



Health Report

Update on CovidCard Trials

Date due to MO:	8 October 2020	Action required by:	N/A
Security level:	IN CONFIDENCE	Health Report number:	20201814
To:	Hon Chris Hipkins, Minister of Health Hon Kris Faafoi, Minister for Government Digital Services		

Contact for telephone discussion

Name	Position	Telephone
Shayne Hunter	Deputy Director-General, Data and Digital, Ministry of Health	§ 9(2)(a)
Ann-Marie Cavanagh	Deputy Chief Executive, Digital Public Service Branch, Department of Internal Affairs	§ 9(2)(a)

Action for Private Secretaries

Return the signed report to the Ministry of Health.

Date dispatched to MO:

Update on CovidCard Trials

Purpose of report

This report responds to a request on 22 September 2020 from Hon Kris Faafoi, Minister for Government Digital Services, and Hon Chris Hipkins, Minister of Health, for ongoing fortnightly updates on the CovidCard trial, including timeframes for key milestones, deliverables and reporting back to Cabinet. This is the first such report.

A timeline showing key events is in the attached Appendix.

Summary

Progress to date

- The trial co-design process between the University of Otago, Te Arawa and the University of Waikato is now complete.
- The privacy risk assessment has been successfully completed, and ongoing engagement with the Office of the Privacy Commissioner is positive.
- Ethics approval for the trial protocol was received on 2 October 2020.
- The market research aspect of the programme was successfully completed and a report delivered to officials on 2 October 2020. The programme will now take this into the analysis phase, with a view to determining actionable outcomes. This work will also be assessed alongside the community trials.

- **s 9(2)(f)(iv)**
[Redacted]

Current Issues

- The blank CovidCards, firmware and software (which collectively make up the platform) were received from Virscient on 22 September 2020.
- The Defence Technology Agency (DTA) tested the platform between 22 September and 29 September, to ensure that a working version of the platform was available for the community trial, as expected.

- **s 9(2)(b)(ii)**
[Redacted]

- **s 9(2)(b)(ii)**
[Redacted]

- **s 9(2)(b)(ii)**
[Redacted]

¹ **s 9(2)(b)(ii)**
[Redacted]

[REDACTED]

- Though all aspects of the trial are ready to go, officials cannot engage with the community until we can confirm the actual trial date. To do this, officials need confirmation that we have a working platform. This is a significant trust issue with Te Arawa and the community.
- Once the trial date is confirmed, community engagement will be a two-week process, followed by the on-the-ground trial. This time includes engagement with community leaders, iwi, Rotorua District Council, and other key stakeholders. A period of at least four days is required for specific engagement with the trial community.
- Due to the additional delays with the technology, and following close consultation with Te Arawa and other key stakeholders, the earliest possible timing to carry out the community trial in Rotorua is now likely to be 27 October, a further delay of two weeks, but officials are trying to accelerate this as much as possible.
- An interim report, based on technical trials, market research and focus group interviews, will still be available for the Ministers of Health and for Government Digital Services by the end of October. This will not include analysis of the community trial, which will be included in the final report back in late November.
- At this stage, there is no flow-on impact on the timing of the final report back to Cabinet, which is now scheduled for the end of November (noting that timing may be subject to change post-election). However, there will be a cost impact. This is currently being assessed.

Possible timing for decision on start date of on-the-ground trial

- The community trials consist of several streams of work. As noted in the points above on the progress to date, these aspects are well underway, and many have been delivered.
- The start date of the trial can be determined as early as next week, dependent on a decision on the platform provider. The options are Virscient or another provider.
- s 9(2)(b)(ii) [REDACTED]
- Officials have been working with another platform provider. The testing of this other platform is currently underway by DTA. Officials will know by Tuesday 13 October, at the latest, if there is a fully functional card which can be used for community trials.
- Therefore, it is possible a decision could be confirmed at that point on the start date for the on-the-ground aspect of the trial. This could mean not proceeding with the CovidCard provided by the Public Private Partnership (PPP).

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Recommendations

We recommend you:

- (a) **note** the attached key timeline, which sets out timeframes for the programme,
- (b) **note** that the timeline has been extended, s 9(2)(b)(ii) [REDACTED]



Shayne Hunter
Deputy Director-General
Data and Digital



PP Ann-Marie Cavanagh
Deputy Chief Executive
Digital Public Service

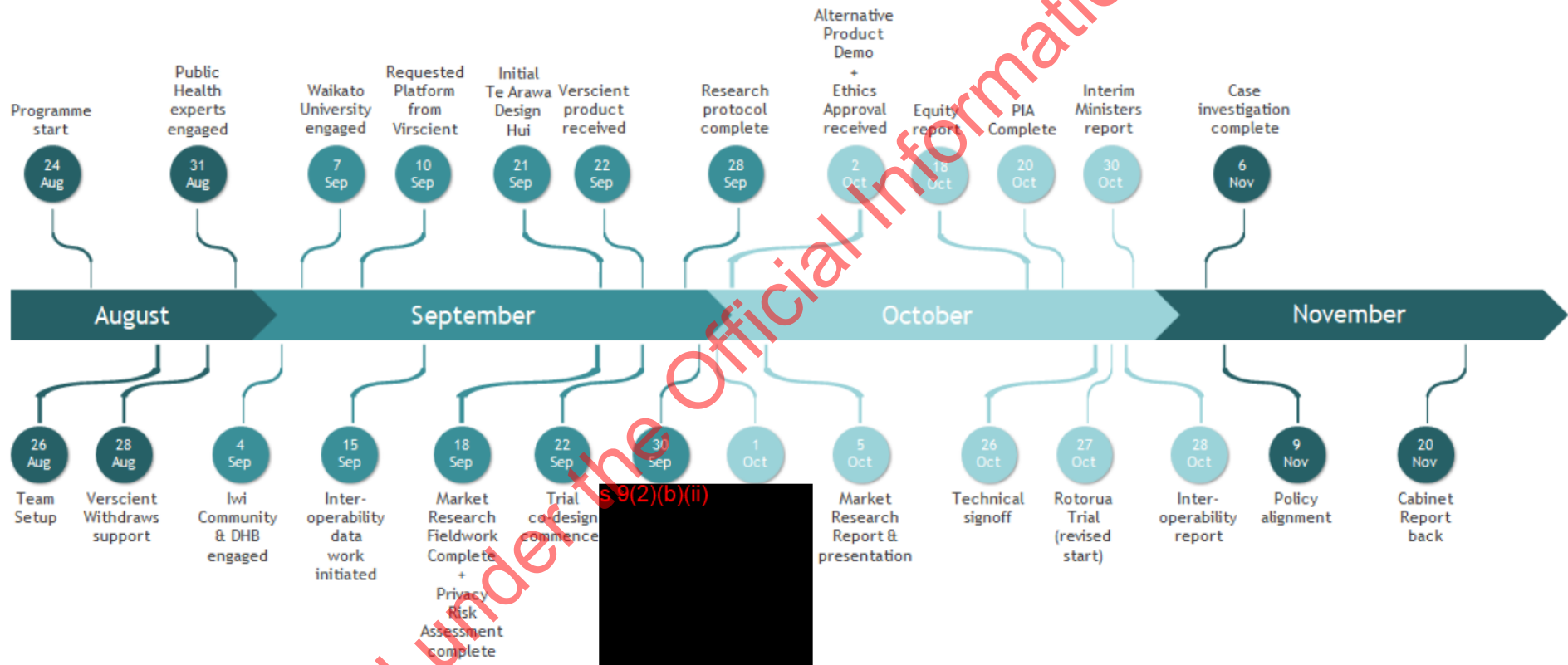
Chris Hipkins
Minister of Health
Date:

Hon Kris Faafoi
Minister for Government Digital Services
Date:

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Appendix

Event Timeline





Health Report

Update on CovidCard Trials

Date due to MO:	25 September 2020	Action required by:	N/A
Security level:	IN CONFIDENCE	Health Report number:	20201738
To:	Hon Chris Hipkins, Minister of Health Hon Kris Faafoi, Minister Government Digital Services		

Contact for telephone discussion

Name	Position	Telephone
Shayne Hunter	Deputy Director-General, Data and Digital, Ministry of Health	s 9(2)(a)
Ann-Marie Cavanagh	Deputy Chief Executive, Digital Public Service Branch, Department of Internal Affairs	s 9(2)(a)

Action for Private Secretaries

Return the signed report to the Ministry of Health.

