

27 November 2018

**Auckland DHB**  
**Chief Executive's Office**  
Level 1  
Building 37  
Auckland City Hospital  
PO Box 92189  
Victoria Street West  
Auckland 1142

**Re Official Information Request for information on the use and payment of social media influencers in promotional activities**

I refer to your official information request of 26 October 2018 for information about:

- *Information about any instances when the DHB or PHO has used social media influencers or celebrities in any campaigns/promotions/internal messages during the last five years (including but not limited to how many instances they've used influencers/celebrities, why/business justification for using the celebrity/influencer, what campaign, what the message was and was the celebrity/influencer involvement.)*
- *Information about how much money, if any, the DHB or PHO has paid to social media influencers or celebrities during the last five years, per campaign.*

The information we have available is provided below.

Auckland DHB hosts Safekids Aotearoa, the national child injury prevention agency.

In the past five years, Safekids Aotearoa has spent \$10,937.00 to engage a family to be the faces of a home safety campaign. The campaign includes social media activity on the Safekids social media channels as well as activity on social media accounts belonging to members of this family.

There are no other instances where Auckland DHB has used social media influencers or celebrities for any campaigns, promotions or internal messages during this time.

I trust this information answers your questions.

You are entitled under the Official Information Act 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