



## CORPORATE OFFICE

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9 November 2018

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### RE Official Information Act request CDHB 9962 and WCDHB 9230

We refer to your email dated 26 October 2018 requesting the following information under the Official Information Act from Canterbury DHB and West Coast DHB.

1. 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)
2. 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

Neither Canterbury nor West Coast DHBs have paid social media influencers or celebrities to take part in any campaigns/promotions or internal messages.

We have however, promoted and covered visits in our internal communications, namely the weekly [CEO Update](#) by celebrities such as the All Blacks, All Whites and Gemma McCaw who is the patron of a fundraising trust The Chalky Carr Trust which recently donated chairs to our Cancer Service. We have also promoted events where Bic Runga and Jason Gunn have been involved in fundraising for the [Maia Health Foundation](#), who raise funds for health-related organisations. We have also promoted free community talks by people such as John Kirwan talking about mental wellness.

None of these people have been paid for their time.

Canterbury DHB engaged the services of Clinical Psychologist, Nigel Latta in 2015, to present three sessions on wellbeing and managing stress and change for Canterbury DHB's 10,000 staff. The sessions were in part a response to a staff survey that showed the mental wellbeing and resilience of many of our staff had dropped as a result of a range of post-quake stressors. The popular sessions were live-streamed to enable staff who couldn't attend in person to benefit from the strategies presented during his talk.

Canterbury DHB paid \$4,100 plus \$226 travel and \$150 accommodation for three sessions presented on 13 April 2015.

With regard to the activities of the PHOs, we do not hold information on whether the Canterbury or West Coast PHOs have used social media influencers or celebrities in any campaigns / promotions / internal messages during the last five years. We are therefore declining to respond to this part of your request under section 18(g) of the Official Information Act.

If you disagree with our decision to withhold information you may, under section 28(3) of the Official Information Act, seek an investigation and review of our decision from the Ombudsman. Information about how to make a complaint is available at [www.ombudsman.parliament.nz](http://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 Canterbury DHB and West Coast DHB website 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**