Date dispatched to MO:

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Update on CovidCard Trials

Purpose of report

This report responds to a request on 22 September 2020 from Hon Kris Faafoi, Minister for Government Digital Services and Hon Chris Hipkins, Minister of Health for an update on the CovidCard trial, including timeframes for key milestones, deliverables and reporting back to Cabinet.

Summary

- The timeline and milestones for the CovidCard trial are illustrated in the attached Appendix.
- The trial co-design process between the University of Otago, Te Arawa and the University of Waikato will take longer than expected, but we are confident that it will deliver more positive gains in areas such as community uptake and equity and assuring trust in the trial process and its findings.
- The changes mean that the initial expectation to complete the trials by the end of September will not be met. Factors that contributed to this delay include the following:
 - The company Virscient that was going to support the public trial decided in early September to cease their involvement.
 - The recent resurgence of COVID-19 and the Government response impacted on the ability to undertake the work required to organise the trial.
 - Extensive consultation with Te Arawa and key stakeholders has been necessary to get the support and involvement needed for the trial.
- Following close consultation with Te Arawa and other key stakeholders, the earliest possible timing to carry out the CovidCard community trial in Rotorua is 12-18 October 2020.
- This has a consequent impact on the timing of the final report back to Cabinet, which had been planned for delivery by the end of October. This is now expected to be by the end of November (noting that timing may be subject to change post-election). Decisions to be sought from Cabinet are dependent on the results of the trials.
- The continued participation by the Public Private Partnership (PPP) was indicated as a risk when Cabinet considered the paper "*Using the CovidCard to Improve Contact Tracing*" on 3 August 2020, (CAB-20-SUB-0370 refers). This remains a risk, and officials are working on a mitigation strategy.
- For the Nelson and Waikato closed trials, data encryption on the cards was not required. For the open and MIQ facility trials, data encryption is required. The level of security on the CovidCard, currently provided by the PPP for the trials, requires further development or a change in card supplier to support the needs of both trials. This requirement has a potential impact to the timeline for both trials.
- Assuming the security requirements can be met, the programme will be able to complete the CovidCard technical trials, market research and the community trial in time to deliver initial advice to Cabinet on using the CovidCard to enhance contact tracing.

- An interim report will be sent to Ministers of Health and Government Digital Services by the end of October.

Recommendations

We recommend you:

(a) **note** the attached milestones and timeframes for the CovidCard trials and reporting on Bluetooth technologies

(b) **forward** a copy of this briefing to Hon Megan Woods.



Shayne Hunter
Deputy Director-General
Data and Digital



Ann-Marie Cavanagh
Deputy Chief Executive
Digital Public Service



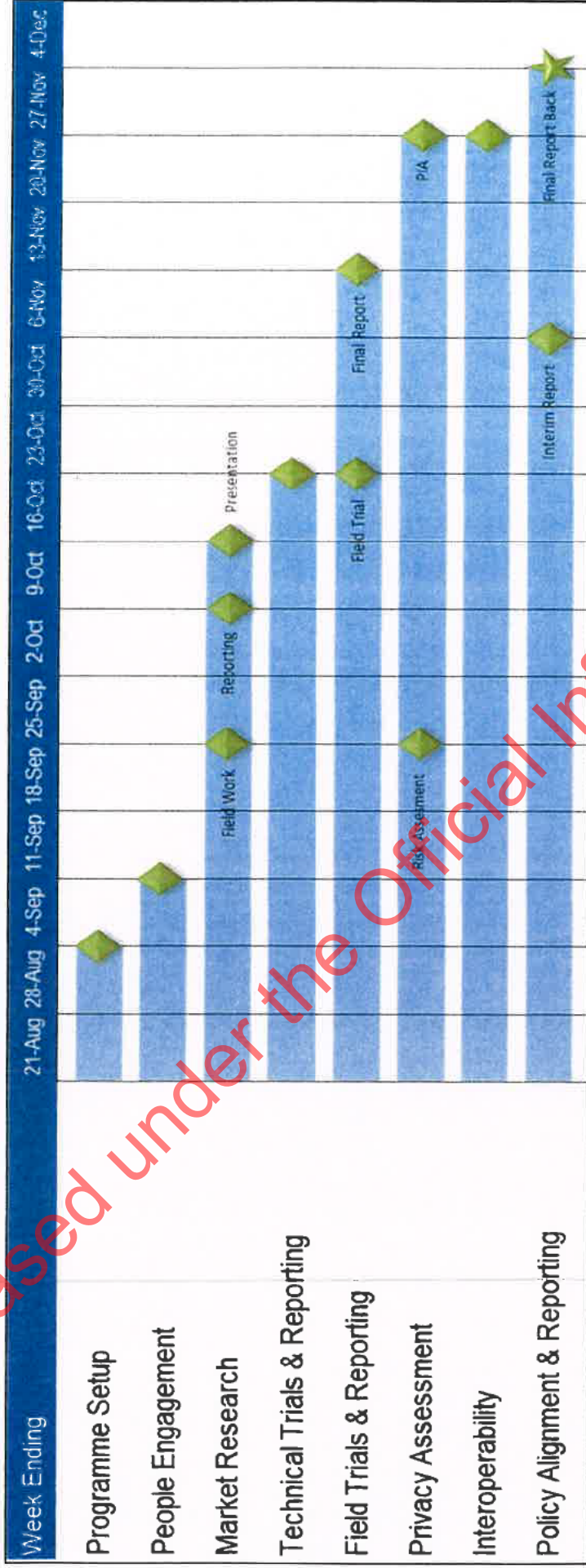
Chris Hipkins
Minister of Health
Date:

Hon Kris Faafoi
Minister for Government Digital Services
Date:

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Appendix



Communications Plan:

DIA Bluetooth card interim communications and engagement

Last updated 13 May 2020

This version of the interim plan included updates to the following sections: key updates, objectives and stakeholders.

Key updates

- Ongoing planning reflects a cautious approach to stakeholder communication and engagement, including brand and marketing planning.
- The primary objective during the prototype phase remains to establish understanding, trust and confidence, based on a step-by-step and evidence led approach.
- Because of the relatively high-level of unknowns at this time - stakeholder updates will continue to be limited to project decision makers and project sponsors only.
- The marketing, brand and communication workstream now has a narrow focus to prepare a baseline of supporting information and possible options for a public information campaign, including activity to support a more targeted distribution plan.
- The draft architecture for a public information campaign has been developed, which has been shared with the private sector leads for input. The next step will be to prepare a revised project narrative which all communication, engagement and marketing activity hangs together from.
- The research stream has been put on hold, but should be re-visited if the project's direction changes.
- We have recently engaged with MoH and NCMC communication leads, and agreed to work in close consultation with the going forward.

