

7 March 2022

s 9(2)(a)

By email: **s 9(2)(a)**
Ref: H202200227

Tēnā koe **s 9(2)(a)**

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 (the Ministry) on 14 December 2021 for:

“...all written and visual material, communications, design drafts, final papers and decisions related to all visual material created for COVID-19 communications from the Ministry of Health, from 1 January 2021 to the date of this email including:

- The COVID-19 - Vaccination design briefs developed by MOH communications staff, advisors, and contractors; all relevant internal and external communications in relation to the development of the design briefs, all decision-making papers, notes, minutes and agendas in relation to the design briefs; and*
- all external communications in relations to COVID-19 – vaccination 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.*

On 26 January 2022, the Ministry advised you via email that your request was for a large volume of information and you were asked to refine it. On 28 January 2022, you refined your request to:

“... if I could have any design briefs and all the creative proposals provided in response, in relation to the vaccination roll-out, that would be very helpful. The time frame might then be narrowed, and I won't require the emails or communications.”

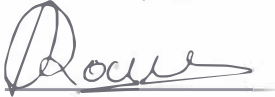
The Ministry has identified and collated twenty-four key campaign briefs, which have been deemed within scope of your refined request. All documents are being released to you in full. Please note that the Ministry does hold additional briefs and responses related to your request, however these have not been included, as providing every document would result in substantial collation. The twenty-four key documents provided have been itemised in Appendix 1 to this letter, and copies of the documents are enclosed. Furthermore, you may be interested to note that the documents have been organised in a way that provides the design brief document, followed by the resulting campaign used in New Zealand's vaccination programme.

The General Manager of Communications and Engagement at the National Immunisation Programme, Rachel Lorimer, has advised that she is happy to answer any additional questions that arise upon receipt of this response. Rachel can be contacted via her Executive Assistant Maria Gilmore at: Maria.Gilmore@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 Ministry of Health website at: www.health.govt.nz/about-ministry/information-releases.

Nāku noa, nā



Astrid Koornneef
Director
National Immunisation Programme

Appendix 1: List of documents for release

#	Date	Document details	Decision on release
1	Early March 2021	Vaccine Campaign Agency Brief	Released in full.
2	March 2021	Vaccine Campaign Concepts	
3	28 June 2021	COVID-19 vaccine: 'Book my Vaccine' Video: Brief to Clemenger BBDO	
4	Early July 2021	Book my Vaccine storyboards	
5	28 September 2021	COVID-19 vaccine: Agency Brief	
6	Early October 2021	It's Our Shot Summer Youth: Unite Against COVID-19	
7	15 July 2021	MBI 0174: Group 4 Vaccines	
8	Mid July 2021	Group 4 TV_AV Storyboard	
9	4 August 2021	COVID-19 Vaccine Campaign: 55+ It's Your Time – Creative Brief	
10	Early August 2021	Group 4: Creative Concepts	
11	12 July 2021	COVID-19 Vaccine Campaign: Group 4 momentum builder TVC brief	
12	Mid July 2021	It's Your Time Artists Concepts	
13	6 October 2021	COVID-19 Vaccine: Brief for Clemenger Super Saturday	
14	Mid November 2021	Super Saturday Lookbook	
15	18 November 2021	COVID-19 Vaccine Creative Brief for: Connecting with 'it won't reach me out here' persona	
16	Mid November 2021	Identity Treatment for Communications That Target Unvaccinated Personas	
17	12 November 2021	Agency Brief: COVID-19 Vaccine: Two Shots for Summer – new layer: MyVaccinePass	
18	Mid-late November 2021	COVID-19 MyVaccinePass: Two Shots Local	
19	Mid-late November 2021	COVID-19 MyVaccinePass: Two Shots – Update	
20	Mid-late November 2021	COVID-19 MyVaccinePass: Two Shots – Web banners	
21	13 December 2021	COVID-19 Vaccine Design Brief for: Tamariki Time Brochure for Parents	
22	6 January 2022	Tamariki Brochure	

#	Date	Document details	Decision on release
23	14 December 2021	COVID-19 Creative Brief for: 5-11 year olds – immunisations announcement support	
24	Mid December 2021	5-11 Comms – Phase 1 AV, Press, Brochure and Social Visuals	

Vaccine Campaign Agency Brief

1. Background

The strategy and creative development has been underway for a revised Vaccine campaign response, talking to all of New Zealand and builds on an initial brief provided in December for vaccine related work. This brief is to create, produce and deliver a sustained campaign from April through to the end of 2021.

2. Audience

Everyone in Aotearoa (over the age of 16) who is eligible to be vaccinated against COVID-19.

Specific groups and key audiences will also be addressed by work streams within the campaign.

3. What we know (data/insights)

We have a range of insights and data based on the experience of overseas jurisdictions who are further along their vaccination programmes in New Zealand.

We also have a range of research relating to New Zealanders' views on vaccination (most notably the regular Horizon general population reports on public attitudes and sentiments towards COVID-19 vaccination).

This is supported by research for Maori and Pasifika that our partners in Te Puni Kokiri and Ministry for Pacific Peoples are using to inform their more tailored campaigns.

Operational data about the real time uptake of the vaccine will continue to be supplied as the vaccination programme rolls out.

In addition to information about people's sentiment towards vaccinations, we have research about the Unite against COVID-19 and Ministry of Health brands. This data demonstrates the levels of public trust and confidence in both brands.

These reports will be provided to the agency

What we know:

As with the common understanding of behaviour change programmes, a focus on the positive lens of behaviour change (acceptance rather than hesitance) has been seen to be most effective in overseas jurisdictions.

In New Zealand, the idea of getting vaccinated for the benefits of others (whanau, community and friends) resonates more strongly than a sense of doing it to protect yourself.

There is a desire across cohorts for more information about the vaccine. This correlates with the highest level of concern around the vaccine being about the safety aspects - the speed at which it was developed, the long term effects and side effects.

4. Objective of the campaign

The objective of the campaign is to drive vaccine uptake.

Specifically, we want everyone who can have a vaccine in New Zealand to get both doses by the end of 2021.

5. Key messages

- The stronger our immunity, the greater our possibilities
- The Pfizer/BioNTech vaccine is safe and effective
- The vaccine is free and there is enough for everyone in Aotearoa
- Everyone in Aotearoa (over the age of 16) is eligible for the vaccine

6. Call to action

Get vaccinated.

