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RE Official Information Act request CDHB 10028 and WCDHB 9277

I refer to your email dated 30 January 2019, requesting the following information under the Official Information Act from Canterbury DHB and West Coast DHB.

Please provide the total amount of spending on advertising in the past five financial years, by year, including financial year 2018/19 to date. For each year, please break this down into how much of each annual spend was used in each of the following categories:

1. Facebook and Facebook-owned properties (Instagram, WhatsApp)
2. Social media influencers
3. Other social media (e.g. Snapchat)
4. Search engine marketing (broken down by which search engine was used e.g. Google, Bing, Yahoo! etc)
5. Other online advertising
6. Television
7. Radio, including podcasts
8. Outdoor (e.g. billboards, buses)

Please refer to **Appendix 1** (attached) for the information you have requested pertaining to both Canterbury DHB and West Coast DHB. **Please note:** 'Out of Home' covers Billboards, Buses, Street Posters and other postering such as those used on the odd occasion in washrooms in shopping malls.

Additionally, for Canterbury DHB, please refer to **Table one** (below) for the amount spent on the All Right? Campaign during financial years 2014/15 – 2017/18. Note this amount includes advertising placement, posters, billboards, online radio advertising and other collateral such as badges, downtime dice etc. Further information on Allright? Is available at www.allright.org.nz;

Table one:

Financial year	\$\$	Campaign
2014/15	\$484,000	All Right? is a Healthy Christchurch initiative led by the Canterbury District Health Board and the Mental Health Foundation of New Zealand. It has also had support from the Ministry of Social Development and many other organisations including Red Cross, SKIP, the Christchurch City Council and the Waimakariri District Council
2015/16	\$484,000	As above
2016/17	\$537,000	As above
2017/18	\$751,114	As above

Established after the series of earthquakes that hit Canterbury in 2010/11 All Right? supports people to become more aware of their mental health and wellbeing, and to take small and regular steps to improve it. Research on the effectiveness of the programme is available on the Allright? website.

I trust that this satisfies your interest in this matter.

Please note that this response, or an edited version of it, may be published on the Canterbury DHB and West Coast DHB websites after your receipt of this response.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Carolyn Gullery', with a long, sweeping underline.

