



Waitemata

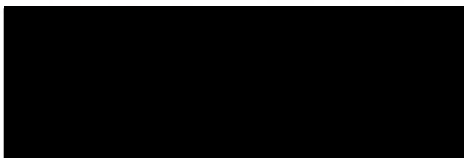
District Health Board

Best Care for Everyone

DHB Board Office

15 Shea Terrace
Takapuna, Auckland 0622
Private Bag 93-503, Takapuna
North Shore City 0740
Telephone: 09 486 8900
Facsimile: 09 486 8924
www.waitemataadhb.govt.nz

7 November 2018



Dear 

Re: OIA request – Use of social media influencers and celebrities

Thank you for your Official Information Act request received 29 October 2018 seeking the following of Waitemata District Health Board (DHB):

- *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*

Consistent with your clarification of 31 October, we have interpreted 'social media influencers' as individuals with a large social media following who have been commissioned to promote the DHB to their followers.

I can advise that Waitemata DHB has not engaged any such individuals in campaigns, promotions or internal messaging over the last five years. As such, there is no spending to disclose. Waitemata DHB's general approach is to feature our own staff and patients in the promotion of our health and wellbeing services and programmes.

I trust that this information meets your requirements. Waitemata DHB, like other agencies across the state sector, supports the open disclosure of information to assist the public's understanding of how we are delivering publicly-funded healthcare.

This includes the proactive publication of anonymised Official Information Act responses on our website from 10 working days after they have been released. If you feel that there are good reasons why your response should not be made publicly available, we will be happy to consider this.

Yours sincerely

Matt Rogers
Director of Communications
Waitemata District Health Board