

31 January 2022

Dear [REDACTED]

Re: Official Information Act

I am responding on behalf of Taranaki District Health Board (DHB) to your OIA request of 9 December 2021. You have requested the following information and communications on the design of COVID-19 vaccination related visual material.

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.

Taranaki DHB was guided by branding, imagery and content supplied by the Ministry of Health (Ministry) for all local COVID-19 vaccination collateral we designed and promoted in 2021. We did not create any of our own bespoke design briefs, conceptual plans or communication plans for collateral but kept strictly to what national supply files were provided then added local content.

For the most part, we utilised generic collateral supplied directly from the Ministry. This collateral can be requested directly from the COVID-19 Vaccine and Immunisation Programme at the Ministry.

In terms of creating any specific collateral for our local region, our COVID-19 Vaccination Communications Advisor worked alongside our Graphic Designer to produce clinic information requested by our Vaccination Programme Team. This collateral was used in newspaper advertising, social media platforms, billboards, stakeholder communication and on our website - [TDHB - COVID-19 vaccine](#).

Our COVID-19 Communications Advisor attended several national zoom calls with the Ministry to keep up-to-date with information, guidance and branding which was all supplied to DHBs. Most of the communication with the Ministry was over zoom or by phone.

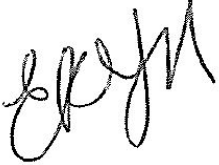
All external communications in relations to COVID-19 design briefs, including draft and final visual material, responses from and to external agencies and creatives concerning the COVID-19 design material; all communications seeking advice from and giving advice to internal and external partners and parties on the COVID-19 visual and design material.

Taranaki DHB is fortunate to have an in-house Graphic Designer so produced all COVID-19 vaccination material ourselves and did not have to rely on an external service to help with this work.

Please see the zip files attached containing all of the COVID-19 vaccination collateral we produced between June – December 2021.

The collateral we produced was only used by our organisation but may have been on-shared by other external organisations to their networks and contacts. We are aware that many of our local Māori health providers also created a lot of their own collateral and content from the same supply files, highlighting the benefit of generic design work and branding created nationally and being available to all of the health sector.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Beth Findlay-Heath', written in a cursive style.

Beth Findlay-Heath
Communications Manager