

04 December 2018

**Re Official Information Request for advertising spend on online advertising**

I refer to your Official Information Act request of 30 October 2018 for the following information:

- 1. The most recent, up-to-date figures available for the DHB's advertising spend on online advertising last year, including advertising for public health campaigns etc. Please specify which online platform/social media platform used.***
- 2. The most recent, up-to-date figures available for the DHB's advertising spend on other media including traditional media like TV, radio and print.***

Our response is as follows:

**1. The most recent, up-to-date figures available for the DHB's advertising spend on online advertising last year, including advertising for public health campaigns etc. Please specify which online platform/social media platform used.**

Auckland DHB and its agencies spent a total of \$37,600.97 on online advertising in the 2017/18 year on public health campaigns and recruitment advertising.

**Syphilis awareness campaign - \$36,138.00 in digital advertising**

Auckland DHB manages the Auckland Regional Sexual Health Service. The DHB partnered with the AIDS Foundation and Body Positive on a three-month targeted digital campaign that included social media, dating applications, and google advertising.

**Right Care for You winter campaign - \$208.53 in Facebook advertising**

Each winter Auckland DHB Communications runs a public health campaign to raise awareness of the different healthcare options available. In the 2016/17 year this included Facebook advertising.

**Recruitment - \$149.94 on Facebook advertising**

The DHB spent \$99.94 on recruitment to Cleaner roles and \$50.00 on recruitment for Volunteers.

**Safekids Aotearoa - \$1,104.50 on Facebook advertising**

Facebook advertising was spent on promotion safety messages through Facebook

An additional \$60,000.00 was jointly spent by Auckland and Waitemata DHB on the online advertising component of shared public health campaigns.

**Rheumatic Fever Prevention campaign - \$10,000.00 in Facebook advertising (with Waitemata DHB)**

The campaign ran through included Facebook advertising, boosting the radio content (see below) and was a joint health promotion by Auckland and Waitemata DHBs aimed at preventing rheumatic fever. The programme ran from September 2017 through to 31 October 2018.

**Immunisation Promotion Campaign - \$50,000 in online advertising (with Waitemata DHB)**

Launched in February 2017, this was a joint health promotion between the Auckland and Waitemata DHBs to promote immunisation. It included Facebook advertising and pop up advertising.

**2. The most recent, up-to-date figures available for the DHB's advertising spend on other media including traditional media like TV, radio and print.**

Auckland DHB and its agencies spent a total of \$6,825.00 on traditional media advertising in the 2017/18 year on public health campaigns. An additional \$40,000.00 was spent jointly by Auckland and Waitemata DHB on the traditional advertising component of a shared public health campaign.

**Right Care for You winter campaign - \$3,375.00**

Right Care for You posters were placed in Auckland Transport buses across Central Auckland.

**Syphilis awareness campaign - \$3,450.00**

The campaign included poster and flyer placement and magazine advertising.

**Rheumatic Fever Prevention campaign - \$40,000.00 (with Waitemata DHB)**

The campaign included advertising and health promotion slots on Pacific radio stations and was a joint promotion by Auckland and Waitemata DHBs.

I trust this information answers your questions.

You are entitled under the Official Information Act section 28(3) to seek a review of this response, Information about how to make a complaint is available at [www.ombudsman.parliament.nz](http://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 faithfully



Ailsa Claire, OBE  
Chief Executive