

11 February 2022

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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)

Thank you for your interest in the communications for our vaccination programme. I refer to your Official Information Act request dated 8 December 2021, which was subsequently re-scoped in consultation with TAS on 15 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 vaccination communications from the DHB, since January 2021, including:

- 1. The COVID-19 vaccination 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 vaccination 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.**

I am responding on behalf of the Northern Region Health Coordination Centre (NRHCC), the COVID-19 response and vaccination team set up by the Northland, Waitematā, Auckland, and Counties Manukau District Health Boards (DHBs).

- 1. The COVID-19 vaccination 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**

Auckland District Health Board (ADHB) previously responded to question one on 28 January 2022. ADHB deferred to NRHCC to respond to question two.

- 2. all external communications in relations to COVID-19 vaccination 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.**

Please refer to the following appendices for the final print visual materials created by the NRHCC Vaccination Communications Team since 1 January 2021:

- Appendix 01 - April 2021
- Appendix 02 - May 2021
- Appendix 03 - June 2021
- Appendix 04 - July 2021
- Appendix 05 - August 2021
- Appendix 06 - September 2021
- Appendix 07 - October 2021
- Appendix 08 - November 2021
- Appendix 09 - December 2021
- Appendix 10 - January 2022
- Appendix 11 - February 2022
- Appendix 12 – Text and Email Campaigns Spreadsheet

The above appendices can be accessed via the below link:

<https://www.dropbox.com/NRHCC OIA 1115 Appendices>

Please refer to the following link to access our final video materials created by the NRHCC Vaccination Communications Team since 1 January 2021:

<https://www.dropbox.com/NRHCC OIA 1115 final video materials>

The included material relating to vaccination does not have the requested corresponding design briefs, draft visual material or communications as the NRHCC Communications team is currently fully committed to the ongoing rollout of the Vaccination programme and responding to the Omicron outbreak.

As evident by the large quantity of work produced by the team and as provided in attached appendices, additional resource would be required to collate the above information - an

approach you previously indicated with TAS you did not wish to pursue as it would involve charging you.

We are, therefore, refusing this aspect of your request under section 18(f) of the OIA due to substantial collation.

However, we have provided an overview of the process for development of communications materials and assets for general audiences as well as Māori, Pacific peoples and Asian and MELAA communities to help provide further context. Please refer to Appendix 13 for the NRHCC *Communication Development and Approval Processes* document via the below link:

<https://www.dropbox.com/NRHCC OIA 1115 Appendices>

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 free phone 0800 802 602.

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

Yours faithfully



Ailsa Claire, OBE

Lead Chief Executive of Northern Region Health Coordination Centre (NRHCC)
Chief Executive of Te Toka Tumai (Auckland District Health Board)