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17 September 2024

Erika Whittome

By email: fyi-request-28455-05f56afa@requests.fyi.org.nz
Ref: H2024051917

Tēnā koe Erika

Response to your request for official information

Thank you for your request under the Official Information Act 1982 (the Act) to the Ministry of Health – Manatū Hauora (the Ministry) on 20 September 2024 for information regarding misinformation. You requested:

“Misinformation Definition

Would you please share the criteria, definitions, keywords, meta data tags, handbooks and any manuals on this “misinformation” which is for the disease’s prevention and treatment services.

I am requesting all the information on how MoH and YouTube determined whether prevention and treatment that google had purview of was deemed “misinformation”.

As stated in the Ministry’s response to your earlier request for information , Google and YouTube provided free advertising space to the Ministry to promote informative and helpful content for the COVID-19 response. (Our ref H2024044867.)

The information published on the platform was generated by the Ministry. This relationship transferred to the Department of the Prime Minister and Cabinet (DPMC) who led the all-of-government communications programme in 2021.

There was no agreement between the Ministry and YouTube as to what constituted misinformation. There is no definition of misinformation for COVID-19's prevention and treatment services. Therefore, this part of your request is refused under section 18(g)(i) of the Act, as the information is not held by the Ministry.

I trust this information fulfils your request. If you wish to discuss any aspect of your request with us, including this decision, please feel free to contact the OIA Services Team on: oiagr@health.govt.nz.

Under section 28(3) of the Act, you have the right to ask the Ombudsman to review any decisions made under this request. The Ombudsman may be contacted by email at: info@ombudsman.parliament.nz or by calling 0800 802 602.

Please note that this response, with your personal details removed, may be published on the Manatū Hauora website at: www.health.govt.nz/about-ministry/information-releases/responses-official-information-act-requests.

Nāku noa, nā



Sarah Turner
Deputy Director-General
Government and Executive Services | Te Pou Whakatere Kāwanatanga