The purpose of the campaign is to say to everyone in New Zealand who is eligible “GET YOUR COVID-19 VACCINE”.

Our ability to say this directly to cohorts within New Zealand and to have this immediately fulfilled is linked to the operational roll out of the vaccination. So in effect we will build up to this action.

- We'll do this by using time appropriate actions such as:
- Find out what group you're in
- Help your whanau get vaccinated
- It's your turn to get vaccinated
- Book your vaccine now.

The call to action will evolve as the vaccine roll out evolves and operational elements of the programme come online. For example, once the booking tool is available for a critical mass, the call to action may evolve to be 'Book your COVID-19 vaccine now at xxx.govt.nz'.

7. Mandatories

An integrated campaign across all channels - a balance of both information and behaviour change activity 'hearts and minds' activity, which must be in-market sequentially.

Must reflect the insight from research in the campaign: In New Zealand, the idea of getting vaccinated for the benefits of others (whanau, community, friends) resonates more strongly than a sense of doing it to protect yourself.

This must be supported by an approach to information provision that is timely, transparent and clear.

It is critical that this campaign needs to move away from 'meeting the crisis' (2020) to 'exiting the pandemic' (2021 and beyond).

This campaign will be in market with other UAC messaging and campaigns so needs to be complementary

Our tone needs to reflect:

- Confidence
- A sense of wairua - a building energy that binds us together and fizzes with possibility
- Realness - we are informed, empowered to make the right choices for ourselves and our whanau, we have access to the expert information, and the stories we hear resonate for our communities
- Tonely we need to ensure this has a forward thinking feel. A new 2021 tone (not a repeat of what we saw in 2020).

8. Considerations

Pace and breadth of campaign. We are also constrained by the short timeframe we have to reach the goal of everyone vaccinated (ie. 9 more months).

Alignment to other vaccine related campaigns:

- Te Puni Kokiri led campaign
- Ministry for Pacific Peoples campaign
- Other Unite against Covid-19 campaign

DHB's creating their own work for local regions.

Campaign to be delivered through standard media channels as well as UAC channels.

9. Dependencies

Creation of a vaccine communications and engagement team comprising of DPMC and MOH team members so the campaign is strongly aligned to this broader work as well as the operational roll out.

Evolution of existing Unite against COVID-19 brand to allow for a distinct but connected vaccine campaign workstream.

Ability to work at pace to deliver and be in market with very short lead times, to role out the main campaign.

Baseline information layer through both Health and Unite against COVID-19 website and social channels in place prior to emotive executions.

Research and insights workstream agreed and in place to supply inputs to the campaign and allow the info layer to continue to be iterated.

10. Timeframe

This brief is for work through to the end of June 2021

Phase one - a foundation layer to address the limited volume of audience focused explanatory information in place by mid-late April.

Phase two - the introduction of future opportunities/possibilities messaging from Wednesday 21 April.

Phase three - main campaign commences end April.

11. Scope

Notes for approach to scope activity and inform budget

Given the pivot from 2020 tone to a 2021 tone and messaging - we require a creative execution that acts as an 'emotive switch'. This will take the form of a TVC and illustrative storytelling around the future opportunities.

The overall launch budget will need to be weighted in order to successfully establish the positive future focused piece as the backbone of the entire campaign.

The additional requirement to inform specific groups in G3 including those who are over 65 (and less adept online) sees early inclusion of press and radio into the inform layer.

Our pre-June activity should also be aligned the operational roll out of groups 2 and 3.

Propose consistent and multi-channel activity in all paid channels, including paid social activity.

11. Budget

This budget is through to the end of June 2021

Creative strategy and production - \$3,100,000

Media - \$7,400,000

Cost Code

169-112 – Please note VACCINE on the invoice



In this video, we see all kinds of Kiwis...

Hey Covid

A kid shouts

You were a real egg in 2020

Says a rugby player zipping up his travel bag

And we see you making plans for '21, '22, and the rest of ever

A couple add, pointing to camera from the counter of their family restaurant

But guess what. We've been making plans too

Says the leader of a kapa haka group, who are practicing together

Cos we're over fighting

Shouts someone with their mask on

And we're ready to win

We see a lawn bowls team gearing up

Yup, we're going to plan our big fat wedding

Say two excited men

I'm going to go see mum

Says a Pasifika man holding up his phone. We see his elderly mum looking excited on Facetime

We're going to come here every day, all year long!

Scream a class of excited children

I'm going to pass this kava bowl to my mate here, and he's going to pass it to him, and all the way round

We see a circle of men laughing

I'm going to the library, and the playground, and then straight to the other playground!

A child with a feeding tube shouts with excitement

Hey Covid, check this out

A man shares a hongi with the first person in a big line of manuhiri

That's right. Cos do you know what this is?

The metaphorical door to freedom

We see a nurse opening the door to a vax centre

Catch you later Covid

We see a kid being tough to camera

Ka kite a never

Says someone, then sticks on their 'I've been vaxxed' sticker

We're getting immunity

Say the couple from the café again, looking amped

And we're taking back our possibilities

We see the teacher from the classroom

We finish on the rugby player calling the final sound of the haka, and the crowd cheers

We end with these words:

Choose the win

Unite against COVID-19





Getting vaccinated
protects us all

Covid19.govt.nz
New Zealand Government

Unite
against
COVID-19



Getting vaccinated
helps reunite us
with family

Covid19.govt.nz
New Zealand Government

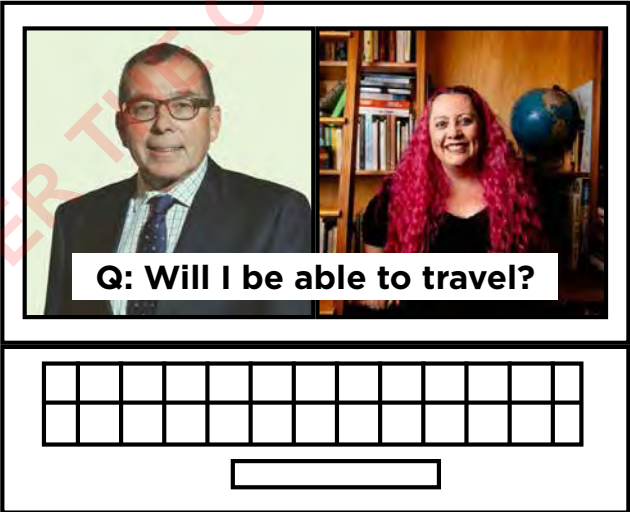
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COVID-19