Communications objectives

- Expectations kept in check and carefully managed during the prototype stage
- Project retains ability to progress in a step-by-step approach as evidence and buy-in established.
- Critical government stakeholders clear on the role and approach of the project relative to the broader MoH contact tracing strategy under development.
- Subject matter experts from government, industry, iwi, Māori and community representatives are kept informed of the work programme and ready to participate, including consulted on throughout this embryonic stage.
- Ownership of the work programme is clear, at ministerial and agency (operational) level, with relevant spokesperson briefed.
- At the right stage and time - New Zealanders aware the government and private sector developing a potential hardware option as part of the CT system.

- Risks fully identified and plans in place to manage, as and when required.

Risks/issues and mitigation

Risk	Mitigation
Loss of public trust, confusion	High trust public spokesperson. Proactive media around key milestones
Industry forums and suppliers express distrust in approach/technology	Once concept fully formed and tested – start socialising the solution within the framework of a national contract tracing system
Media or stakeholders look to create division between agencies and private sector	Communications are aligned in sequence, timing and messaging – plan six-steps ahead

Designated Spokespeople

Area	Spokesperson
Government response – Ministerial	Minister Faafoi / Minister Clark
Government response – combined agencies	MBIE, DIA – working in collaboration with Health and PIM as part of broader AoG
Private sector response	Rob Fyfe + 1 more (tbc)
Iwi/Māori response	At the right time – decided by nominated re(s)

Key messages

Background to Contact Tracing

- Cabinet has asked officials for advice on suitable contact tracing technologies to supplement human contact tracing methods to monitor COVID-19 infections.
- Effective contact tracing is critical to combat COVID-19 so we can isolate cases quickly and stop the virus spreading.
- It's also essential for getting – and keeping us – out of lockdown so we can rebuild our economy and start enjoying the social activity and connections that have become casualties of COVID-19.
- Technology is the only way for a tracing system to keep up with the speed of viral transmissions.
- The range of options isn't the problem and there are many mobile apps and hardware solutions.
- We need something that is effective, easy to use and gives people confidence, so we get the numbers needed to make it work.
- We have asked DIA to coordinate public and private sectors to make sure we have the expertise to assess and evaluate the options.

- The brief from Cabinet is a solution that is simple to use and protects people’s data and privacy.

Public and closed trials (Nelson/ Waikato)

- If we are going to get everyone back to work and restart important social activity and connections, then we need an effective contact tracing system that works in all environments.
- A University of Otago trial to test one possible contact tracing solution is now underway in conjunction with the Nelson Marlborough DHB.
- It uses Bluetooth technology to anonymously remember encounters with others, making contact tracking easier and faster.
- The trial is going to help us understand how this type of concept could be deployed on a national scale to support our contact tracing system.
- The key criteria we’ve set for any solution is security and privacy; any potential system must protect people’s personal information.
- A tool like this will allow us to continue easing restrictions and will be one of the things that help get more New Zealanders back to work.

Next step:

Talking points summarising outcome(s) from stage 1 trial to be developed in due course (circa 22 May).

Approach

The strategy at this stage is based on three simple principles.

Strategy	What that looks like
Evidence led	Key to building understanding and confidence will be allowing time for the outcomes from current trials (stages 1 & 2) to keep stakeholders apprised of progress and issues and/or emerging opportunities
Positive	We focus on the positive benefits of the card, and even when myth-busting, we phrase it in a positive light.
Partnerships	We develop open and constructive partnerships with key stakeholders, so we are ready for potential launch of the card later in 2020.
Phased	Communications are aligned with the phases noted below, so we don’t get ahead of ourselves.

Timelines and phasing

The following are the phases of work that this plan covers. These indicate the types of activity that will be undertaken between now and early June when the Cabinet paper is submitted.

Pre-trial (up to 7 May)

This is the period for setting the scene and managing expectations and ensuring internal communications among the project team are set up and working.

Trial period (to 25 May)

This is the period for building understanding of the card and explaining the trial. This will include some proactive media statements from relevant Ministers, as well as proactive stakeholder engagement by the project team.

Review of trial – preparation of Cabinet paper

Once the outcomes of the trial are known, the project team will engage in a further round of stakeholder engagement to explain what has been learnt, and to prepare the Cabinet paper.

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Audiences, channels and owners

Ministers and their staff

Audience	Engagement aim	Channel	Frequency/date	Contact	Owner
Ministerial Leadership group. Ministers of: <ul style="list-style-type: none"> • Health • Finance • Internal Affairs • Justice Their Senior Private Secretaries and Press Secretaries	Regular formal and informal briefings to their staff to ensure they are aware of project	Email Briefings Phone calls	As required but regular	See Appendix 2 for a full contact list	DIA
Other interested Ministers: <ul style="list-style-type: none"> • Minister GDS • Minister of Statistics 	Occasional briefing via Minister of Health's office	Briefing	As required	Via Lizzie Jones	DIA

Government agencies

Audience	Engagement aim	Channel	Frequency/date	Contact	Owner
State Services Commission	Inform and engage as required to manage risks	Email and phone calls or formal briefing	As required	Grahame Armstrong	DIA
Privacy Commissioner	Inform and engage as required to manage risks	Email and phone calls or formal briefing	As required	TBC	DIA
Ministry of Health	Strongly engage on broader contact tracing to ensure projects are aligned	Regular in-person meetings	Ongoing and regular	Emma Blackmore	DIA

Audience	Engagement aim	Channel	Frequency/date	Contact	Owner
NCCM PIM	Strongly engage on broader contact tracing to ensure projects are aligned	Regular in-person meetings	Ongoing and regular	Nic Barkley	DIA / SenateSHJ
GCSB	Inform and engage as required to manage risks	Email and phone calls or formal briefing	As required	Hamish Beaton	DIA
Statistics New Zealand	Inform and engage as required to manage risks	Phone call and/or email overview of response	Occasionally	Lindsay Davis	DIA

Private sector and industry groups

Audience	Engagement aim	Channel	Frequency/date	Contact	Owner
Industry groups cohort (NZRise/NZTech NZITC)	Ensure understanding, ability to ask questions and set platform for future discussion	Phone call and/or email overview of response	As required	NZTech: Graeme Muller NZRise: Breccan McLeod-Lundy NZRise: Victoria MacLennan	David Downs / Rob Fyfe / Sam Morgan
Unions leaders	Ensure understanding, ability to ask questions and set platform for future discussion	Phone call and/or email overview of response	As required	TBC	DIA

Māori and Pacific communities

Audience	Engagement aim	Channel	Frequency/date	Contact	Owner
Iwi leaders – nominated data and privacy lead	Consult on concept, plus understand key concerns Seek and provide for input	Sam Morgan alongside - Justice, DIA	Ongoing – as needed	s 9(2)(a) via Sam morgan	Sam Morgan, Caroline Greaney
Pacific – to be considered	Consult on concept, identify concerns – set ability for ongoing dialogue, confirm key rep to work through	Research + DIA/Justice	Post further Ministerial direction	TBC	DIA, Justice

Scientific / academic community

Audience	Engagement aim	Channel	Frequency/date	Contact	Owner
Prof Michael Baker Sir Peter Gluckman David Skegg Note: Sam Morgan and team have presented to this group on the card concept	Ensure support for / understanding of card proposal	Phone call and/or email overview of response	As part of overall stakeholder updates		David Downs / Rob Fyfe / Sam Morgan
University of Otago team	Ensure support for / understanding of card proposal	Phone call and/or email overview of response	As part of overall stakeholder updates	Megan McPherson	DIA

Timeline and high-level action plan for proactive comms

Note: this this timeline shows engagement from **5 May** and will be added to as new requirements are surfaced.

