

Health Report

Launch of NZ COVID Tracer mobile app

Date due to MO:	15 May 2020	Action required by:	N/A
Security level:	IN CONFIDENCE	Health Report number:	20200769
To:	Hon Dr David Clark, Minister of Health		
Copies:	Rt Hon Jacinda Ardern, Prime Minister		

Contact for telephone discussion

Name	Position	Telephone
Darren Douglass	Group Manager, Digital Strategy and Investment	<small>s. 9(2)(a)</small> [Redacted]
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Action for Private Secretaries

Return the signed report to the Ministry of Health.

Date dispatched to MO:

15 May 2020

Launch of NZ COVID Tracer mobile app

Purpose of report

1. This report provides information about the upcoming launch of the NZ COVID Tracer mobile app. Talking points to support the launch are attached as Appendix A.

Background / context

2. The Ministry of Health has developed the NZ COVID Tracer mobile app to help improve contact tracing in New Zealand.
3. NZ COVID Tracer is designed to support, rather than replace, existing contact tracing processes, which are led by the National Close Contact Service (NCCS) and Public Health Units.
4. In the initial release on or after 20 May 2020, NZ COVID Tracer will allow New Zealanders to create a digital diary of the places they've been by scanning QR codes at businesses and other locations. It will also allow app users to register their contact information through NZ COVID Tracer so NCCS contact tracers can quickly get in touch if needed.
5. From 18 May 2020 any business or organisation with a New Zealand Business Number will be able to generate a QR code poster through the Ministry of Business, Innovation and Employment's (MBIE) Business Connect service.
6. The Ministry will also release a website on or after 20 May 2020. This will allow New Zealanders who don't want to use the NZ COVID Tracer mobile app, or are unable to do so, to register their contact information with the NCCS.
7. The Ministry is working in partnership with other contact tracing app developers. In May 2020 the Ministry of Health will release data specifications to allow developers of other contact tracing apps to use the NZ COVID Tracer QR codes and provide contact tracing data to the Ministry.
8. The uptake and effectiveness of the NZ COVID Tracer mobile app has a high dependency on businesses and other organisations deciding to display QR code posters at their premises.
9. An update to NZ COVID Tracer is scheduled for release in June 2020. This will allow contact tracers to notify app users if they have signed into a location at a similar time as someone who has COVID-19 and will allow a user to send their digital diary directly to the NCCS if they are identified as a close contact. The update will also allow app users in isolation or quarantine to complete daily health check-ins.
10. The Ministry is assessing potential future improvements to NZ COVID Tracer and will release updates, subject to Cabinet approval, as new functions are added. Future improvements could include support for Maori, Chinese and Pacific languages and support for older devices and operating systems. Further enhancements to support equity of access such as sponsored data will also be considered.

11.

s. 9(2)(f)(iv)

12.

NZ COVID Tracer users retain control of their data and their privacy is protected. Any location information an app user decides to record through NZ COVID Tracer is stored securely on their phone and deleted after 31 days. The user also decides whether to share this location information if requested by contact tracers.

13.

Personal contact information, daily health checks and shared location data are retained by the Ministry for the duration of the public health response to the COVID-19 pandemic and used only for public health purposes. Where this data has become part of the person's health record it will be retained in line with health record retention regulations.

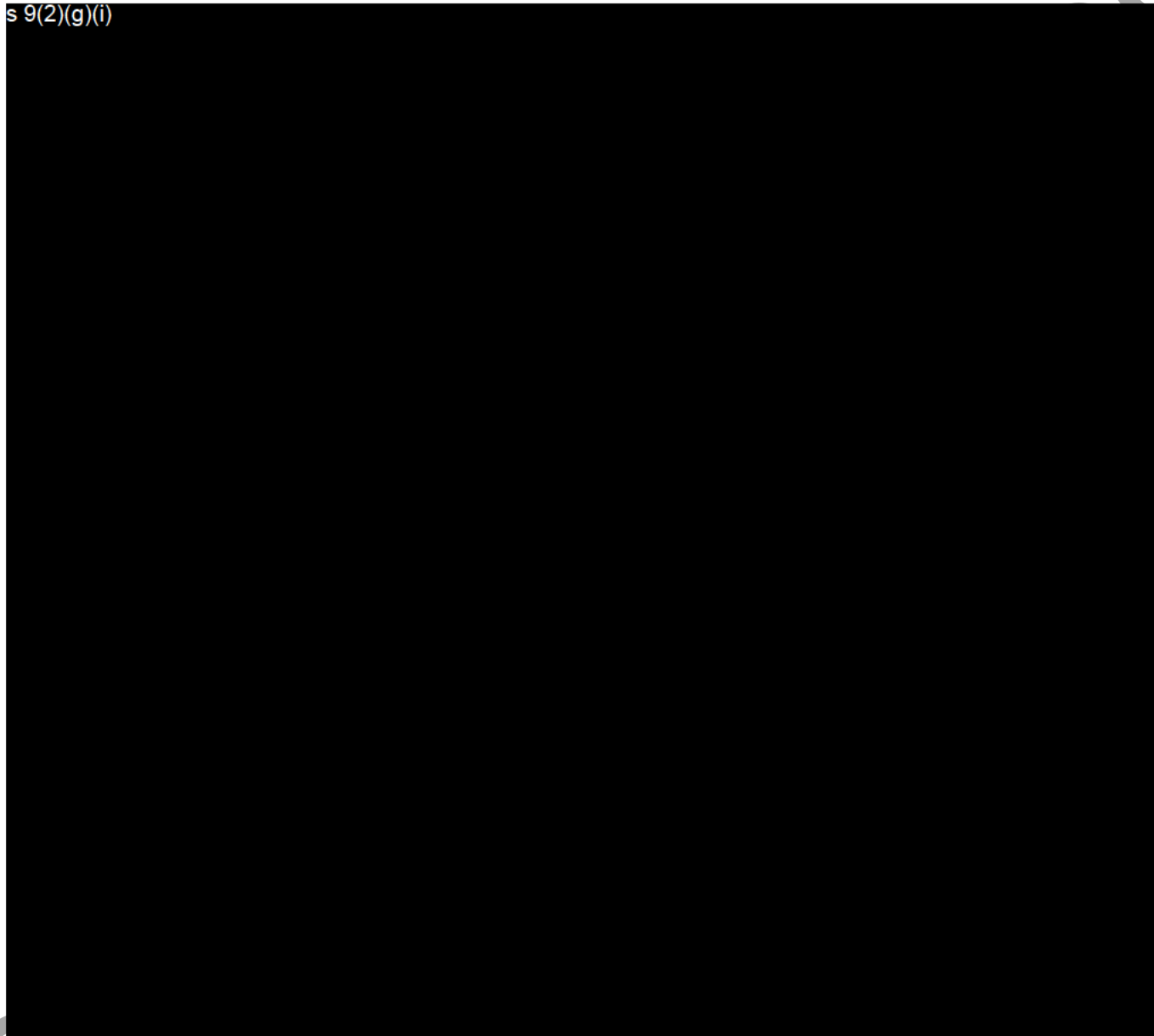
14.

