

15 February 2022

**Response to a request for official information**

Thank you for your request for official information received 9 December 2021 by Nelson Marlborough Health (NMH)<sup>1</sup>, followed by a rescoped request (via TAS) 15 December 2021, where you seek the following information:

All written and visual material, communications, emails, design drafts, final papers and decisions related to all visual material created for COVID-19 communications from the DHB including:

- 1. The COVID-19 vaccination design briefs developed by DHB staff, advisors and contractors; all relevant internal and external communications in relation to the development of the design briefs, all decision-making papers, notes, emails, minutes and agendas in relation to the design briefs.***
- 2. All external communications in relations to COVID-19 vaccination design briefs, including draft and final visual material, responses from and to external agencies and creatives concerning the COVID-19 design material; all communications seeking advice from and giving advice to internal and external partners and parties on the COVID-19 visual and design material.***

**NMH response:** Please see the relevant design briefs and formal end product, as final designs, attached. It would take a significant amount of time and resources to manually extract relevant internal and external communications in relation to the design briefs and, as such, NMH refuses this aspect of your request under section 18(f) as *'the information requested cannot be made available without substantial collation and research'*.

Names of individuals external to NMH have been redacted under Section 9(2)(a) *'to protect the privacy of natural persons, including that of deceased natural persons'*. In the circumstances, the withholding of that information is not outweighed by other considerations which render it desirable, in the public interest, to make that information available.

This response has been provided under the Official Information Act 1982. You have the right to seek an investigation by the Ombudsman of this decision. Information about how to make a complaint is available at [www.ombudsman.parliament.nz](http://www.ombudsman.parliament.nz) or free phone 0800 802 602. If you have any questions about this decision please feel free to email our OIA Coordinator [OIArequest@nmdhb.govt.nz](mailto:OIArequest@nmdhb.govt.nz)

<sup>1</sup> Nelson Marlborough District Health Board

I trust that this information meets your requirements. NMH, 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.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'Lexie O'Shea', with a stylized flourish at the end.

Lexie O'Shea  
**Chief Executive**

Encl: Design Briefs (4 pages) and Final Designs (11 pages)

## **C19 vaccination thank you feature: Health News November issue**

Same Health News template (header, footer etc)

- But filling the frame with one feature spread

### **Composition**

**Collage:** photo collage, done cleanly with spacing/framing of photos so they don't merge

**Headline:** So close to 90% – let's keep going!

About 88% of us in the Top of the South (Te Taihū) have had our first COVID-19 vaccine. Let's keep going until at least 90% of us have had both doses.

The Government's COVID-19 Protection Framework depends on each DHB reaching this point. In our region, that means Nelson, Tasman and Marlborough achieving a combined 90% rate.

Then, once 90% of eligible New Zealanders are protected, it will be safe to introduce the new framework that does not rely on lockdowns as the main measure to stop the virus spreading. It will bring us a world where we can live with less disruption.

**Subheading:** How to get your free vaccine

Walk-in to a vaccination centre, pop-in to a pop-up clinic, choose a kaupapa Māori clinic or book your spot with a GP or pharmacy.

You are welcome, even it's just to have a chat with a nurse about the vaccine. They're here to help.

Find the best option for you:

[www.nmdhb.govt.nz/vaccine](http://www.nmdhb.govt.nz/vaccine)

[www.bookmyvaccine.nz](http://www.bookmyvaccine.nz)

Or phone 0800 28 29 26

### **Graphics**

- Progress chart
- Logo strip (same as September issue)

## C19 vaccination thank you feature: Health News September issue

Same Health News template (header, footer etc)

- But filling the frame with one feature spread

### Composition

**Collage:** photo collage, done cleanly with spacing/framing of photos so they don't merge

**Caption:** These photos span Alert Levels 1 to 4, so the mask-wearing and physical distancing varies.

**Headline:** Let's keep going Nelson Marlborough!

More than 75% of people in our region have had their first Pfizer COVID-19 vaccine. Ka rawe and let's keep going!