Pre-trial

What	Audience	Channel	Owner	Status	Due date
Review of communications strategy	Governance group Relevant communications teams		DIA / SenateSHJ	Underway	5 May
Back pocket media lines and statements A holding media statement on the trial in case it is needed	Media	TBC	DIA / SenateSHJ	Underway	5 May
Update to key stakeholders ahead of trial This will explain that the trial is about to start	Ministerial leadership group Governance group Technology Response Plan Oversight Group	Email update	DIA	Prepared	5 May
Memo about contact tracing A short memo from Minister of Health to his colleagues outlining all the contact tracing activities underway, including a draft media release	Ministerial leadership group	Email update	Ministry of Health	Drafted, with MoH	TBC by MoH, expected Mon 11 May

Trial period

What	Audience	Channel	Owner	Status	Due date
Ministerial press release Outlining a range of contact tracing activities that are underway	General public Media	Media release	Office of the Minister of Health	Underway	8 May TBC
Update to all stakeholders Email a copy of the Ministers press release, along with a covering note detailing more about the trial and the project team	All key stakeholders that members of the project team have engaged with up to now including iwi, business and industry groups, NGOs, unions, other private sector groups.	Email update from the relevant project members	Project team	Being drafted	5 May
Weekly update to stakeholders A short update each Thursday outlining the progress to date for key stakeholders	All key stakeholders that members of the project team have engaged	Email update from the relevant project members	Project team	Not started	Weekly
Trial paper Summary of the trial and what has been learnt	Governance group Technology Response Plan Oversight Group	Paper	University of Otago – with support from DIA /SenateSHJ	Not started	TBC

Review of trial

What	Audience	Channel	Owner	Status	Due date
Briefing to Ministerial Group An overview of the trial and next steps on the development of the Cabinet paper	Ministerial leadership group Governance group Technology Response Plan Oversight Group	Briefing	DIA	Not started	
Stakeholder update Summary of the trial and what has been learnt, along with next steps	All key stakeholders that members of the project team have engaged	Email update from the relevant project members	DIA	Not started	

What	Audience	Channel	Owner	Status	Due date
Back pocket media lines and FAQ Prepared responses to a range of possible issues with the trial	Media		DIA / SenateSHJ	Not started (earlier version available)	
Proactive media plan An agreed approach to proactively approaching media outlets to provide them with some of the trial findings	Media	Phone calls / email	DIA / SenateSHJ	Not started	

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Appendix 1. Messaging

About the trial

- The Department of Internal Affairs (DIA) is leading a multi-agency project team, which includes the COVID-19 Response Public Private Partnership (PPP) team, to assess the viability of issuing a Bluetooth-enabled card to all New Zealanders.
- If the card is implemented, it would complement existing contact tracing processes and the Ministry of Health's contact tracing app.
- On 7 May 2020 the University of Otago will commence a clinical field trial of the card at Nelson Hospital, using home-grown and international technology. The purpose of the trial is to test the distance at which the Bluetooth Low Energy (BLE) technology within the card will function. Nelson hospital was chosen for the trial because it is a busy and complex environment.
- DIA will update relevant Ministers on the progress of the trial in mid-to-late May 2020.
- If the trial establishes that a Bluetooth-enabled card can accurately track and trace a large number of people with multiple contacts, DIA will submit an approval paper to Cabinet by mid-June 2020. Subject to Cabinet approval, the card could be rolled out nationally before the end of winter.
- Security and privacy are key criteria. The card won't store any location data or track users. It blindly records the length and distance of its interaction with other cards up to 5 metres away. Information will only be accessed if – and only if – the card user is a close contact of a confirmed COVID-19 case and contact tracing is required.

University of Otago Trial – Key Messages

- Rebuilding our economy and safely returning to normal is the government's priority.
- If we are going to get everyone back to work and interacting socially, then we need an effective contact tracing solution that works across all environments. This system may draw on more than one tool.
- The University of Otago will this Thursday start to trial one possible tool in conjunction with the Nelson Marlborough DHB.
- Rather than using phones or location data, the trial uses a Bluetooth low energy technology to anonymously remember encounters with others, making contact tracking faster.
- The trial will measure the effectiveness of the Bluetooth technology and give insights into whether this concept could be scaled nationally.
- The key criteria are security and privacy; any potential solution must protect personal information to be acceptable.
- The trial will initially run for a couple of weeks in the Nelson Marlborough region.
- A tool like this will allow us to continue easing restrictions and will be one of the things that help get more New Zealanders back to work.

Q&As

Why is this trial being undertaken?

Effective contact tracing is critical to combat COVID-19 so we can isolate cases quickly and stop the virus spreading.

The purpose of the University of Otago trial is to investigate a possible hardware-based contact tracing solution in conjunction with the Nelson Marlborough DHB.

Rather than using phones or location data, the trial uses a Bluetooth low energy technology to anonymously remember encounters with others, making contact tracking faster.

The trial will measure the effectiveness of the Bluetooth technology and give insights into whether this concept could be scaled nationally.

Does this mean you don't have confidence in the current process for contact tracing?

The current, manual, system has worked very effectively. However, once we are out of lockdown a critical objective will be to stay out of lock-down. We want to be able to return to a normal life and get businesses going again with confidence - without the risk of creating a stop/star economy.

Effective contact tracing needs to be supported by technology, and the tracing system will include a range of methods, to make sure we are getting the best information we can, as quickly as we can.

How much is it costing / will it cost? I have seen figures of \$100m being thrown about.

The trial is being run by the University of Otago and is being government funded. It is too early to put an actual figure against this concept. If the technology does what it says it can then a detailed proposal including costs will be developed in due course.

What is the technology being used?

The hardware solution uses Bluetooth technology to communicate with other devices that are nearby. It is essentially a small card that can fit into a wallet or a pocket. The card does not store any location data or track moments, it simply records the length and distance of its interaction with other cards.

Do patients who are being treated know about this? What are the ethics of this kind of trial?

The team who have designed the trial have followed all the necessary protocols for a clinical trial of this nature, including to protect the identities of people who are taking part, in line with the ethical approval processes for university studies.

What about data privacy? What will happen with the data the card collects?

For this trial, the data will be collected anonymously and used to analyse how effective the technology is.

For any solution like this to be used publicly, the key principle is that information will only be accessed if – and only if – there is a confirmed infection and we need to start tracking and contacting close contacts.

How soon could this be rolled out more widely?

First, we must undertake this trial and analyse how effective the technology is. Only once we have done that can we seek Government approval to take the next steps.

At this stage we are working to have a paper ready to go to Cabinet for review in June – with the aim of having a solution ready to roll out nationally sometime later in the year.

Isn't that too slow? Don't we need this now?

Any system must have checks and balances around it to make sure it can be completed quickly and to a standard required for any official national system.

While we would like to have something ready to go tomorrow, the important thing is to have the right solution in place for the long term.

What about an app – isn't that cheaper and easier to develop? Isn't the Ministry of Health working on one right now?

New Zealand will be dealing with COVID-19 for a long time. It is important that we have a range of options available to help us undertake contact tracing. Each type of technology does slightly different things and they all need to be reviewed. The Ministry of Health is leading the development of a contact tracing app, which is independent of this project.