The key dates for the NZ COVID Tracer app are summarised in the following table.

Date	Event
18 May 2020	Launch of platform on MBIE Business Connect to allow businesses and organisations to generate NZ COVID Tracer QR code posters for display at their premises.
On or after 20 May 2020	Initial release of NZ COVID Tracer mobile app: <ul style="list-style-type: none"> • Scannable QR codes at business premises • Register personal information and contact details • Invite whānau and friends to register. Release of NZ COVID Tracer website: <ul style="list-style-type: none"> • Register personal information and contact details • Invite whānau and friends to register.
25 May 2020	Release of specifications for using QR codes and providing contact tracing data to the Ministry. This allows other developers working on contact tracing apps to follow Ministry data standards.
June 2020	Update to NZ COVID Tracer mobile app: <ul style="list-style-type: none"> • Contact tracers can notify app users if they have signed into a location at a similar time as someone who has COVID-19 • Users can send their digital diary directly to the NCCS if identified as a close contact. • Users in self-isolation or quarantine can complete daily health check-ins

Date	Event
[REDACTED]	<p>s 9(2)(f)(iv) [REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p>

s 9(2)(g)(i)



Communications and marketing

21. Communications and marketing plans have been developed to support the launch of NZ COVID Tracer and continue to encourage uptake as new features become available.
22. Communications on NZ COVID Tracer will reflect that the app is designed to support rather than replace existing contact tracing processes, which are led by the National Close Contact Service and Public Health Units.
23. The communications and marketing objectives are:

- a. All New Zealanders and visitors understand the importance of contact tracing
 - b. All businesses and public-facing organisations display QR posters to encourage customers to use the NZ COVID Tracer app, and to maximise the utility of the app
 - c. s 9(2)(g)(i)
 - d. New Zealanders who choose not to use the app update their contact information with the web app and keep records of where they've been and who they've seen.
24. Communications and marketing activity can commence on or after 18 May 2020, following the launch of the platform on MBIE Business Connect that will allow businesses and organisations to generate NZ COVID Tracer QR code posters. The initial focus would be on driving business uptake of the QR code posters.
25. While the launch of the NZ COVID Tracer mobile app will be signalled on or after 18 May 2020, the communications and marketing campaign for the app will commence on or after 20 May 2020.
26. Communications will carefully manage expectations about the NZ COVID Tracer app and set out a clear timeframe for enhancements to functionality, with activity timed to coincide with key milestones such as the release of new features.
27. Communications will:
- a. Ensure the public understands their privacy and data will be protected and will not be used for enforcement purposes.
 - b. Be designed to raise public awareness and drive uptake of NZ COVID Tracer.
 - c. Carefully use the daily COVID-19 media stand-up to maximise media coverage
 - d. Be diverse, inclusive and accessible to a wide range of New Zealander and visitors.
 - e. Enlist key influencers to help promote NZ COVID Tracer
 - f. Include NZ COVID Tracer walkthroughs with selected media and public health experts
 - g. Take a health-led communications approach with direct support from the AOG COVID-19 campaign and MBIE (QR codes) to ensure clear and consistent messaging across all channels.
28. Communications and marketing channels will include:
- a. Announcements at daily COVID-19 media stand-ups
 - b. Media releases
 - c. Advertising through television, radio, print and social media
 - d. Direct emails to key business sector organisations
 - e. Engagement with public health experts and other influencers
 - f. The health.govt.nz, covid19.govt.nz and mbie.govt.nz websites
 - g. MOH and MBIE contact centres
 - h. Director-General of Health stakeholder updates

Recommendations

The Ministry recommends that you:

- a) **Note** that the NZ COVID Tracer mobile app will be released on or after 20 May 2020
- b) **Note** that a platform for businesses to generate NZ COVID Tracer QR code posters will be released from 18 May 2020
- c) **Note** that there is an opportunity for the Government to clarify that use of NZ COVID Tracer meets contact tracing requirements for business
- d) **Note** the communications and marketing approach for NZ COVID Tracer
- e) **Note** the talking points set out in Appendix A



Shayne Hunter
Deputy Director-General
Data and Digital

Hon Dr David Clark
Minister of Health
Date:

Appendix A is withheld under section 9(2)(g)(i)