COVID-19 vaccinations are available for everyone 12 years and older. They're completely free and are one of the most powerful tools against COVID-19. Play your part in protecting Te Taihū – the Top of the South – and giving us more options in the future.

Book your free vaccination today.

[www.bookmyvaccine.nz](http://www.bookmyvaccine.nz)

0800 28 29 26

Kaupapa Māori clinics are available from Te Piki Oranga. They are listed as Te Piki Oranga clinics in [bookmyvaccine.nz](http://bookmyvaccine.nz), or phone 0800 ORANGA (672 642). The Te Piki Oranga team can help with transport to and from clinics also.

**Commented [SG1]:** To follow the paragraph but made to stand out please

### Graphics

- Progress chart
- Logo strip

## Design brief:

**WHAT:** A series of adverts for a new COVID-19 vaccination promotion than end 5 December

### GRAPHIC ELEMENT ESSENTIALS:

- Nelson Marlborough Health logo
- The Unite Against COVID-19 'purple' vaccination brand palette /stripes (have included brand guidelines) as a frame
- Images that say 'summer' and 'freedom' and appeals to people aged 12 to 60 (we have very high rates for 65+)

### COPY

#### 1. Longer form

Get your first COVID-19 vaccination before 5 December and you could win one of 10 sensational prizes!

We want you to have an unstoppable summer and we want our tourism businesses to be unstoppable too. So we are offering amazing prizes to help reach that critical 90% vaccination goal<sup>1</sup> that will give us greater protection, more freedom and less disruption.

You could win:

- a SKYwire experience for two at Cable Bay Adventure Park
- a scenic flight for two over the Abel Tasman with Adventure Flights Golden Bay
- a night's accommodation and breakfast for two with Abel Tasman Accommodation
- a quad bike tour for two at Cable Bay Adventure Park
- a kayak tour for two with R&R Kayak in the Abel Tasman National Park
- a cruise and walk package for two with Wilsons Abel Tasman
- a swim-with-the-dolphins adventure for two with E-Ko Tours in the Queen Charlotte Sounds
- a joy flight for two in a Boeing Stearman vintage biplane from Omaka Aviation Heritage Centre
- a \$250 voucher for Lochmara Lodge (transfer, food, activities or accommodation) in the Marlborough Sounds
- a 16,500 ft tandem skydive for one with Skydive Abel Tasman

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<sup>1</sup> Could hyperlink to <https://covid19.govt.nz/alert-levels-and-updates/covid-19-protection/>

All you need to do is to get your first COVID-19 vaccine between 1 November and 5 December and you will automatically go into the draw to win one of these prizes.

There are lots of ways you can get your free vaccine. Find out how and read more about the prizes here: [www.nmdhb.govt.nz/vaccine](http://www.nmdhb.govt.nz/vaccine)

## 2. Shorter form (for social)

Get your first COVID-19 vaccination before 5 December and you could win one of 10 sensational prizes!

We want you to have an unstoppable summer and we want our tourism businesses to be unstoppable too. So we are offering amazing prizes to help reach that critical 90% vaccination goal<sup>2</sup> that will give us greater protection, more freedom and less disruption.

You could win scenic flights, kayak, quad bike or dolphin adventures, a tandem skydive, holiday accommodation and more!

All you need to do is to get your first COVID-19 vaccine between 1 November and 5 December and you will automatically go into the draw.

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**WEB URL:** [www.nmdhb.govt.nz/vaccine](http://www.nmdhb.govt.nz/vaccine)

### SPECIFICS

PRODUCT	SPECS
Flier/poster	A4
Newspaper adverts	27.4cm H x 19cm W 37cm high x 14.9cm wide
Social tile(s)	Sized for Instagram

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## And win!

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All you need to do is to get your first COVID-19 vaccine between 1 November and 5 December and you will automatically go into the draw.

