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RE Official Information Act request CDHB 10118

I refer to your email received 10 June 2019 requesting the following information under the Official Information Act from Canterbury DHB. Please see the answers to your questions below.

1. How many copies of the WellNow magazine are printed for each bi-annual issue?

WellNow Canterbury aims to keep the Canterbury community informed on what's happening in the Canterbury Health System by sharing stories about people's experiences of our health system, new services and technology, quality improvements, and practical tips, such as where people can access Urgent after-hours care. A total of 213,866 copies of the latest edition [Winter 2019] were printed.

2. How many copies of the WellNow magazine are distributed to households for each bi-annual issue?

211,866 copies of the latest edition were distributed to households, including rural addresses and P O Boxes throughout Canterbury and the Chatham Islands. Our reach extends from Kaikoura in the North, to Ashburton in the South. The remaining 2000 copies are circulated through health and community organisations, such as pharmacies, General Practice team waiting rooms and libraries.

3. What is the printing cost of the WellNow magazine for each bi-annual issue?

The printing cost for the latest edition was \$33,367.30 (excluding GST). This equates to 16 cents a copy to print a 24 page colour magazine.

4. What is the distribution costs of the WellNow magazine for each bi-annual issue?

The distribution cost for the latest edition was \$8888.10 (excluding GST).

5. What is the weight of the "currently unrecyclable in New Zealand" plastic wrap around the WellNow magazine for each bi-annual issue

Only the winter edition is flow-wrapped, and the total weight of the biodegradable plastic wrap was approximately 800 kilograms.

6. How many views of the last two issues of the WellNow magazine were there online

6a. as a PDF

6b. via the ISSU platform

Statistics as at 20 June 2019:

Winter 2019: <https://www.cdhb.health.nz/wellnow-magazine/wellnow-canterbury-winter-2019/> 280 page views, 50 reads on ISSUU as at 20 June 2019.

Spring 2018: <https://www.cdhb.health.nz/wellnow-magazine/wellnow-canterbury-spring-2018/> 225 page views: 157 reads on ISSUU as at 20 June 2019

I trust that this satisfies your interest in this matter.

Please note that this response, or an edited version of this response may be published on the Canterbury DHB website after your receipt of this response.

Yours sincerely



Carolyn Gullery
Executive Director
Planning, Funding & Decision Support