

19 November 2018

Auckland DHB
Chief Executive's Office
Level 1
Building 37
Auckland City Hospital
PO Box 92189
Victoria Street West
Auckland 1142

Re Official Information Request for celebrities and promotional activities

I refer to your official information request 29 October 2018 for the following information:

1. Information about any instances when the Auckland Regional Public Health Service 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)

2. Information about how much money, if any, the Auckland Regional Public Health Service has paid to social media influencers or celebrities during the last five years, per campaign

I am responding from Auckland District Health Board (ADHB) as the DHB responsible for Auckland Regional Public Health Service (ARPHS).

ARPHS provides public health services to all three metro Auckland District Health Boards – Waitematā District Health Board, Counties Manukau Health and Auckland District Health Board, and the populations they serve. ARPHS's core role is to protect and promote public health.

We have provided the information to your questions below.


1. Auckland Regional Public Health Service has not used any social media influencers or celebrities for any campaigns, promotions or internal messages during the last five years.
2. The Service has not paid any money to social media influencers or celebrities for any campaigns, promotions or internal messages during the last five years.

I trust this answers your questions.

You are entitled under the Official Information Act under section 28(3) to seek a review of this response. 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 faithfully



Ailsa Claire, OBE
Chief Executive