Find out more details including where to get your free vaccine at: [www.nmdhb.govt.nz/vaccine](http://www.nmdhb.govt.nz/vaccine)

*Freedom*

# Golden Bay Tiki Tour

## Get your vaccine before the summer crowd comes to town

### Saturday 4th December

Junction Green, beside Golden Bay Pharmacy, Takaka. Look out for our mobile vaccination teams and signage  
9.30am to 2pm



### Sunday 5th December

Outside Bainham Hall  
10am-12pm  
Pakawau Store  
1-3pm  
Collingwood Tavern carpark  
4-6pm

### Monday 6th December

Tata Beach  
9-11am  
Pohara Store  
12-3pm



**Spot prizes for first doses + anyone who gets their first dose goes into the draw to win one of 10 sensational prizes**



# Big day in the Bay

## Get your vaccine before the summer crowd comes to town

**SATURDAY**  
4 DECEMBER

9.30am  
to  
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**Junction Green,**  
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TAKAKA

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**Bouncy castle and entertainment**

**Free BBQ after your vaccination**



# Ready, steady, summer!

Get your first, second or booster dose of the Pfizer COVID-19 vaccine before the summer crowd arrives

**We are making a bit of a splash on Saturday 4 December to help you get ready for summer. No appointments needed.**



## Nelson

Whakatū Marae: 10am to 3pm

Vaccination centre,  
16 Paru Paru Road: 10am to 4pm

Tahunanui Pharmacy: 10am to 12pm



## Richmond

Vaccination centre,  
253 Queen St: 10am to 4pm



## Mapua

Mapua Pharmacy: 9am to 12.30pm

## Motueka

Bay Pharmacy: 9am to 1pm

Life Pharmacy: 9am to 1pm



## Golden Bay

Junction Green, Takaka (beside the Golden Bay Pharmacy) 9.30am to 2pm

## Blenheim

Redwoodtown School: 10am to 3pm

Vaccination centre,  
Unit 3 19 Henry St: 8.30am to 5pm

Unichem Redwoodtown Pharmacy: 9am to 1pm

## Kaiteriteri

Kaiteriteri Beach: 10am to 4pm



To find out where you can get vaccinated on other days and times:

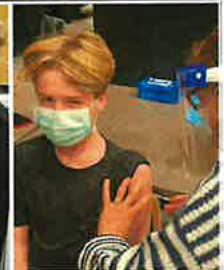
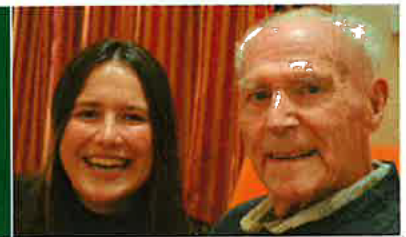
[www.nmdhb.govt.nz/vaccine](http://www.nmdhb.govt.nz/vaccine)

Due your booster shot? Free booster shots are now available six months after your second vaccine for everyone aged 18+. Not sure when you got your second dose? Check your vaccination record online at [www.mycovid.health.nz](http://www.mycovid.health.nz) or phone 0800 222 478

## Let's keep going Nelson Marlborough!



More than 75% of people in our region have had their first Pfizer COVID-19 vaccine. Ka rawe and let's keep going!



08/09/2021

### Nelson, Tasman & Marlborough vaccine coverage

www.bookmyvaccine.nz  
or book over the phone: 0800 28 29 26



COVID-19 vaccinations are available for everyone 12 years and older. They're completely free and are one of the most powerful tools against COVID-19. Play your part in protecting Te Tauihu - the Top of the South - and giving us more options in the future.

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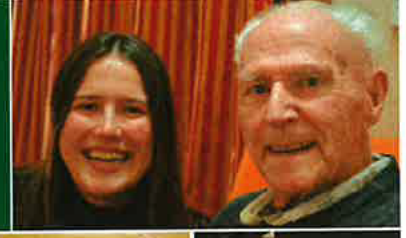
Free health advice when you need it

**Healthline** 0800 611 116

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8/11/2021

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90% GOAL by Christmas (2 doses)

Two Doses

One Dose

Nelson, Tasman

75% 85%

Marlborough

82% 93%

Whole Region

77% 88%



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### How to get your free vaccine

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Freedom

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