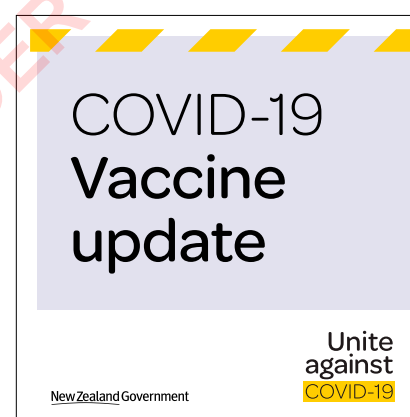
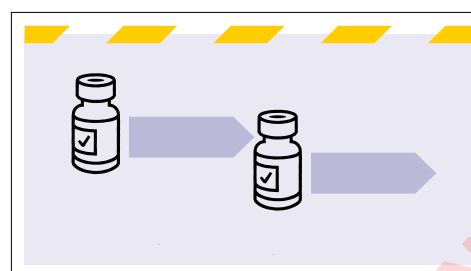
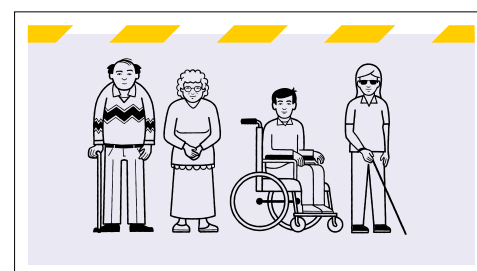
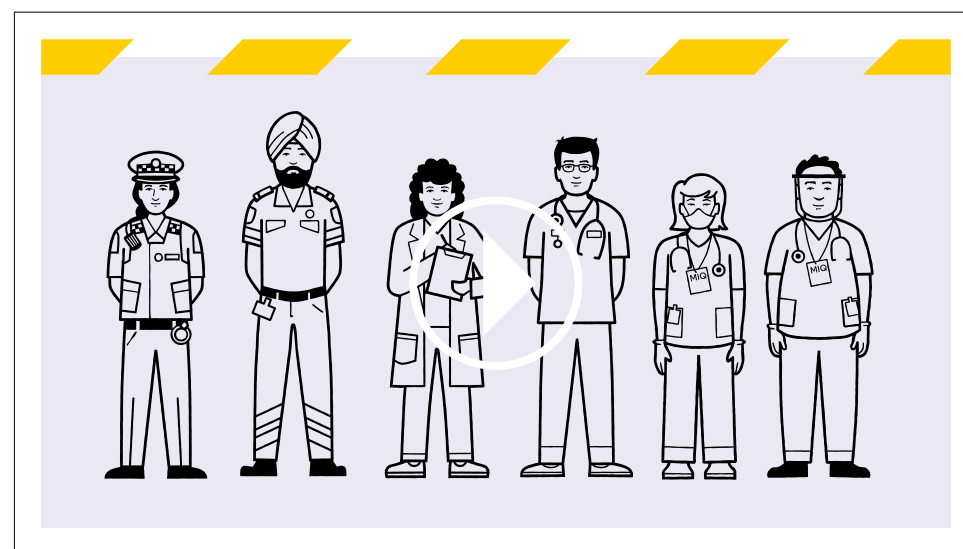


Getting vaccinated
helps us all

Covid19.govt.nz
New Zealand Government

Unite
against
COVID-19





It's time for Group 2 to get the vaccine



Our immunity starts with our community. We're on-time and on-track to successfully vaccinate people in Group 1. It's now time for people in Group 2 to get the vaccine too. This includes health and care-home workers, and those in high-risk areas.

How to get the vaccine

Getting vaccinated is easy if you follow three simple steps:

1. Visit [Covid19.govt.nz/Groups](https://covid19.govt.nz/groups)
2. Use the tool to find out if you are in Group 2
3. Wait for your local health service to get in touch with you to book your appointment.

Tell your friends and whānau

Do you have friends or whānau that you think might fall into Group 2? Or do you know someone that might need help finding out? Our strength is in numbers, so, please either send them, to, or take them through, the page at [Covid19.govt.nz/groups](https://covid19.govt.nz/groups)

The more of us that get the vaccine, the stronger we'll all be

When it comes to vaccines, the more of us that get it, the safer we'll all be from COVID-19 – and the more possibilities it will unlock.

These possibilities include reduced, or even no travel restrictions, more security for family, whānau and community, and more certainty for businesses.

Taking action helps us all

It's not just the vaccinations that can help us take on COVID-19 and unlock a future full of possibilities. We're an immune system made up of 5 million people, where all our choices count. Every time we each wear a mask, scan a QR code, switch Bluetooth 'on', or stay home when we're sick, we're contributing to our communal immunity against the virus.

*The stronger our immunity,
the greater our possibilities*

Find out more at [Covid19.govt.nz](https://covid19.govt.nz)

New Zealand Government

**Unite
against
COVID-19**

COVID-19 vaccine: 'Book My Vaccine' Video

Brief to Clemenger, 28 June 2021

Purpose of this brief

From 28 July, New Zealanders will be able to access a national booking system – 'Book My Vaccine' – to book COVID-19 vaccination appointments when it is their turn. The system will also enable people to register their details ahead of their age band to ensure that they can be contacted as soon as they are eligible.

To support the introduction of 'Book My Vaccine' we need to develop a simple video (or series of videos) to build confidence that the system is straightforward and easy to use, and show the high level process of how to book.

Objectives

- Reassure people that using 'Book My Vaccine' is simple and straightforward
- Ensure people know what to expect by explaining the booking process and the information required in a clear, simple and friendly way
- Make people feel confident that they can successfully use 'Book My Vaccine' to make appointments for both doses of the vaccine

Target Audiences

New Zealanders using 'Book My Vaccine' will include:

- Around 2 million New Zealanders aged between 16 and 64 who fall into Group 4. 'Book My Vaccine' will be available to people aged 60-64 to schedule appointments from 28 July. Around two weeks later people aged 55 to 59 will be invited to use the system to book. This process will cascade through five year age bands every two weeks or so through until the end of the year.
- A small number of New Zealanders who fall into (or have recently joined) groups 1 to 3 who have not yet been vaccinated. These include
 - Group 1: Border and managed isolation and quarantine (MIQ) workers
 - Group 2: High-risk frontline workers and people living in high-risk places
 - Group 3: People who are at risk of getting very sick from COVID-19

People who watch the video will tend to be those who are less 'digital savvy' and who may not feel confident that they will be able to navigate the system to book successfully.

