



CORPORATE OFFICE

Level 1 32 Oxford Terrace Christchurch Central CHRISTCHURCH 8011

24 April 2019

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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 re4ceipt of this response.

Yours sincerely

Carolyn Gullery **Executive Director**

Planning, Funding & Decision Support

CDHB EXPENDITURE 2014-2018

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Section Sect	CAMPAIGN	TOTAL EXPENDITURE	F/BOOK &	SOCIAL INFLUENCERS	OTHER SOCIAL MEDIA	SEARCH	ONLINE DISPLAY	TELEVISION	RADIO	OUT OF HOME	OTHER	OTHER CHANNEL
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1325.00 NEWSPAPER NEWSPA	WCDHB EXPENDITURE 20	TOTAL EXP 669,251.51	FACEBOOK/INSTGRM 36,953.45 F/BOOK&	SOCIAL INFLUENCERS 0.00	0.00	3,000.00 NB. Google only	ONLINE DISPLAY 118,775.00	TELEVISION 0.00	RADIO 159,819.34	130,115.00	OTHER 220,588.72	
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Westport Communications Phone Outage Suller Health Engagement Scholarship TOTAL EXP FACEBOOK GROUP SOCIAL INFLUENCERS TOTAL EXP 1,377.60 3,681.90 1,377.60 3,681.90 1,377.60 3,681.90 1,377.60 3,681.90 1,377.60 1,377.60 3,681.90 1,338.40 1,338.40 1,338.40 1,338.40 1,338.40 1,338.40 1,377.60 TOTAL EXP TOTAL EXP FACEBOOK GROUP SOCIAL INFLUENCERS OTHER SOCIAL MEDIA SEARCH ONLINE DISPLAY TELEVISION RADIO OUT OF HOME OTHER	WCDHB EXPENDITURE 20 GAMPAIGN 2014 Buller Older Persons Health 150th Anniversary Reefton Engagement Buller Older Persons Health New Fee Structure Diabetes Awareness Week Hospital Stay Survey Xmas Hours Grey Hospital & IFHC 2015 Buller Older Persons Health WCDHB Announcement Diabetes Awareness Week 2016 South Westland Meetings 2017 Public Notice	TOTAL EXP 669,251.51 014-2018 TOTAL EXPENDITURE 5,623.08 525.00 524.20 2,750.00 1,445.90 763.00 3,679.85 2,823.08 2,773.08 1,297.92 3,500.00 1,200.00	FACEBOOK/INSTGRM 36,953.45 F/BOOK&	SOCIAL INFLUENCERS 0.00	0.00	3,000.00 NB. Google only	ONLINE DISPLAY 118,775.00	TELEVISION 0.00	RADIO 159,819.34 RADIO 300.00	130,115.00	OTHER 220,588.72 OTHER 5,323.08 525.00 524.20 2,750.00 2,635.50 3,300.00 1,145.90 763.00 3,023.60 2,573.08 2,573.08 1,297.92 3,500.00 1,200.00	NEWSPAPER
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TOTAL EXP FACEBOOK GROUP SOCIAL INFLUENCERS OTHER SOCIAL MEDIA SEARCH ONLINE DISPLAY TELEVISION RADIO OUT OF HOME OTHER	WCDHB EXPENDITURE 20 CAMPAIGN 2014 Buller Older Persons Health 150th Anniversary Reefton Engagement Buller Older Persons Health New Fee Structure Diabetes Awareness Week Hospital Stay Survey Xmas Hours Grey Hospital & IFHC 2015 Buller Older Persons Health Buller Older Persons Health WCDHB Announcement Diabetes Awareness Week 2016 South Westland Meetings 2017 Public Notice Scholarship Fatient Safety Week 2018 Westport Communications Phone Outage	TOTAL EXP 669,251.51 014-2018 TOTAL EXPENDITURE 5,623.08 525.00 524.20 2,730.00 1,445.90 763.00 3,679.83 2,823.08 2,773.08 1,297.92 3,500.00 1,200.00 819.00 690.00 409.50 5,039.50 218.40	FACEBOOK/INSTGRM 36,953.45 F/BOOK&	SOCIAL INFLUENCERS 0.00	0.00	3,000.00 NB. Google only	ONLINE DISPLAY 118,775.00	TELEVISION 0.00	RADIO 159,819.34 RADIO 300.00 656.25 250.00 200.00	130,115.00	OTHER 220,588.72 5,323.08 525.00 524.20 2,750.00 2,635.50 3,300.00 1,145.90 763.00 3,023.60 2,573.08 2,573.08 1,297.92 3,500.00 1,200.00 819.00 690.00 409.50 3,681.90 218.40	NEWSPAPER