DIA has been asked to coordinate public and private sectors to make sure we have the expertise to assess and evaluate the various options.

Reactive media statement for DIA

As at 7 May 2020

University of Otago Trial

- The Department of Internal Affairs, through its Digital Public Service branch, has been asked by the Government to analyse one potential contact tracing system.
- This uses a Bluetooth low energy card to anonymously remember encounters with others.
- DIA have contracted the University of Otago to undertake a research trial of this potential solution. That trial is currently underway with the support of the Nelson Marlborough DHB.
- The trial will measure the effectiveness of the Bluetooth technology and give insights into whether this concept could be scaled nationally.

- The Ministry of Health remains the lead agency for all other aspects of contact tracing.
- All further questions should be referred to the Ministry of Health.

Back pocket questions and answers

Bluetooth card trial

Last updated 7 May 2020

Background

With the first Otago University trial of a Bluetooth low energy card about to get underway, we are preparing a range of back pocket questions and answers.

These are all based on questions that have been raised by stakeholders recently, and we recommend having a set of short answers that could be used publicly if needed.

Questions and answers

The process

Was there a tender process for the trial – or was it just given to Otago to undertake?

The timeframes meant it was impractical to run a tender. The trial is commencing 16 days after the Government initiated the establishment of the Card Prototype Project. Otago University was selected because of the availability of suitably qualified researchers to undertake the study at very short notice.

What will be the tender process going forward if the trial is successful?

If further large scale trials are required, then we expect a tender process would be undertaken.

Ethics

What considerations were given to the ethical side of things?

The team who have designed the trial have taken numerous steps to protect the identities of people who are taking part, in line with the ethical approval processes for university studies.

Additionally, the Ethics Review board at NMDHB approved this pilot study and field trial.

Will members of the public be involved in the trial?

No. This is for staff members only, and who have given their consent.

Details of the trial

How long will it run for?

Phase one will run for 5 days from 7 May. Phase 2 will run for 7-10 days from around 27 May.

What will it look like? What is involved?

The study design is a short-term feasibility test with staff at Nelson Hospital in one active clinical ward for phase one. Participants will receive a prototype BLE Beacon card to carry while at work. A subset of the participants will also carry another form of Ultra-Wide Band (UWB) Beacon card.

The second UWB card will be used to provide a ground truth for those participants' close contacts. We will also ask for self-reported daily close contact dairies to compare all card close contact data. University of Otago is responsible for the coordination and analysis of this feasibility trial.

Who is running it?

Dr Tim Chambers from the University of Otago.

How many people will be involved? At phase one? At phase two?

In phase one of the trial, around 30 members of staff at Nelson hospital will be using the card.

In phase two all staff members from Nelson and Wairau hospitals will be invited to take part on a larger scale test of the technology. We do not yet know how many will agree to take part.

What do you hope to achieve with the trial?

This will be testing two key elements. Firstly, the overall technical performance of the cards, and the logistics of setting them up. Secondly, the potential effectiveness of the cards in supporting contact tracing practices.

Cost / technology

Who is funding the trial?

The Department of Internal Affairs provided the funding.

The cost is subject to commercial agreements

Who made the cards that are being used?

The cards for phase one were purchased from a New Zealand supplier.

We have not yet procured the cards for the second phase of the trial.

Appendix 2: Contact list – Bluetooth card trial

The list below are key stakeholders (or their representatives) who we will update on a regular basis about the Bluetooth card trial at NMDHB.

As a rule, all updates will go to:

- All members of the oversight group, and the officials group
- All members of the Governance Committee.

Additionally, updates would go to the people / agencies in the following table.

COVID 19 Technology Response Plan Oversight Group			
Peter Crabtree	NCMC		peter.crabtree@mbie.govt.nz
Bruce Parkes	NCMC Official		bparkes@doc.govt.nz
Dr Ashley Bloomfield	Health		Ashley.Bloomfield@health.govt.nz
Shayne Hunter	Health Official		shayne.hunter@health.govt.nz
Paul James	GCDO		Paul.james@dia.govt.nz
Ann-Marie Cavanagh	GCDO Official		Ann-Marie.Cavanagh@dia.govt.nz
Carolyn Tremain	MBIE		Carolyn.Tremain@mbie.govt.nz
Paul Stocks	MBIE Official		Paul.stocks@mbie.govt.nz
Andy Coster	Police		Andrew.Coster@police.govt.nz
Jevon McSkimming	Police Official		Jevon.McSkimming2@police.govt.nz
Andrew Hampton	CISO		Andrew.hampton@gcsb.govt.nz ah22@dpmc.govt.nz
Hamish Beaton	CISO Official		hamish.beaton@gcsb.govt.nz

Governance Group			
Keriana Brooking	MoH		keriana.brooking@health.govt.nz

Governance Group			
Ann-Marie Cavanagh	GCDO		Ann-Marie.Cavanagh@dia.govt.nz
Sam Morgan	PPP		s 9(2)(a)
Robyn Henderson	MBIE		Robyn.Henderson@mbie.govt.nz

Other contacts			
Lizzie Jones	Private Secretary Government Digital Services (Min Faafoi's office)	s 9(2)(a)	Lizzie.Jones@parliament.govt.nz
Alex Tarrant	Senior Press Secretary (Min Robertson's office)		Alex.tarrant@parliament.govt.nz
Angela Bray	Senior Private Secretary (Min Robertson's office)		Angela.bray@parliament.govt.nz
Tricia Benny	Senior Private Secretary (Min Martin's office)		Tricia.benny@parliament.govt.nz
Richard Ninness	Senior Press Secretary (Min Martin's office)		Richard.ninness@parliament.govt.nz

Government / public sector agencies (TBC)			
Grahame Armstrong	State Services Commission – media advisor		Grahame.Armstrong@ssc.govt.nz
Paul James / Annabel Fordham (TBC)	Office of the Privacy Commissioner		TBC

Interest groups			
Graeme Muller	NZTech	s 9(2)(a)	
Breccan McLeod- Lundy	NZRise	s 9(2)(a)	
Victoria MacLennan	NZRise	s 9(2)(a)	
Paul Mathews	ITP	s 9(2)(a)	

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Appendix C: Communications plan for the next phase of work on the CovidCard

Purpose

1. This document provides a draft press release and talking points for the government's possible announcement on the trialling of the Bluetooth enabled CovidCard contact tracing technology.

Background

2. Cabinet will decide on Monday 3 August whether to go ahead with a field trial of the Bluetooth enabled CovidCard contact tracing technology.

Points to note

3. The proposed use of CovidCard within New Zealand has received significant media commentary in recent weeks. This commentary has covered a broad range of views and opinions on both its effectiveness and alignment with New Zealand values.
4. Therefore, any announcement is likely to generate considerable public and media interest as to the nature, intent and location of the trial.
5. Given the global impact of COVID-19 and New Zealand's position as a leading nation in the response to it there is also likely to be strong international interest.
6. The content of the media release will need to be amended depending on whether the location of the trial can be announced. This will be dependent on early engagement by the Caring for Communities workstream lead within DPMC ahead of an announcement on Thursday 6 August. Early engagement gives community leaders a heads up on Government's intention to undertake the field trial in Rotorua.
7. This is important to the success of the trial because through the community leaders leadership they can enable public uptake and participation in the trial between the Government and the region.
8. It will be important that any communications for the trial of the CovidCard or other contact tracing solutions is linked to wider efforts to eliminate COVID-19.

