

Tuesday, 1 February 2022

[REDACTED]  
[REDACTED]

**Re: Official Information Act Request – COVID-19 Designs**

Kia ora [REDACTED]

Thank you for your request for information under the Official Information Act 1982.

**You asked:**

I am making this request under the Official Information Act 1982, for all written and visual material, communications, emails, design drafts, final papers and decisions related to all visual material created for COVID-19 communications from the DHB including:

- The COVID-19 design briefs developed by DHB staff, advisors and contractors; all relevant internal and external communications in relation to the development of the design briefs, all decision-making papers, notes, emails, minutes and agendas in relation to the design briefs; and
- all external communications in relations to COVID-19 design briefs, including draft and final visual material, responses from and to external agencies and creatives concerning the COVID-19 design material; all communications seeking advice from and giving advice to internal and external partners and parties on the COVID-19 visual and design material.

**The Hauora Tairāwhiti response is as follows:**

Hauora Tairāwhiti has used both centralised Ministry of Health design artefacts and designs created in house by the communications team. The designs created in house use the Ministry of Health provided graphics and images. The Ministry of Health also provide free collateral in the COVID-19 Resource Toolkit. It is publicly available online here: <https://covid19.govt.nz/languages-and-resources/posters/>

Collateral for COVID-19 vaccinations were also supplied by Ministry of Health. This includes banners, flags, flyers, posters, information handouts, consent forms, stickers and more. Social media images were created in house by the communications team. Iwi health providers were provided with the Ministry of Health collateral for the vaccination sites. They have created their own social media images.

No design briefs are recorded for the limited products developed internally or adapted from existing Ministry of Health designs.

Therefore, this request is declined under Section 18 (e) that the document alleged to contain the information requested does not exist or, despite reasonable efforts to locate it.

If you are not satisfied with this response you may contact the Office of the Ombudsmen, phone 0800 802 602.

[REDACTED]  
[REDACTED]  
Please note this response or an edited version of this response may be published on the Hauora Tairāwhiti DHB website. Your personal/identifying information will be redacted from any responses published. If you feel that there are good reasons why your response should not be made publicly available, we will be happy to consider this.

[REDACTED]  
Ngā mihi

**Jim Green**  
Chief Executive  
Hauora Tairāwhiti