

26 June 2020

Auckland DHB
Chief Executive's Office
Level 1
Building 37
Auckland City Hospital
PO Box 92189
Victoria Street West
Auckland 1142
Ph: (09) 630-9943 ext: 22342
Email: ailsac@adhb.govt.nz

Re **Official Information Request – Cost of “Haere Mai” ad on Facebook**

I refer to your official information request dated 3 June 2020 requesting the following information:

I would like to make an OIA request for how much the recent Auckland DHB ad for the "Haere Mai" posted on Facebook cost to make and any documents pertaining to the decision making process that led to ADHB deciding this was an adequate use of funds and an effective way to communicate with members of the public.

The COVID-19 Incident Management Team at Auckland DHB approved the attached social media campaign with the purpose of informing patients that our hospitals are safe and that people should get the care they need when they need it. The Haere Mai video was part of this strategy. The cost and subsequent release of the video was approved by the Incident Controller.

The direct costs of the video and song production was \$3,200. The video was organically shared without paid advertising and reached 22,021 people, with 1,485 reactions and 111 shares.

Enclosed with this letter is a copy of the social media strategy developed as part of our COVID-19 response as well as minutes from the Incident Management Team paper and policy review meeting. Please note that we have redacted a section of the minutes as the information does not fall within the scope of your request.

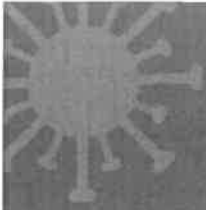
You are entitled to seek a review of the response by the Ombudsman under section 28(3) of the Official Information Act. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

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

Yours sincerely,

pp 

Ailsa Claire, OBE
Chief Executive



SOCIAL MEDIA STRATEGY – COVID-19 RESPONSE

Purpose

- Support Auckland DHB residents to continue to access the healthcare they need
- Reassure patients, visitors and employees are safe at Auckland DHB
- Recognise the contributions and achievements of Auckland DHB employees and teams
- Reinforce Auckland DHB's culture and values

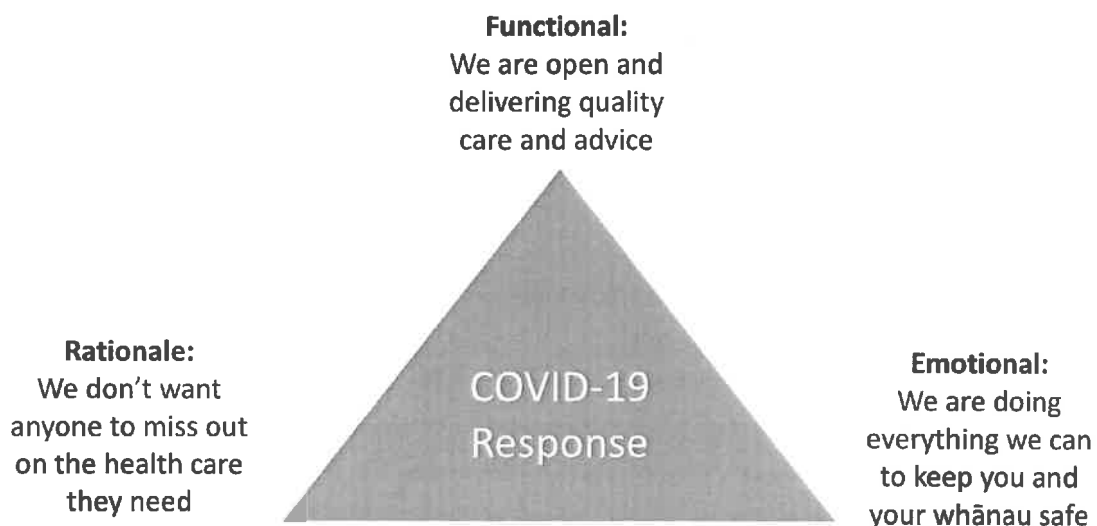
Audience

- Members of the public seeking and using healthcare services (our patients)
- Whānau of patients receiving care
- All Auckland DHB employees (as employees and community ambassadors)

Targeted Facebook advertising will be used to ensure content reaches key external audiences. This can be achieved with custom audiences based on geographical, age, interests, search habits etc and strategies to build on Auckland DHB's 'warm' audience who have already engaged with us on social media.

Message Pillars

Three key message pillars underpin this social media strategy. They summarise what we want our social media audience to think about us and why we believe they will engage with us. They are relevant to both the COVID-19 response and beyond.



Overarching Messages

There are a number of overarching messages, linked to these pillars, that require frequent reinforcement:

same but different:

We are continuing to deliver the same high quality, safe care and support but we are doing it in different ways.

safe to come:

We are taking every necessary precaution to keep our employees, patients and visitors safe, including from COVID-19

stay connected:

It's important, and still possible to stay connected and in touch with your usual care providers and your whānau when you or they, are in hospital.

care when you need it:

Seek health care and support when you need it. We are here to provide the care you need.

keep posted:

Things are changing often. Check in regularly to see what has changed and how it affects you.

essential workers:

Our staff are working 'over and above' in difficult and changing environments

Content

There are three different content streams:

1. **Anchor Content:** is core video content that is shared regularly, follows an expected format and is cost-effective to produce. It brings to life key messages and provides the bedrock of our social media-content. There are three proposed anchor video streams:
 - a. **Auckland DHB at Work:** these are short videos that feature frontline employees and clinical and service leads talking about their services. They describe our new business as usual and help patients and visitors know what to expect. This includes discussing new models of care and approaches to service delivery. They explore ideas and issues that have been raised at a national or regional level, for example in PM/DG briefings and consider what they mean for our Auckland DHB audiences. They highlight how Auckland DHB is implementing strategies to manage COVID-19 risks, for example physical distancing.