Suggested approach

9. Given the anticipated high levels of interest in the announcement officials advise making the public announcement of the trial on **Thursday 6 August** following community consultation.
10. This announcement could be made by Minister/s onsite or via press release, potentially with the support of community representatives.
11. Alternatively, the announcement could be made directly following cabinet on **Monday 3 August**. This option would require the Caring for Communities workstream to attempt to contact community leaders over the weekend to ensure they are briefed prior to any public statement on the location. This would need to happen before Cabinet has considered the next phase of work on the CovidCard, including the field trial.



12. We do not recommend a public announcement on Monday 3 August 2020

Dependencies

13. The Caring for Communities workstream lead will be a conduit for Community notification. Indications are that initial conversations with the Rotorua Regional Leadership group would not proceed until the Cabinet paper is lodged and key messages for that notification will note the dependency on Cabinet's decision. It is recommended that confirmation that these initial engagements have been successful should be sought before any announcement.

Designated Spokespeople

Area	Spokesperson	Channel
Government response – Ministerial	Minister Faafoi / Minister Hipkins	
Government response – combined agencies	Technology – GCDO Paul James/Dep GCDO Ann-Marie Cavanagh Contact tracing – Director General of Health Ashley Bloomfield	Joint press statement, weekly health stand-up
Private sector response	TBC	
Community response	At the right time – decided by nominated reps.	

Timelines and phasing

14. There are 2 timeline options suggested for delivery, with an announcement made either on Monday 3 August or Thursday 6 August.
15. The preferred option is Thursday 6 August, as this allows time for community groups to be consulted and communications refined.

<i>Announcement 3 August</i>				
What	Audience	Owner	Status	Due
Prepare media lines and statements A holding media statement on the trial	PMO/Media	DIA	Underway	31 July
Update to key stakeholders ahead of trial announcement This will explain that the trial is about to start	Community groups* Note, this group is meeting with DPMC Caring for Communities workstream on 6 August	DPMC	To be completed	1/2 August



Media release Post cabinet joint release By Min Faafoi/Min Woods	Media/Public	DIA/Health	Drafted, to be confirmed with MoH	4 August
Media stand-up Talking points for Post cabinet media stand-up by PM	Media/Public	PMO	Drafted	4 August
<i>Announcement 6 August</i>				
What	Audience	Owner	Status	Due
Prepare media lines and statements A holding media statement on the trial	PMO/Media	DIA	Underway	31 July
Update to key stakeholders ahead of trial announcement This will explain that the trial is about to start	Community groups* Note, this group is meeting with DPMC Caring for Communities workstream on 6 August	DPMC	To be completed	6 August
Media release Post cabinet joint release By Min Faafoi/Min Woods	Media/Public	DIA/Health	Drafted, to be confirmed with MoH	6 August
Media stand-up Talking points for media stand-up (PM)	Media/Public	PMO (drafted by DIA)	Drafted	6 August

Talking points For PM stand-up

Background

- Effective contact tracing is a vital part of the COVID-19 response. While manual processes remain the critical component for contact tracing, we know digital solutions have a key role to play.
- We know this is important from a public health perspective and also in supporting our economic and social recovery
- One simple and effective technology solution to improve contact tracing has not been identified around the world
- That's why we are continuing to improve the NZ Covid tracer app, as well as carrying out a trial of the google/android based app
- But given the growing worldwide pandemic, we want to explore all available technology options, so have been investigating a CovidCard
- Initial assessments through trials in Nelson indicated that card works and is a potential solution



- And so we will be carrying out further work to see how the card for New Zealand, including additional trials and research until the end of October
- This research will allow us to understand how the cards would work in a real-world scenario, if they are compatible with our contact tracing system, and if the public would accept and use the cards if they were rolled out
- It is planned that a decision whether to deploy the Card will be made later this year, at this stage, we do not anticipate the card would be mandatory
- The key consideration on the deployment CovidCard or another technical solution, will be if it meets high security and privacy standards, and can be used by a wide range of New Zealanders while effectively contribute to contact tracing and New Zealand's efforts to eliminate COVID-19
- An announcement on the location of the trial will be made following community consultation

If location can be announced

- After consultation with community leaders and iwi the trial area has been selected as Rotorua region
- It will involve around 250 to 300 people and will help us determine how the card performs in community settings with real life scenarios
- This testing will help us assess how this type of concept could be deployed on a national scale to support our contact tracing system

About the Card and the previous Nelson Trial

- Security and privacy are key criteria for any technology we consider
- The card won't store any location data or track users. It blindly records the length and distance of its interaction with other cards up to 5 metres away
- Information will only be accessed if – and only if – the card user is a close contact of a confirmed COVID-19 case and contact tracing is required
- We have already conducted a small technical trial of the CovidCard solution
- Earlier this year, during level 4 lockdown, the University of Otago tested the CovidCard technology in conjunction with the Nelson Marlborough DHB
- The trial has helped us understand how this type of technology could be deployed to support our contact tracing system. We will now test this on a larger scale

Draft press release

Government confirm CovidCard trial to go ahead



The Government has confirmed it will continue to explore options for COVID-19 contact tracing, with a trial of the CovidCard technology announced today.

“Effective contact tracing is a vital part of the COVID-19 response, Minister Government Digital Service Kris Faafoi said. “While manual processes remain the critical component for contact tracing, we know digital solutions have a key role to play.

We know this is important from a public health perspective and also in supporting our economic and social recovery.”

“We have always been clear that the tracing system will include a range of methods, to make sure we are getting the best information we can, as quickly as we can,” Health Minister Chris Hipkins said.

“It’s fair to say that one simple and effective technology solution to improve contact tracing has not been identified around the world, that’s why we are continuing to improve the NZ Covid tracer app, as well as carrying out a trial of the google and Android based Bluetooth services and investigating a CovidCard.”

Initial assessments of the technology by the University of Otago highlighted that the card could add to New Zealand’s current approach.

“The government funded a trial run by the University of Otago in conjunction with the Nelson Marlborough DHB over lockdown. We’ve now reviewed that information, along with other reports, and believe there is merit in exploring it further,” Kris Faafoi said.

“This research will allow us to understand how the cards would work in a real-world scenario, if they are compatible with our contact tracing system, and if the public would accept and use the cards if they were rolled out.”

Any decision on whether to deploy the Card will be made later this year. At this stage it is not anticipated that the card would be mandatory.

“Key to any deployment of CovidCard or another technical solution, will be if it meets high security and privacy standards, and can be used by a wide range of New Zealanders,” said Chris Hipkins. “We’ll also be testing if it effectively contributes to contact tracing and New Zealand’s efforts to eliminate COVID-19.”

If location can be mentioned.

After consultation with community leaders and iwi the trial area has been selected as Rotorua region. It will involve around 250 to 300 people and will help determine how the card performs in community settings with real life scenarios.

“We’ve spoken with community members and are grateful to have their support,” said Chris Hipkins. “This testing will help us assess how this type of technology could be deployed to support all New Zealanders.”



