

Corporate: Communications & Campaigns
Proactive Release: 13 December 2018



15 November 2018

[Redacted]

Email: [Redacted]

Dear [Redacted]

[Redacted] **Act (1982) Request**

I write in response to your Official Information Act request, dated 26 October 2018. You requested the following information:

- **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/ influencers 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.**

This response relates to services provided via Counties Manukau Health, and we note that Primary Health Organisations (PHO's) are separate health service entities, and may apply different approaches to this topic.

While there are often situations where CM Health have a well-known people (locally or nationally) (e.g. sports teams, local personalities etc.) visit our services or facilities, and they raise the profile of health or hospital related events in the media, we do not believe these to be in-scope of your request for "Influencers/ Celebrities use in campaigns/ promotions/ internal messages". These types of visits are most commonly arranged as a charitable act (donating time to visit, agreeing to be photographed or filmed), and are arranged for mutually beneficial outcomes.

In the main, the development of campaigns and promotion messages aims to use local people, who are a part of the Counties Manukau community, or work within CM Health (e.g. our messages via our Facebook pages from the Emergency Care team on staying safe and healthy).

We did contract with a Production Company to develop a series of short video-clips for social media during 2018 to continue efforts to educate our community in use of a full range of health services

("Choose the Right Care for you" Campaign). The Director chose to use paid actors as part of that process. Other media outlets and material were also used in this campaign.

In early 2018, the CM Health Smokefree Services developed the "Smokefree Notes" Campaign, which was a Facebook-led approach to drive awareness and renew interest in Smokefree Services - in a compelling and cost-effective way. The focus of this Smokefree social media campaign was particularly our Māori and Pacific population, due to the high health needs experienced by these populations. The campaign aim was to build a social media movement around the stop-smoking rhetoric, and set a tone of positive messaging as well as encourage people who smoke, but who currently do not access the health system to enrol in stop smoking programmes.

The Smokefree campaign engaged two local Rugby celebrities (two Provincial, Blues, and international Rugby Sevens players) to take part in the campaigns main video. The two players were paid for this endorsement of the campaign, and their time involved in production and filming. The total payment was \$3,500.

CM Health's historical experience regarding these types of health promotion messages is that mainstream designed channels and services generate a slower engagement and uptake of services among our Māori and Pacific communities, and with young people. This suggests that, to be effective in the Counties Manukau district, our engagement approaches need to start from the perspective of our community, and draw on alternative ways of engagement, including via social media.

We do also share a range of health promotion messages, clips and campaigns developed by other government agencies, including the Ministry of Health, the Health Promotion Agency and ACC, via our digital and communication platforms, which do at times also use influencers/ celebrities and NZ actors.

Social media influencers and celebrities without a connection to CM Health, and who are seeking financial gain for promoting our messages, are not seen to be an effective way of communicating with our diverse communities.

I trust this information satisfactorily answers your query. If you are not satisfied with this response you are entitled to seek a review of the response by the Ombudsman under section 28(3) of the Official Information Act.

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

Yours sincerely,



Fepulea'i Margie Apa
Chief Executive

22 November 2018

Brittany Keogh
Reporter - Auckland Millennials' Issues
PO Box 1327, Shortland St,
Auckland, 1140

Email: brittany.keogh@fairfaxmedia.co.nz

Dear Ms Keogh,

Official Information Act (1982) Request

I write in response to your follow up questions on the Official Information Act request, dated 26 October 2018. You asked that we

- **Confirm how much the DHB spent on the "Choose the Right Care for you" Campaign, and a breakdown of the costs?**

In terms of the complete "The Right Care for You" Campaign, this was undertaken to promote appropriate use of the full range of community and hospital health services to our Counties Manukau population. The campaign used a range of strategies, including Printed collateral, media and Advertising, and a series of video. This work built on a similar campaign ("Access 365") in 2016/17, which used the same types of resources.

You can find information on the campaign on our website: <https://countiesmanukau.health.nz/our-services/the-right-care-for-you/>. There was also a number of elements were created by the CM Health Digital and Communications team (including an animated 'right care' video, and an influenza information video).

In total, we budgeted \$50,000 for the "Right Care for You" campaign in the 2017/18 year, and the total spend was \$ 46,882. We've summarised the allocations in the table below:

Type	Products	Costs (ex GST)
Collateral	Banners, Posters, Information cards and magnets – multiple languages Design work, production and printing	\$5,516
Media/ advertising	Billboards, AT Transport Bus-back adverts (inc design, printing & installation)	\$11,400
Local radio	Radio adverts (Maaori, Tongan, Samoan, English)	\$19,966
Video/ filming	Four part series on health system access points	\$10,000

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

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'F. Apa', with a stylized flourish above the name.

Fepulea'i Margie Apa
Chief Executive

STATEMENT ON Smoke Free Notes Campaign (and use of sports people to profile it)

Counties Manukau DHB and our services use a variety of methods to raise the profile of important health issues for our community, such as quitting smoking.

The impact of smoking on health, and the cost to the health system in treating related consequences is well documented. We need to promote this message; in particular to young people, and use role models that are relevant and local. We believe that using South Auckland sports people is effective.

We monitor, and report the social media engagement related to all campaigns and gain informal feedback from service users and referrers. The use of local identities and campaigns is only one part of a much wider programme to encourage people to stop/not start smoking, including several targets related to brief intervention, checking every person admitted to hospital and working closely with primary care. This data suggests we are having success in reducing smoking in our community, but do need to continue efforts with a number of groups, including young women and Maori and Asian communities."

More information on the Campaign provided by the Counties Manukau Smoke Free team;

- <https://countiesmanukau.health.nz/blogs/cm-health-uses-facebook-to-help-people-stop-smoking/>

In the period 4th of August – 7th of September, the Smokefree Notes Campaign generated the following:

- Individuals Reached: 179,777
- Impressions: 516,546
- Video Views: 36,444
- Link Clicks: 2,600
- Notes: 215
- Approved Notes: 183
- Leads (smokers seeking help to quit): 91

The campaign ran on Social Media, with approximately one person reaching out to quit, for every two Smokefree Notes approved. A mix of user generated notes, photographic content and animation videos were successful in spreading the message of what Smokefree Notes was, alongside a campaign video that introduced the idea in a genuine, human way with relatable talent. With bright, eye-catching content and branding, our Facebook page transitioned smoothly from “Snapped Out” to “Smokefree Notes”, and retained a social media following.

Smokefree Notes provided an excellent platform to create interaction around, and start conversations in regards to, quitting smoking. By turning the assumption of cigarette package labelling from being intimidating or fearful, into positive and encouraging messages, the campaign subverted expectations of what a pack can say to consumers.

In campaigns like this, the DHB not only weighs up the cost but also the reach of the message and how effective the selected personalities are to the demographic that we aim to reach. In the Smokefree Notes campaign, the two sports people used effectively reached the demographic we were aiming for whom are at most risk of smoking – 25-54 years in the Counties Manukau region.