	WCDHB EXPENDITURE 20 GAMPAIGN 2014 Buller Older Persons Health 150th Anniversary Reefton Engagement Buller Older Persons Health New Fee Structure Diabetes Awareness Week Hospital Stay Survey Xmas Hours Grey Hospital & IFHC 2015 Buller Older Persons Health WCDHB Announcement Diabetes Awareness Week 2016 South Westland Meetings 2017 Public Notice Scholarship Patient Safety Week 2018 Westport Communications Phone Outage Buller Health Engagement	TOTAL EXP 669,251.51 014-2018 TOTAL EXPENDITURE 5,623.08 525.00 524.20 2,750.00 2,635.50 3,300.00 1,145.90 763.00 3,679.85 2,823.08 2,773.08 1,297.92 3,500.00 1,200.00 819.00 690.00 409.50 5,059.50 218.40 1,338.40	FACEBOOK/INSTGRM 36,953.45 F/BOOK&	SOCIAL INFLUENCERS 0.00	0.00	3,000.00 NB. Google only	ONLINE DISPLAY 118,775.00	TELEVISION 0.00	RADIO 159,819.34 RADIO 300.00 656.25 250.00 200.00	130,115.00	OTHER 220,588.72 5,323.08 525.00 524.20 2,750.00 2,635.50 3,300.00 1,145.90 763.00 3,023.60 2,573.08 2,573.08 1,297.92 3,500.00 1,200.00 819.00 690.00 409.50 3,681.90 218.40 1,338.40	NEWSPAPER
	WCDHB EXPENDITURE 20 CAMPAIGN 2014 Buller Older Persons Health 150th Anniversary Reefton Engagement Buller Older Persons Health New Fee Structure Diabetes Awareness Week Hospital Stay Survey Xmas Hours Grey Hospital & IFHC 2015 Buller Older Persons Health Buller Older Persons Health WCDHB Announcement Diabetes Awareness Week 2016 South Westland Meetings 2017 Public Notice Scholarship Fatient Safety Week 2018 Westport Communications Phone Outage	TOTAL EXP 669,251.51 014-2018 TOTAL EXPENDITURE 5,623.08 525.00 524.20 2,750.00 2,635.50 3,300.00 1,145.90 763.00 3,679.85 2,823.08 2,773.08 1,297.92 3,500.00 1,200.00 819.00 690.00 409.50 5,059.50 218.40 1,338.40	FACEBOOK/INSTGRM 36,953.45 F/BOOK&	SOCIAL INFLUENCERS 0.00	0.00	3,000.00 NB. Google only	ONLINE DISPLAY 118,775.00	TELEVISION 0.00	RADIO 159,819.34 RADIO 300.00 656.25 250.00 200.00	130,115.00	OTHER 220,588.72 5,323.08 525.00 524.20 2,750.00 2,635.50 3,300.00 1,145.90 763.00 3,023.60 2,573.08 2,573.08 1,297.92 3,500.00 1,200.00 819.00 690.00 409.50 3,681.90 218.40 1,338.40	NEWSPAPER
TOTALS 41,886.61 0.00 0.00 0.00 0.00 0.00 2,783.85 0.00 39,102.76	WCDHB EXPENDITURE 20 GAMPAIGN 2014 Buller Older Persons Health 150th Anniversary Reefton Engagement Buller Older Persons Health New Fee Structure Diabetes Awareness Week Hospital Stay Survey Xmas Hours Grey Hospital & IFHC 2015 Buller Older Persons Health WCDHB Announcement Diabetes Awareness Week 2016 South Westland Meetings 2017 Public Notice Scholarship Patient Safety Week 2018 Westport Communications Phone Outage Buller Health Engagement	TOTAL EXP 669,251.51 014-2018 TOTAL EXPENDITURE 5,623.08 523.00 524.20 2,730.00 2,633.50 3,300.00 1,145.90 763.00 3,679.85 2,823.08 2,773.08 1,297.92 3,500.00 1,200.00 819.00 690.00 409.30 5,059.50 218.40 1,338.40 811.20	FACEBOOK/INSTGRM 36,953.45 F/BOOK & INSTAGRAM	SOCIAL INFLUENCERS 0.00 SOCIAL INFLUENCERS	OTHER SOCIAL MEDIA	3,000.00 NB. Google only SEARCH	ONLINE DISPLAY 118,775.00 ONLINE DISPLAY	TELEVISION 0.00	RADIO 159,819.34 RADIO 300.00 656.25 250.00 200.00	0UT OF HOME	OTHER 220,588.72 5,323.08 525.00 524.20 2,750.00 2,635.50 3,300.00 1,145.90 763.00 2,573.08 2,573.08 2,573.08 1,297.92 3,500.00 1,200.00 819.00 690.00 409.50 3,681.90 218.40 1,338.40 811.20	NEWSPAPER
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