Agency Task

Develop a script and storyboards for a short video to communicate how to use 'Book My Vaccine' to book appointments.

Production of the video will be managed by the MoH Content team in line with the approved script and storyboards.

Note: as we determine further requirements or identify user pain points, the approach used for this video may become an exemplar and template for additional videos eg. How to register your details. Please consider how we might use the initial video as a 'springboard' for further videos.

Mandatories

Animated style using COVID-19 Vaccine and Immunisation Programme illustrative suite and consistent with the draft homepage design (see attached).

Needs to be reflective of and relevant to communities across New Zealand including Māori, Pacific, Asian and MELAA, as well as disabled people.

Consistent with Unite against COVID-19: Vaccine visual guidelines and branding

Cobranding with MOH and UAC logos

Aligned with accessibility standards (<https://www.digital.govt.nz/standards-and-guidance/design-and-ux/accessibility/accessible-videos/what-makes-a-video-accessible/>)

Including captions, descriptive transcript, audio description.

Timing

Brief	Wednesday 30 June
Script presented	Wednesday 7 July
Storyboards	Monday 12 July
Script and Storyboards approved	Tuesday 13 July
Video Production	Wednesday 14 – Thursday 22 July
Final Approvals	Friday 23 July
Video available	Wednesday 28 July

Budget

Clemenger to provide a cost estimate for approval

New Zealand Government

Unite
against
COVID-19

 **MINISTRY OF
HEALTH**
MANATŪ HAUORA

User Journey – Booking your Vaccinations

1. When it's your turn to be vaccinated (ie. once your age band becomes eligible), you'll receive an invitation to book your vaccination.
You'll receive your invitation either from the Ministry of Health or your local health provider through email, text, letter or phone call.
You will be invited to book through 'Book My Vaccine' or by calling the new national call centre on
2. If you choose to use 'Book My Vaccine', follow the link in your invitation or visit www.bookmyvaccine.health.nz (URL tbc)
3. If you're not confident using English for Book My Vaccine, there are other language options you can choose.
4. Choose a location where you want to be vaccinated. This can be near your home or workplace, or anywhere else that suits throughout the country.
5. A list of vaccination sites near to the location you have entered will appear. Choose the site that is the most convenient.
6. Now you have the opportunity to book your vaccination date then time. You'll need to book two appointments – one for your first vaccination and one for your second. Remember you won't be able to book your second vaccination until at least 21 days after your first.
7. You'll now be asked for a few details to help us identify you when you visit the vaccination site.

You'll need to enter a few personal and contact details and choose whether you'd prefer to be contacted by text or email (or both) for reminders.
8. Finally, if you're happy with the location, dates and times you've selected, complete your booking.
9. The final screen will display a unique booking number alongside a summary of your bookings and the information you've provided. A copy of this information will be sent to you via email or text.
10. We'll send you reminders by text or email before each appointment.
11. If, for any reason, you need to change an appointment, just click on the confirmation link in your email or text, and change it in the booking system. Or you can call and they can change it for you.

Note: you can view a demonstration of 'Book My Vaccine' at

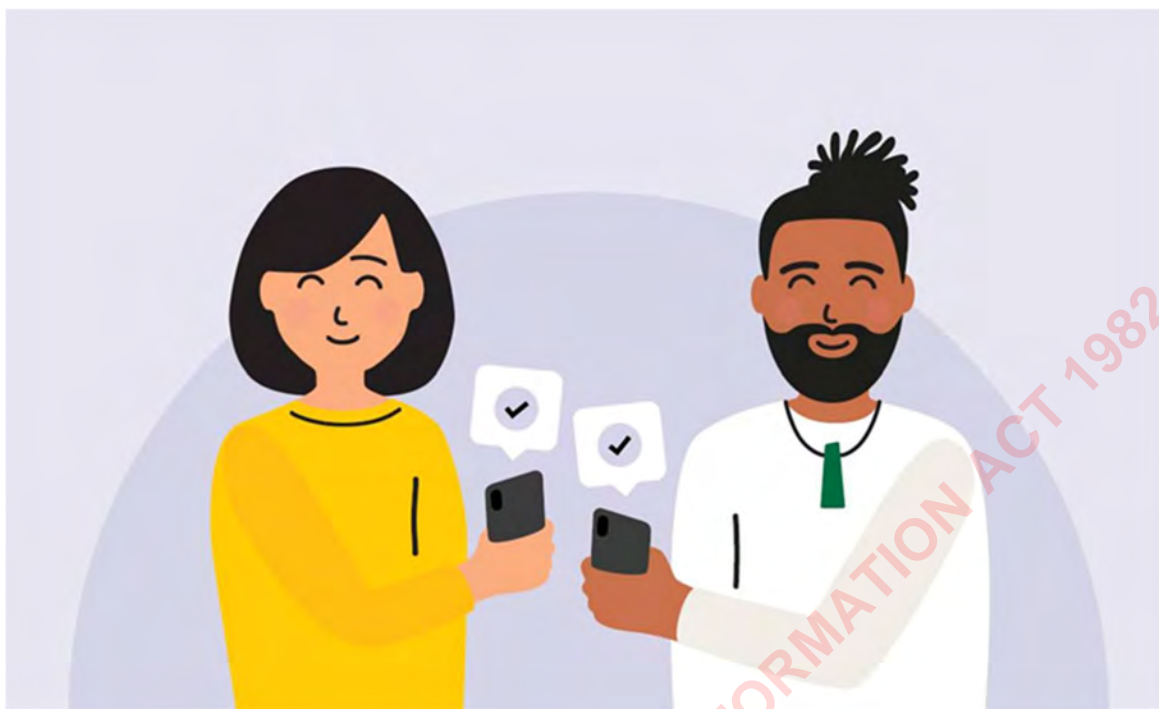
<https://www.health.govt.nz/news-media/news-items/covid-19-vaccination-online-booking-tool-demonstration>

Other information

- Users will be able to choose from a range of languages when using book my vaccine
- With Book My Vaccine you can schedule appointments for yourself, and also for other members of your Whanau (within the appropriate age band) if they are unable to do this themselves
- People who are not comfortable, or not able for some reason, to use 'Book My Vaccine' can call the 0800 number and someone will use the system to book on their behalf.