- b. Our Essential Workers:** these are short videos that introduce our audience to the individuals and teams who are continuing to deliver care. They bring the human voice/face to our services and highlight the care, professionalism and expertise of our workforce. They acknowledge the challenges that are faced and the relationships that are built between colleagues and between employees and their patients. They speak to the ‘over and above’ efforts of individuals and teams.
 - c. Your Health:** these are short videos that consider our patients’ and visitors’ experience of engaging with Auckland DHB – through their eyes. They share insights and tips that help patients and visitors to navigate their outpatient and inpatient appointments as well as tips they can take home to keep them and their whānau safe.
- 2. Cascading Content:** is Auckland DHB developed and branded posts that are visual, engaging and reinforce our key messages and the tips and information shared in our anchor content.
 - 3. Curated Content:** is relevant content that is developed by reliable sources, in particular the NHRCC and the Ministry of Health.

Photography

A library of images is required to capture our ‘new normal’. These photographs need to reinforce our key messages around safety and access while continuing to reinforce the professionalism and care that is embedded in our employees and the services they provide. They need to show the connections our teams are creating with each other and patients and service users, despite PPE and physical distancing for example. They need to reflect the care and concern that our employees have for each other and for visitors and patients. They need to reflect some of our new ways of delivering care e.g. telehealth, mobile testing stations, triage tents. They need to reflect the many layers that are involved in the delivery of care from security, to food preparation, to cleaning, to surgery, to nursing.

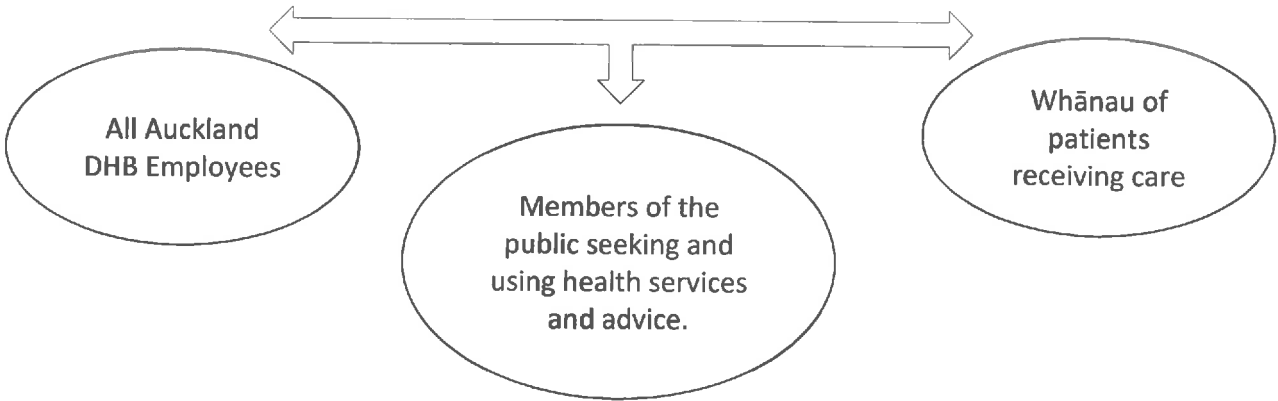
Process

The overarching approach to social media during COVID-19 will be developed by the ADHB IMT Comms team and approved by the ADHB IMT. Formats and designs for anchor and cascading content will also be developed by the Comms team and approved by the ADHB IMT. Each week the Comms team will identify anchor content topics that align with ADHB IMT priorities, reflect ‘issues of the day’ and support longer-term communication objectives. They will then create appropriate content which will be approved by the ADHB IMT Incident Controller. Curated content will be sought from reputable sources including: ARPHS, NHRCC, Starship Foundation, Ministry of Health, covid-19.govt.nz and the Auckland Health Foundation.

Marketing Scoreboard and Tracking

A marketing scoreboard will provide a picture of the impact of our social media communications and its success in reaching key audiences. It will enable us to monitor and adjust our strategies and engagement in real time.

SOCIAL MEDIA CONTENT PLAN		
Message Pillars		
Functional: We are open and delivering quality care and advice	Rationale: We don't want anyone to miss out on the health care they need	Emotional: We are doing everything we can to keep you and your whānau safe
Overarching Messages # same but different # safe to come # stay connected # care when you need it # keep posted # essential workers		
Auckland DHB Content	Curated Content	
Anchor Content: 1. Auckland DHB at work 2. Our essential workers 3. Your health	<ul style="list-style-type: none"> • NHRCC content • Covid-19.govt.nz • APPHS • Prepare Pacific • MOH • Work and Income • Community support providers • Other DHBs 	
Cascading Content: <ul style="list-style-type: none"> • Tiles • Infographics • Staff/service profiles • Competitions • Polls/surveys 	<div style="border: 1px solid black; padding: 5px;"> <ul style="list-style-type: none"> • Tiles & banners • Videos • Posters • Fact/information sheet • News items </div>	



ADHB COVID-19 IMT PAPER & POLICY REVIEW MEETING MINUTES

	<ul style="list-style-type: none">• Noted that this paper was produced by Melissa Wilson, Director of Safe Kids, who has a team of people that utilises social media on a daily basis, and has members who are influential in both the Māori and Pacific communities who have a large following.• Noted in this space there are other public social media streams that are successful that we could tap into (e.g. Auckland Transport, Council, Police). There is potential in having these sources share key messages to ensure a greater reach (e.g. advising that the hospital is open).• [REDACTED] <p>Decision:</p> <ul style="list-style-type: none">• Approved.• Jo Gibbs to take paper to ELT next week for further discussion.
--	---