Carolyn Gullery
Executive Director
Planning, Funding & Decision Support

CDHB EXPENDITURE 2014-2018

CAMPAIGN	TOTAL EXPENDITURE	F/BOOK & INSTAGRAM	SOCIAL INFLUENCERS	OTHER SOCIAL MEDIA	SEARCH	ONLINE DISPLAY	TELEVISION	RADIO	OUT OF HOME	OTHER	OTHER CHANNEL
2014											
Facebook Promo	300.00	300.00									
Hospital Development - Public Meetings	10,416.26							4,909.26		5,507.00	NEWSPAPER
Waimakiri Public meeting	1,077.50									1,077.50	
Rural Radio	2,280.00							2,280.00			
Cervical Screening	2,500.00								2,500.00		
Hospital Car Parking Changes	69,091.91	2,553.45				6,500.00		18,518.46	4,500.00	37,020.00	NEWSPAPER
Hospital Rear access closure	2,100.00									2,100.00	NEWSPAPER
2015											
Lung Campaign	3,400.00								3,400.00		
Retail Tender	1,077.44									1,077.44	
GP Enrol / Flu	29,500.00	3,500.00				26,000.00					
Facilities	12,961.20									12,961.20	NEWSPAPER
Rangiora Health Hub	1,854.88									1,854.88	NEWSPAPER
Park & Ride Changes	42,506.18	3,000.00				8,000.00		13,036.18		18,470.00	NEWSPAPER
2016											
Burwood Open Day & Shift of Services	41,372.79	3,500.00				7,000.00		9,707.79		21,165.00	NEWSPAPER
GP Enrol / 24/7 / Kids free	87,306.50	4,000.00				18,000.00		14,291.50	40,600.00	10,415.00	NEWSPAPER
Care around the Clock Ashburton	12,238.00	1,000.00				2,000.00		2,888.00	2,825.00	3,525.00	
Care around the Clock Chch	1,000.00									1,000.00	Magazine
Care around the Clock Chch	9,350.00								9,350.00		
CATC / Junior Doctors Strike	10,529.00	1,500.00						9,029.00			
Care around the Clock Ashburton	4,810.00	1,000.00							3,060.00	750.00	
Ashburton Open Day	1,600.00									1,600.00	Newspaper
Kaikoura Earthquake	4,720.00	1,000.00								3,720.00	NEWSPAPER
Kaikoura Earthquake	4,120.00									4,120.00	NEWSPAPER
Kaikoura Earthquake (Cant Farming)	1,532.90									1,532.90	Magazine Insert
Care around the Clock (Dec-Jan 2017)	21,338.75	3,000.00						15,018.75		3,320.00	NEWSPAPER
2017											
CATC / Junior Doctors Strike	10,969.00	1,500.00						9,469.00			
Retail Tenancy	969.30									969.30	NEWSPAPER
Care around the Clock	76,063.00	3,500.00				15,000.00		16,709.00	25,305.00	15,549.00	NEWSPAPER
Free Flu (Hurunui & Kaikoura)	2,490.00	650.00								1,840.00	NEWSPAPER
2018											
Census	6,500.00									6,500.00	NEWSPAPER
Influenza Campaign (Hurunui & KK)	8,239.60									8,239.60	NEWSPAPER
Influenza Campaign (Christchurch)	90,637.70	3,000.00			3,000.00	18,800.00		15,897.50	38,575.00	11,365.20	NEWSPAPER
Influenza Campaign (West Coast)	12,918.80									12,918.80	NEWSPAPER
Park & Ride Changes	52,337.50	2,500.00				11,500.00		14,535.00		23,802.50	NEWSPAPER
Nurses Strikes	22,271.60	1,000.00				3,475.00		12,396.60		3,400.00	NEWSPAPER
Nurses Strikes West Coast	6,671.70	250.00				500.00		1,133.30		4,788.40	NEWSPAPER
TOTALS	669,251.51	36,953.45	0.00	0.00	3,000.00	118,775.00	0.00	159,819.34	130,115.00	220,588.72	

NB. Google only

WCDHB EXPENDITURE 2014-2018

CAMPAIGN	TOTAL EXPENDITURE	F/BOOK & INSTAGRAM	SOCIAL INFLUENCERS	OTHER SOCIAL MEDIA	SEARCH	ONLINE DISPLAY	TELEVISION	RADIO	OUT OF HOME	OTHER	OTHER CHANNEL
2014											
Buller Older Persons Health	5,623.08							300.00		5,323.08	NEWSPAPER
150th Anniversary	525.00									525.00	NEWSPAPER
Reefton Engagement	524.20									524.20	NEWSPAPER
Buller Older Persons Health	2,750.00									2,750.00	NEWSPAPER
New Fee Structure	2,635.50									2,635.50	NEWSPAPER
Diabetes Awareness Week	3,300.00									3,300.00	NEWSPAPER
Hospital Stay Survey	1,145.90									1,145.90	NEWSPAPER
Xmas Hours	763.00									763.00	NEWSPAPER
Grey Hospital & IFHC	3,679.85							656.25		3,023.60	NEWSPAPER
2015											
Buller Older Persons Health	2,823.08							250.00		2,573.08	NEWSPAPER
Buller Older Persons Health	2,773.08							200.00		2,573.08	NEWSPAPER
WCDHB Announcement	1,297.92									1,297.92	NEWSPAPER
Diabetes Awareness Week	3,500.00									3,500.00	NEWSPAPER
2016											
South Westland Meetings	1,200.00									1,200.00	NEWSPAPER
2017											
Public Notice	819.00									819.00	NEWSPAPER
Scholarship	690.00									690.00	NEWSPAPER
Patient Safety Week	409.50									409.50	NEWSPAPER
2018											
Westport Communications	5,059.50							1,377.60		3,681.90	NEWSPAPER
Phone Outage	218.40									218.40	NEWSPAPER
Buller Health Engagement	1,338.40									1,338.40	NEWSPAPER
Scholarship	811.20									811.20	NEWSPAPER
TOTALS	41,886.61	0.00	0.00	0.00	0.00	0.00	0.00	2,783.85	0.00	39,102.76	