Appendix – Landing page and illustrative style





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New Zealand Government

Unite
against
COVID-19

 MINISTRY OF
HEALTH
MANATŪ HAUORA

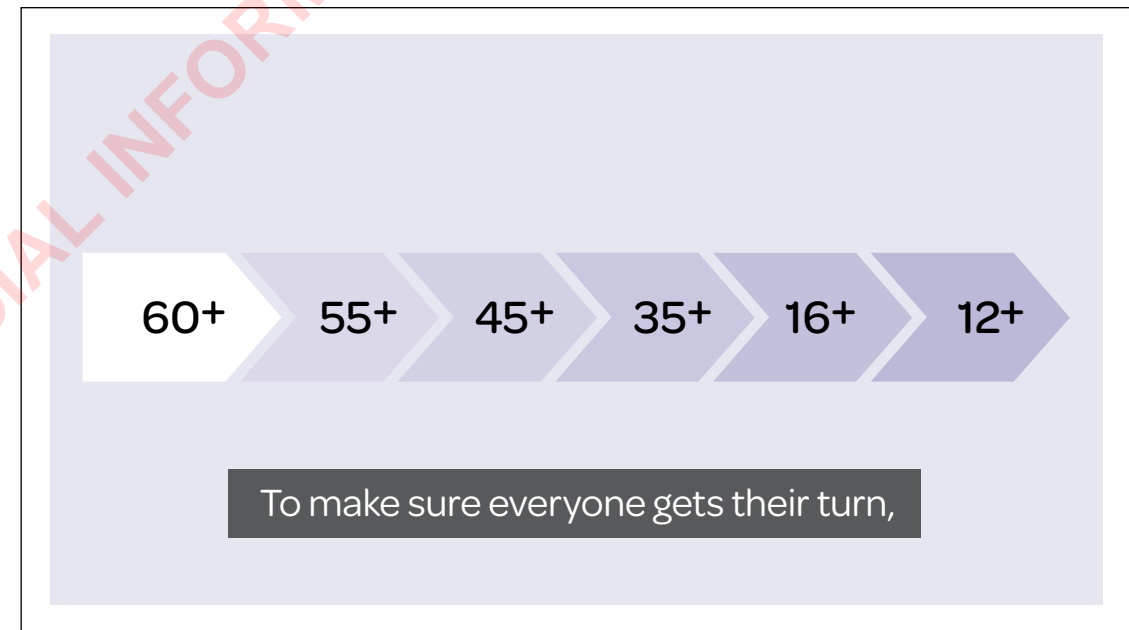
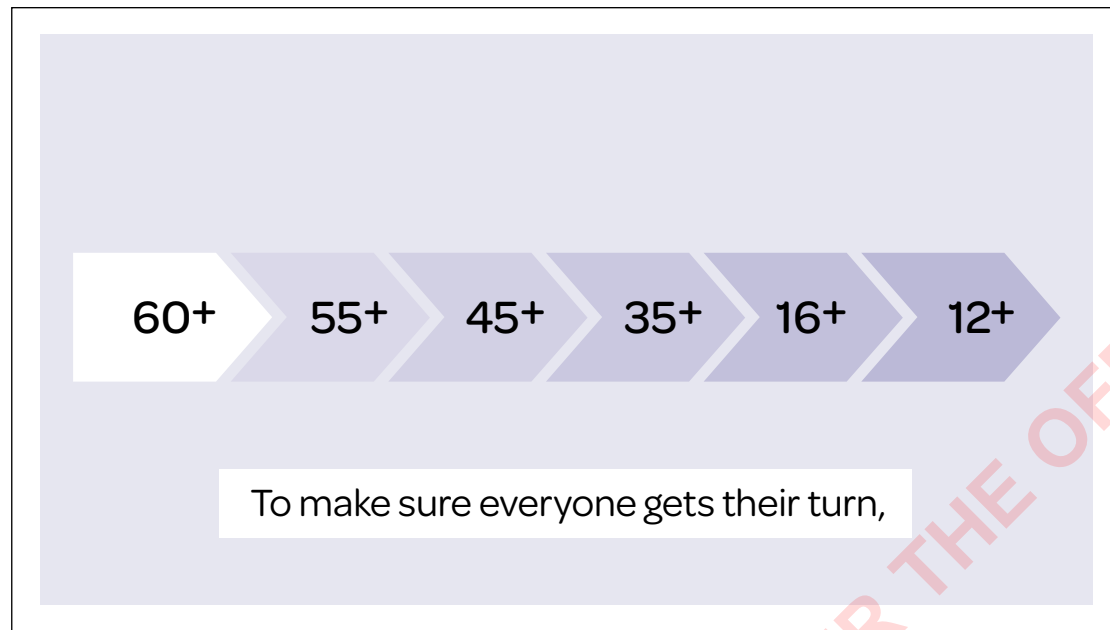
Book my Vaccine storyboards

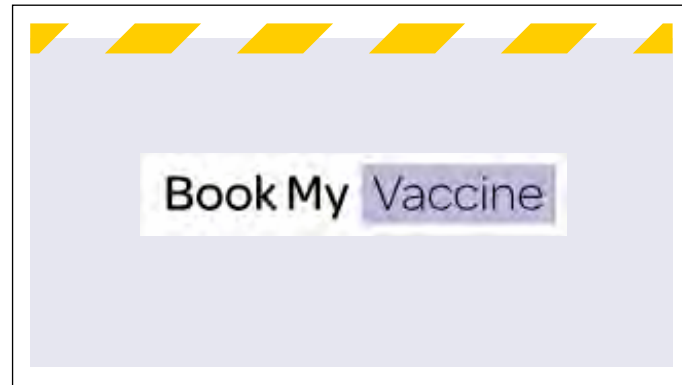
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Additional elements to to draw:

