

19 July 2022

Dear [REDACTED]

**Office Information Act**

I am responding on behalf of Te Whatu Ora – Taranaki to your OIA request of 30 June 2022; you have requested the following information:

*Since the beginning of the Covid-19 pandemic [March 2020] to date, how much money has Taranaki DHB spent on giving free items to the public to encourage them to get vaccinated.*

*This includes food, coffee, gift cards, prizes such as local and overseas trips, mobile phones, fuel vouchers, Christmas hams and any other such prizes to entice people to get vaccinated.*

The total spend on incentives to June 2022 was \$142,365.06 GST exc.

The incentives predominantly included vouchers, food, coffee and gifts. A '3 on 3' basketball event series was also run using incentives inclusive of spot prizes. The incentives saw an increase in the uptake of the COVID vaccination especially towards the end of 2021 with the mandates and encouragement to get vaccinated to prepare for the borders opening and the likelihood of Delta (and then Omicron) coming into the country.

Please note that this response, or an edited version of this response, may be published on the Te Whatu Ora – Taranaki website no less than one week after the response has been provided to you. Any personal or identifying information will be redacted from any response published online. Te Whatu Ora – Taranaki will endeavour to resolve any concerns you should raise but, subject to any legal grounds for withholding, ultimately reserves the right to publish any information.

I trust this information answers your OIA request.

Yours sincerely



**Gillian Campbell**

District Director | Kaiwhakahaere Takiwa  
Taranaki