Audiences, channels and owners

Ministers and their staff

Audience	Engagement aim	Channel	Frequency/date	Contact	Owner
Ministerial Leadership group. Ministers of: <ul style="list-style-type: none"> • Health • Finance • Internal Affairs • Justice Their Senior Private Secretaries and Press Secretaries	Regular formal and informal briefings to their staff to ensure they are aware of project	Email Briefings Phone calls	As required but regular	See Appendix 2 for a full contact list	DIA
Other interested Ministers: <ul style="list-style-type: none"> • Minister GDS • Minister of Statistics 	Occasional briefing via Minister of Health's office	Briefing	As required	Via Lizzie Jones	DIA

Government agencies

Audience	Engagement aim	Channel	Frequency/date	Contact	Owner
State Services Commission	Inform and engage as required to manage risks	Email and phone calls or formal briefing	As required	Grahame Armstrong	DIA
Privacy Commissioner	Inform and engage as required to manage risks	Email and phone calls or formal briefing	As required	TBC	DIA

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Audience	Engagement aim	Channel	Frequency/date	Contact	Owner
Ministry of Health	Strongly engage on broader contact tracing to ensure projects are aligned	Regular in-person meetings	Ongoing and regular	Dan Jackson/Emma Blackmore	DIA
GCSB	Inform and engage as required to manage risks	Email and phone calls or formal briefing	As required	Hamish Beaton	DIA
Statistics New Zealand	Inform and engage as required to manage risks	Phone call and/or email overview of response	Occasionally	Lindsay Davis	DIA

Private sector and industry groups

Audience	Engagement aim	Channel	Frequency/date	Contact	Owner
Industry groups cohort (NZRise/NZTech NZITC)	Ensure understanding, ability to ask questions and set platform for future discussion	Phone call and/or email overview of response	As required	NZTech: Graeme Muller NZRise: Breccan McLeod-Lundy NZRise: Victoria MacLennan	David Downs / Rob Fyfe / Sam Morgan
Unions leaders	Ensure understanding, ability to ask questions and set platform for future discussion	Phone call and/or email overview of response	As required	TBC	DIA



Māori and Pacific communities

Audience	Engagement aim	Channel	Frequency/date	Contact	Owner
Iwi leaders – nominated data and privacy lead	Consult on concept, plus understand key concerns Seek and provide for input	TBC	Ongoing – as needed		
Pacific – to be considered	Consult on concept, identify concerns – set ability for ongoing dialogue, confirm key rep to work through	Research + DIA/Justice	Post further Ministerial direction	TBC	DIA, Justice

Scientific / academic community

Audience	Engagement aim	Channel	Frequency/date	Contact	Owner
Prof Michael Baker Sir Peter Gluckman David Skegg Note: Sam Morgan and team have presented to this group on the card concept	Ensure support for / understanding of card proposal	Phone call and/or email overview of response	As part of overall stakeholder updates		David Downs / Rob Fyfe / Sam Morgan
University of Otago team	Ensure support for / understanding of card proposal	Phone call and/or email overview of response	As part of overall stakeholder updates	Megan McPherson	DIA



Timeline and high-level action plan for proactive comms

Note: this this timeline shows engagement from **3 Aug** and will be added to as new requirements are surfaced.

Pre-trial

What	Audience	Channel	Owner	Status	Due date
Review of communications strategy	Governance group Relevant communications teams		DIA / Health	Underway	4 Aug
Back pocket media lines and statements A holding media statement on the trial in case it is needed	Media	TBC	DIA / Health	Underway	4 Aug
Update to key stakeholders ahead of trial This will explain that the trial is about to start	Ministerial leadership group Governance group Technology Response Plan Oversight Group	Email update	DIA	Prepared	Before announcement 6 August

Trial period

What	Audience	Channel	Owner	Status	Due date
Prime Ministerial press release Outlining a range of contact tracing activities that are underway	General public Media	Media release	PMO/Office of the Minister of Health/Digital Public Service	Underway	6 August



<p>Update to all stakeholders Email a copy of the Ministers press release, along with a covering note detailing more about the trial and the project team</p>	<p>All key stakeholders that members of the project team have engaged with up to now including iwi, business and industry groups, NGOs, unions, other private sector groups.</p>	<p>Email update form the relevant project members</p>	<p>Project team</p>	<p>Being drafted</p>	<p>6 Aug</p>
<p>Trial paper Summary of the trial and what has been learnt</p>	<p>Governance group Technology Response Plan Oversight Group</p>	<p>Paper</p>	<p>University of Otago</p>	<p>Not started</p>	<p>TBC</p>

Review of trial

What	Audience	Channel	Owner	Status	Due date
<p>Briefing to Ministerial Group An overview of the trial and next steps on the development of the Cabinet paper</p>	<p>Ministerial leadership group Governance group Technology Response Plan Oversight Group</p>	<p>Briefing</p>	<p>DIA</p>	<p>Not started</p>	
<p>Stakeholder update Summary of the trial and what has been learnt, along with next steps</p>	<p>All key stakeholders that members of the project team have engaged</p>	<p>Email update from the relevant project members</p>	<p>DIA</p>	<p>Not started</p>	
<p>Back pocket media lines and FAQ Prepared responses to a range of possible issues with the trial</p>	<p>Media</p>		<p>DIA</p>	<p>Not started (earlier version available)</p>	
<p>Proactive media plan An agreed approach to proactively approaching media outlets to provide them with some of the trial findings</p>	<p>Media</p>	<p>Phone calls / email</p>	<p>DIA</p>	<p>Not started</p>	



Appendix 2: Contact list – Bluetooth card trial

The list below are key stakeholders (or their representatives) who we will update on a regular basis about the Bluetooth card trial at NMDHB.

As a rule, all updates will go to:

- All members of the oversight group, and the officials group
- All members of the Governance Committee.

Additionally, updates would go to the people / agencies in the following table.

Previous members of COVID 19 Technology Response Plan Oversight Group			
Peter Crabtree	NCMC		peter.crabtree@mbie.govt.nz
Bruce Parkes	NCMC Official		bparkes@doc.govt.nz
Dr Ashley Bloomfield	Health		Ashley.Bloomfield@health.govt.nz
Shayne Hunter	Health Official		shayne.hunter@health.govt.nz
Paul James	GCDO		Paul.james@dia.govt.nz
Ann-Marie Cavanagh	GCDO Official		Ann-Marie.Cavanagh@dia.govt.nz
Carolyn Tremain	MBIE		Carolyn.Tremain@mbie.govt.nz
Paul Stocks	MBIE Official		Paul.stocks@mbie.govt.nz
Andy Coster	Police		Andrew.Coster@police.govt.nz
Jevon McSkimming	Police Official		Jevon.McSkimming2@police.govt.nz
Andrew Hampton	CISO		Andrew.hampton@gcsb.govt.nz ah22@dpmc.govt.nz
Hamish Beaton	CISO Official		hamish.beaton@gcsb.govt.nz

Previous members of Governance Group			
Keriana Brooking	MoH		keriana.brooking@health.govt.nz



Previous members of Governance Group			
Ann-Marie Cavanagh	GCDO		Ann-Marie.Cavanagh@dia.govt.nz
Sam Morgan	PPP	s 9(2)(a)	
Robyn Henderson	MBIE		Robyn.Henderson@mbie.govt.nz

Other contacts			
Lizzie Jones	Private Secretary Government Digital Services (Min Faafoi's office)	s 9(2)(a)	Lizzie.Jones@parliament.govt.nz
	Senior Press Secretary (Min Hipkin's office)		
	Senior Private Secretary (Min Hipkins's office)		
Tricia Benny	Senior Private Secretary (Min Martin's office)		Tricia.benny@parliament.govt.nz
Richard Ninness	Senior Press Secretary (Min Martin's office)		Richard.ninness@parliament.govt.nz

Government / public sector agencies (TBC)			
Grahame Armstrong	State Services Commission – media advisor		Grahame.Armstrong@ssc.govt.nz
(TBC)	Office of the Privacy Commissioner		TBC