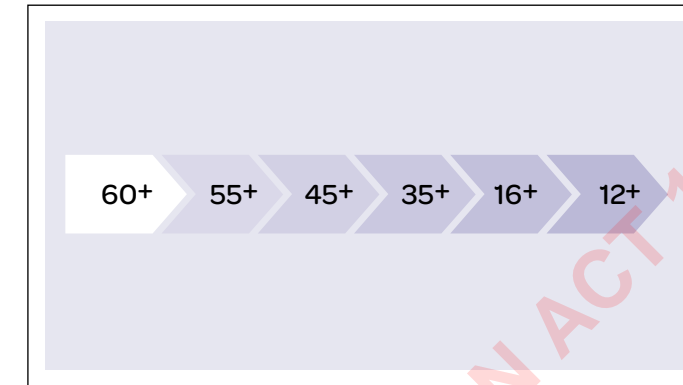
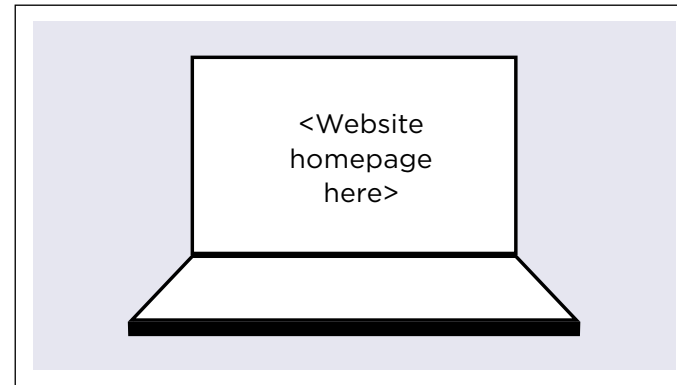
- Computer for website image to sit on
- Txt, email and letter visuals
- Family / whanau group
- Potentially a few extra people

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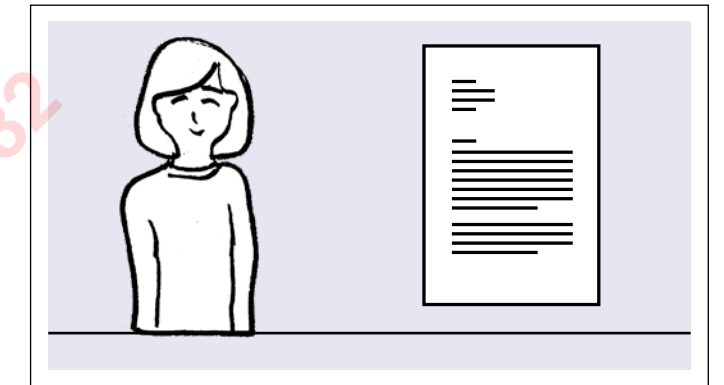




Book my Vaccine is the new online booking system, that makes it really easy for you and your whānau to book your COVID-19 vaccinations.
(Picture zooms out to reveal website page)



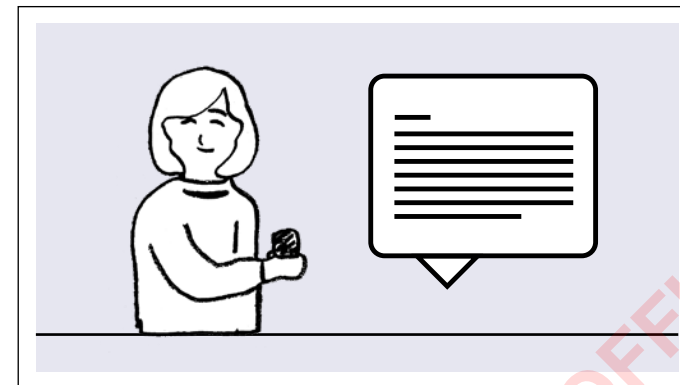
To make sure everyone gets their turn, vaccinations are rolling out in age bands.
(These will appear one at a time)



When it's your turn, you'll receive a letter inviting you to book.
(Alerts appear one at a time)



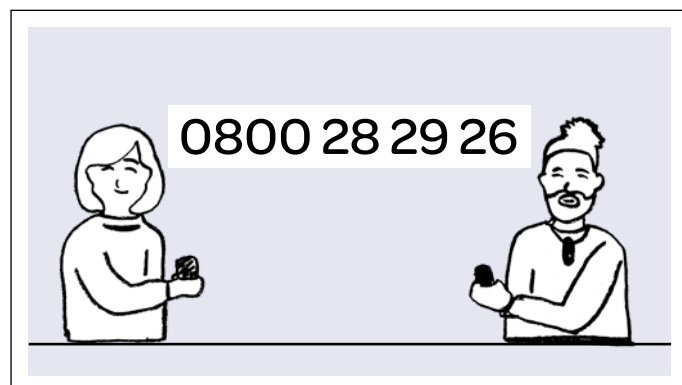
To make sure we reach you, we'll follow up with an email and text.



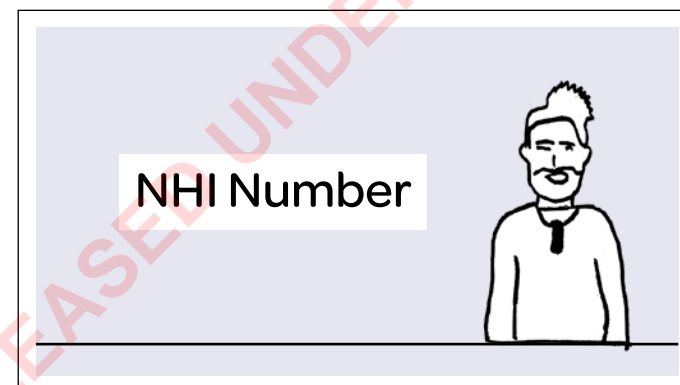
You'll be invited to book at the official website bookmyvaccine.nz



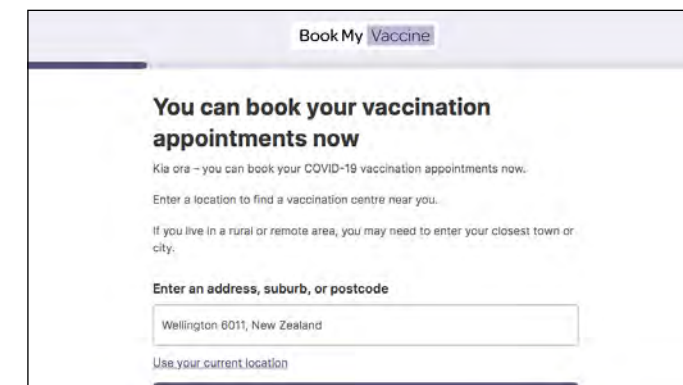
This is available in English, Te reo and a number of other languages.



