

6 December 2021

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## RESPONSE TO AN OFFICIAL INFORMATION ACT REQUEST

On 16 October 2021, you contacted the Ministry of Health requesting, under the Official Information Act 1982 (OIA), information regarding government spending on vaccination advertisements.

On 1 November 2021, your request was transferred to the Department of Prime Minister and Cabinet, Te Puni Kōkiri and the Ministry for Pacific Peoples (the Ministry), respectively. I am responding to your request as it relates to the Ministry's spending. I apologise for the delay in responding to your request. I have outlined your specific request and our response below.

*How much has been spent, to date, by the government on vaccination advertisements in public areas, on radio, on television, on streaming services (such as OnDemand and YouTube), and so on?*

To date, the Ministry has spent \$553,487.12 to target Pacific communities in the development of the COVID-19 vaccination. This has covered strategy, planning, creative, production of educational and language resources, and content to date. As part of this, the Ministry has directly spent \$15,180 on radio advertising to date. The Ministry has not spent anything on television, streaming services, or other mediums of advertising.

In support of the principles and purposes of the OIA, the Ministry proactively publishes its responses to OIA requests. As such, this letter will be published on the Ministry's website. Your personal details will be removed, and the Ministry will not publish any information that would identify you as the person who requested the information.

Should you wish to discuss this response with us, please feel free to contact the Ministry at: [uia\\_requests@mpp.govt.nz](mailto:uia_requests@mpp.govt.nz).

If you are dissatisfied with this response, you have the right, under section 28(3) of the OIA, to seek an investigation and review by the Ombudsman. Information about how to make a complaint is available at [www.ombudsman.parliament.nz](http://www.ombudsman.parliament.nz) or freephone 0800 802 602.

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A handwritten signature in blue ink, appearing to read 'Agnes Sefo', with a long horizontal flourish extending to the right.

Agnes Sefo  
**Deputy Secretary,**  
**Office of the Secretary for Pacific Peoples**  
**Ministry for Pacific Peoples**