Interest groups			
Graeme Muller	NZTech	s 9(2)(a)	
Breccan McLeod-Lundy	NZRise	s 9(2)(a)	
Victoria MacLennan	NZRise	s 9(2)(a)	
Paul Mathews	ITP	s 9(2)(a)	

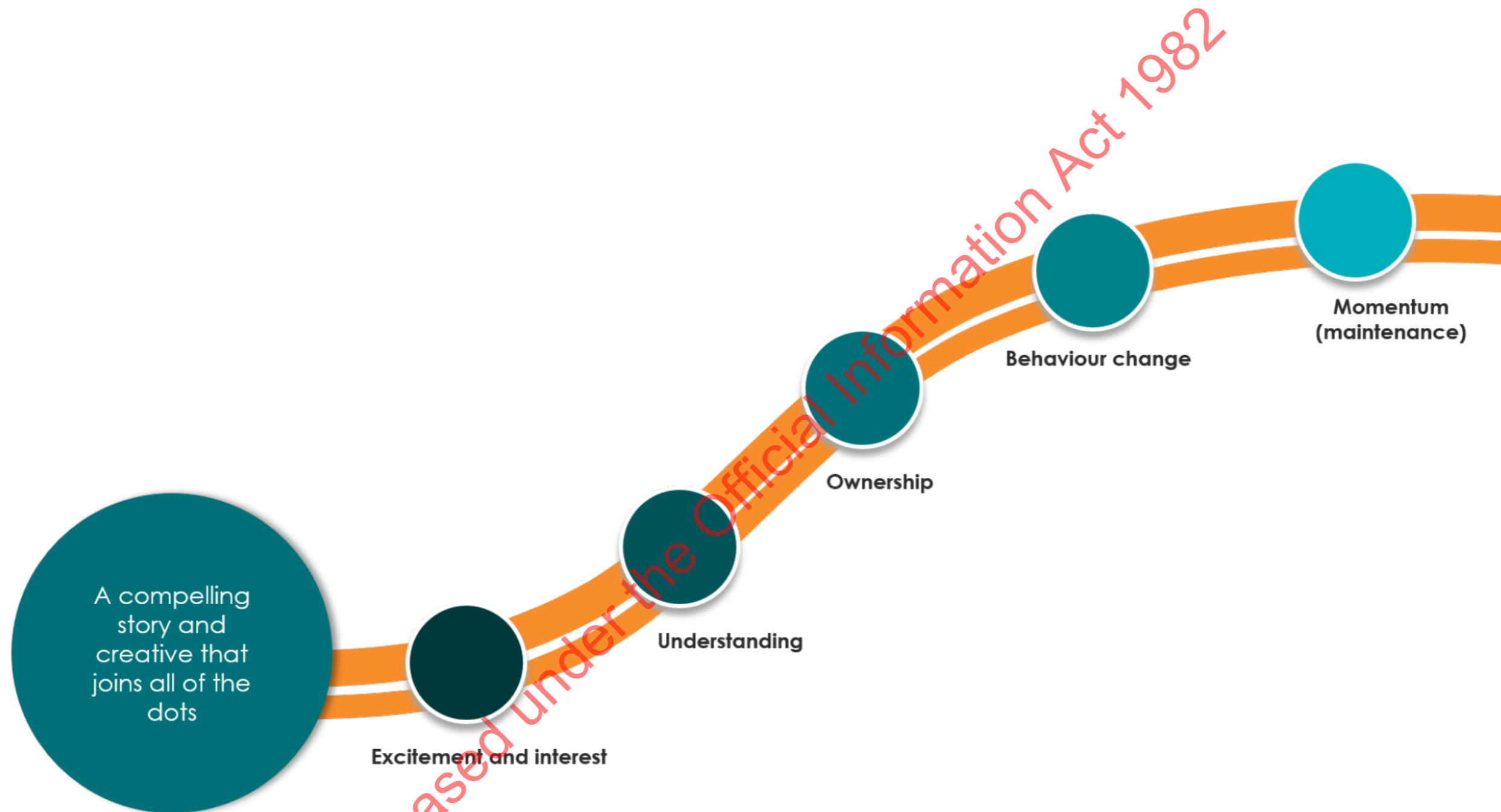


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DRAFT PR and public awareness campaign for Bluetooth COVID-19 card

Overarching Governance Group			
Minster of Digital Services, Minister of Health, Minister of Internal Affairs, (Minister of Justice)		Contact Tracing Assurance Committee (CTAC)	
Stakeholder Advisory and Advocacy Board			
Executive Governance Board			
Overarching goals of COVID-19 tracing solution		<ul style="list-style-type: none"> - Stay out of lock-down and protect public health - Get business going again without a stop/start economy - Thrive, while waiting on a vaccine 	
Campaign phases	Phase 1: Pre-launch	Phase 2: Launch	Phase 3: Post launch to expiry
Timing	May to June	July/August	12 to 24 months
Theme	Confidence and reassurance	Excitement and expectation	Adoption and normalisation
Objectives	<ul style="list-style-type: none"> • Key stakeholders & decision-makers understand the need and criteria for a COVID-19 tracing system • New Zealanders are aware the government and private sector are developing a potential COVID-19 tracing system(s) to protect public health 	<ul style="list-style-type: none"> • Public awareness and support for benefits of a COVID-19 tracing system • Public expectation/acceptance/demand for a COVID-19 tracing solution 	<ul style="list-style-type: none"> • Ongoing public use of Bluetooth COVID-19 card • Positive public perceptions about COVID-19 tracing • Positive stories about the (health and economic) benefits of the card
Strategy	<ul style="list-style-type: none"> • Positive (80%); negative (20%) • Partnerships (iwi, business, tech, media, etc) • Phased Awareness & Understanding → Ownership → Behaviour change and momentum 	<ul style="list-style-type: none"> • Announce via known and trusted figure(s) • Supported by many voices (partners) 	<ul style="list-style-type: none"> • Positive news coverage about success and public health benefits of COVID-19 tracing programme
Key messages	<ul style="list-style-type: none"> • We need a safe and secure system to trace and eliminate the COVID-19 virus • Government and private sector experts are working on potential solutions to do this • Protecting public health and personal privacy will be paramount to any solution we develop • A successful tracing tool will help us stay out of lockdown and get business going again 	<ul style="list-style-type: none"> • We are announcing a world leading, homegrown tracing solution to help beat COVID-19 in NZ • The tracing solution is a personalised Bluetooth Card that communicates with other cards nearby • It will securely and anonymously record encounters with other cards so that when a cardholder tests positive for COVID-19, other cardholders who've been in close contact will be notified • This will enable rapid self-isolation and testing so we can eliminate COVID-19 until we get a vaccine 	<ul style="list-style-type: none"> • COVID-19 tracing is helping to keep us safe while returning to normal life • The economy is steadily opening up and staying open as we accurately monitor and control the COVID-19 virus • Our homegrown solution is helping us beat the virus
Stakeholders	Ministers, Officials, PPP team, CTAC, Iwi Partners, Business and Union Leaders, Privacy Advocates, Tech Advocates, e.g. Digital Council (Chaired by Mitchell Pham), Media	Political and Business Media, Community Leaders, Churches, etc.	
Tactics	Core narrative, Media Outreach, Q&As, Opinion Editorials, Stakeholder Engagement Programme, Social Media Plan, Advertising		
Integration	Integrate with Research, Brand, Social Media and Advertising Workstreams as well as other tracing solutions (e.g. MOH App)		

A phased approach to the campaign



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