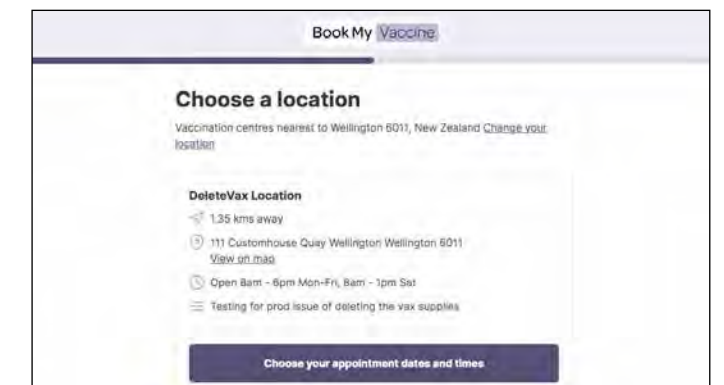
You could also call the COVID Vaccine Healthline on 0800 28 29 26.



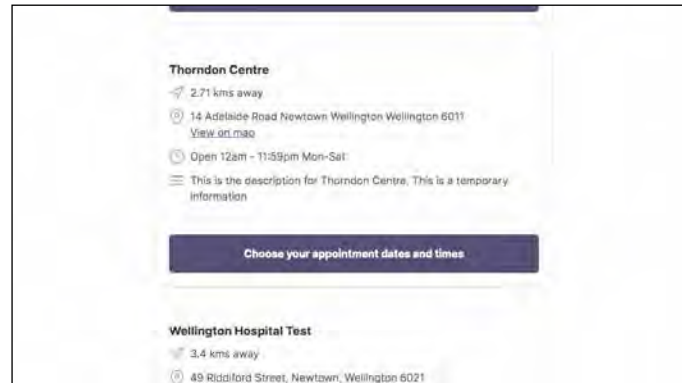
Before you book, if you know your NHI number, it's a good idea to keep it handy.



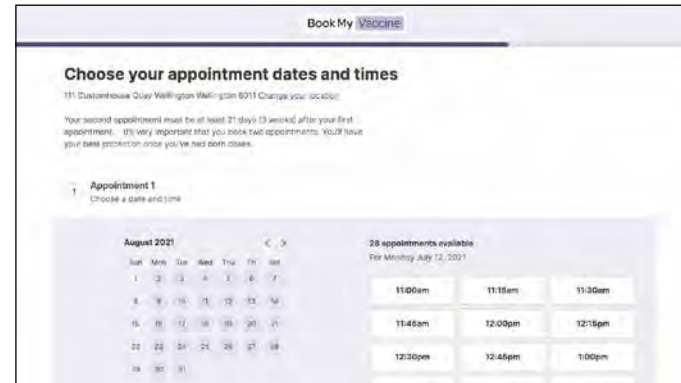
When you use bookmyvaccine.nz start by choosing where you want to get vaccinated.



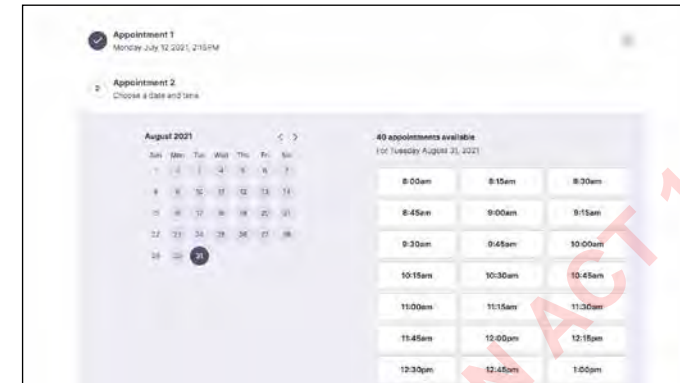
This could be close to your home, where you work, or anywhere else you're likely to be.



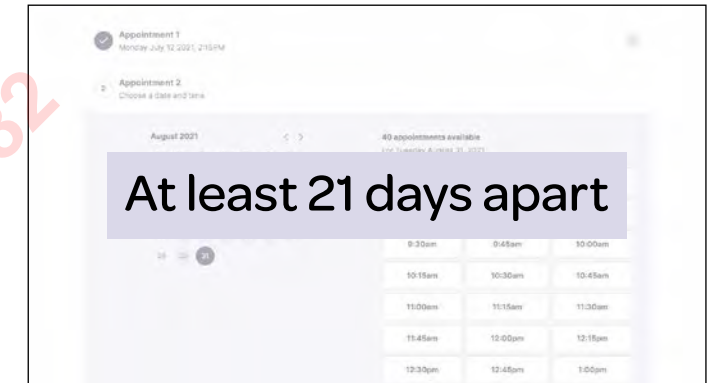
Pick the most convenient vaccination centre for you.



Then choose the date and time.



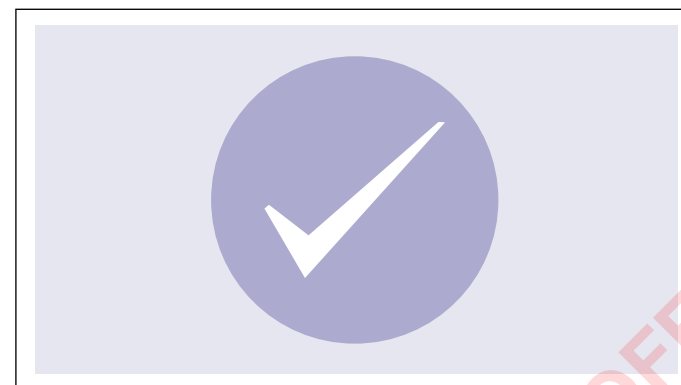
You'll need to book two appointments, one for your first dose, and one for your second.



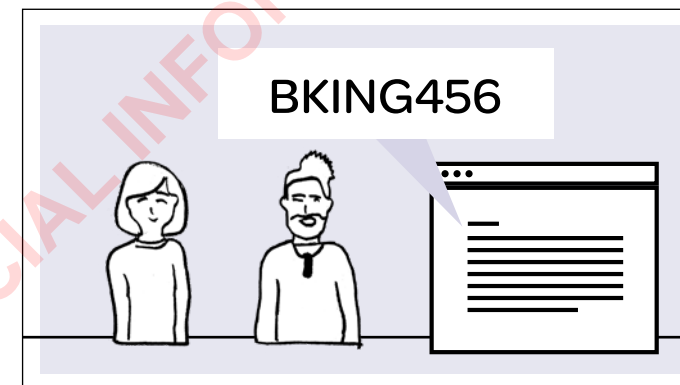
These will need to be at least 21 days apart. Don't worry, we'll do the maths for you!



