the Official Information Act, as the information is not held by us.

2. All external communications in relations to COVID-19 design briefs, including draft and final visual material, responses from and to external agencies and creatives concerning the COVID-19 design material; all communications seeking advice from and giving advice to internal and external partners and parties on the COVID-19 visual and design material

The NRHCC will be answering for that entity's activity stream in vaccination communication. However it has not yet been able to complete the collation of its part of this response due to the pressure of Omicron planning and response.

It is therefore necessary to extend the time required to make a decision on your request for information in accordance with section 15A of the Official Information Act. This is because the information cannot reasonably be identified, collated or reviewed by the necessary people within 20 working days without unreasonably interfering with our operations.

We are therefore writing to notify you that we require an extension of the time and we hope be able to supply the balance of the information you requested by **Monday 14 February 2022**.

You are entitled to seek a review of the response by the Ombudsman under section 28(3) of the Official Information Act. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

Please note that this response, or an edited version of this response, may be published on the Auckland DHB website.

Yours sincerely



Ailsa Claire, OBE
Chief Executive
Auckland District Health Board