

25 August 2014

Dear C Townsend

Re your Official Information Act request sent to the Ministry of Health (MOH) and then redirected by the Ministry to the Health Promotion Agency (HPA) and received by HPA on 28 July 2014.

You asked for any documents specifically relating to possible harm inflicted by the sore throats campaign to the reputation of Pacific Islanders as a responsible and healthy community.

The Winter 2014 Rheumatic Fever Awareness was aimed at Pacific people living in New Zealand with a focus on parents and caregivers of 4 to 19-year-olds in Auckland and Porirua.

Research was undertaken with members of the priority audience communities and relevant frontline health providers to ensure the campaign approach and key messages were based on what they saw as working for them and their communities.

The campaign was based around a real family from South Auckland who had already been working with Pacific health providers to increase awareness of the issues around Rheumatic Fever in Pacific communities. All stories told in the campaign are real, and delivered by those who experienced them - there are no actors hired for any element of this campaign.

This approach allowed Pacific communities to determine the approach of the campaign, and at no stage was there any suggestion or mention of any risk of any possible harm inflicted by the campaign to the reputation of Pacific Islanders as a responsible and health community. In fact, those involved in the campaign are portrayed as responsible in that they take the sore throats seriously and act appropriately to protect the health of their family and their community.

Therefore no risk management documents pertaining to the reputation of Pacific people were developed.

Therefore your request is declined under Section 18(e) of the Act that provides that a request may be refused if: "the document alleged to contain the information requested does not exist or cannot be found";

You have the right under section 28 (3) of the Official Information Act 1982 to request a review of this decision by the Ombudsman.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'A Hearn', with a stylized, cursive script.

Dr Andrew Hearn

General Manager Policy, Research and Advice