

6 November 2018

Dear [REDACTED]

Official information request W18-263

I refer to your official information request dated 26 October 2018.

Request:

- 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

Response:

Wairarapa DHB has not used influencers or celebrities, nor paid any influencers or celebrities, for campaign, promotion or messaging in the past five years.

Please note that this response, or an edited version of this response, may be published on the Wairarapa District Health Board website no less than one week after the response has been provided to you. Any personal or identifying information will be redacted from any response published online. The DHB will endeavour to resolve any concerns you should raise but, subject to any legal grounds for withholding, ultimately reserves the right to publish any information.

If you wish to discuss this response with us, please feel free to contact:

Caroline van Deventer, Communications Administrator

Email: caroline.vanDeventer@wairarapa.dhb.org.nz Ph: 06 946 9800, ext 5840

Yours sincerely



Adri Isbister

Chief Executive