You'll then be asked for a few personal details, and how you'd prefer to be contacted.



And that's it!



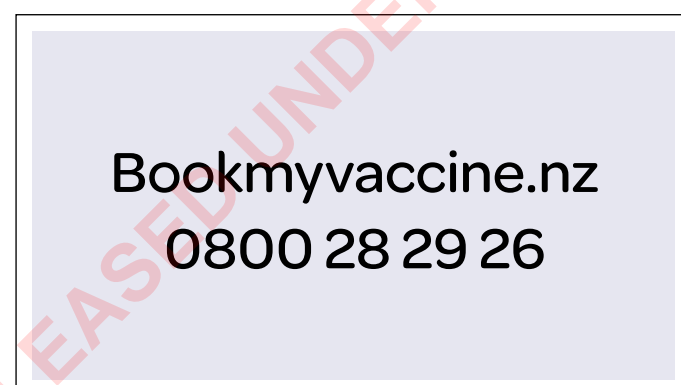
Your unique booking reference and a summary of the information you've provided, will also be sent to you by email or text.



The day before each appointment, you'll also be sent a text or email reminder.



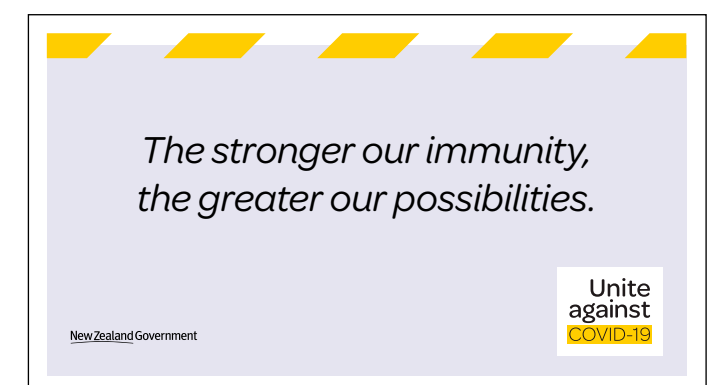
Make a note of the unique booking reference in case you need to change an appointment.



You can change it at Book My Vaccine or call 0800 28 29 26 and we'll change it for you.



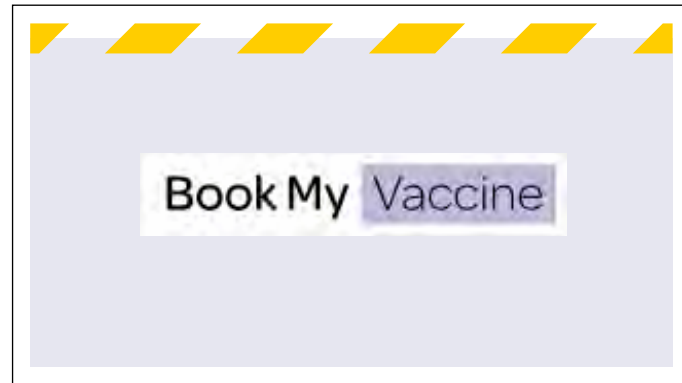
Thanks for doing your bit to protect yourself and your whānau.
(Family group illustration)



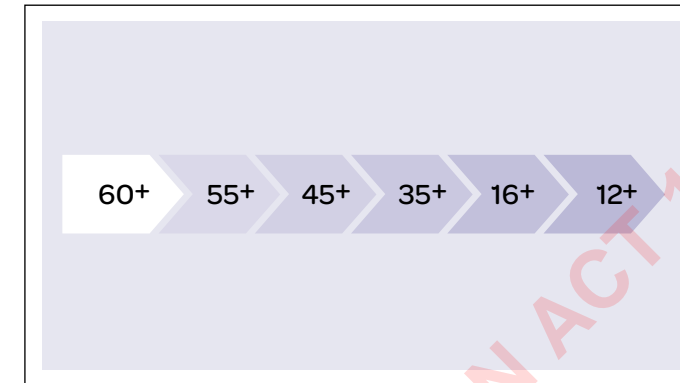
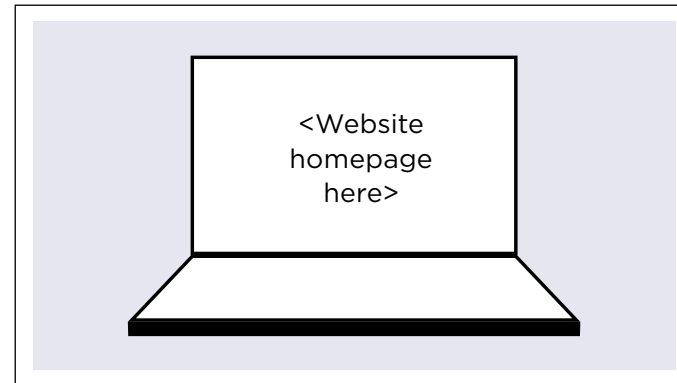
The stronger our immunity, the greater our possibilities.

Alt version - whānau bookings

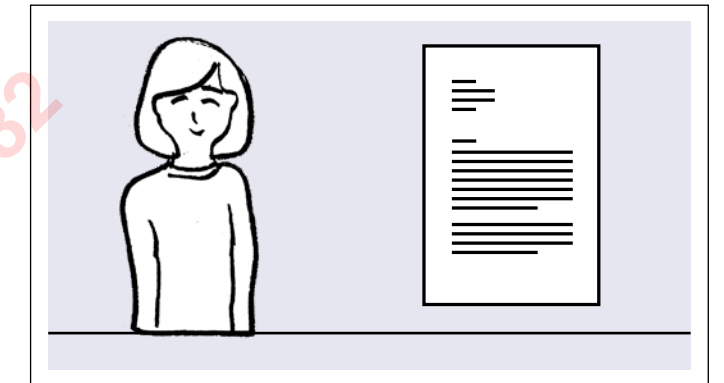
RELEASED UNDER THE OFFICIAL INFORMATION ACT 1982



Book my Vaccine is the new online booking system, that makes it really easy for you and your whānau to book your COVID-19 vaccinations.
(Picture zooms out to reveal website page)



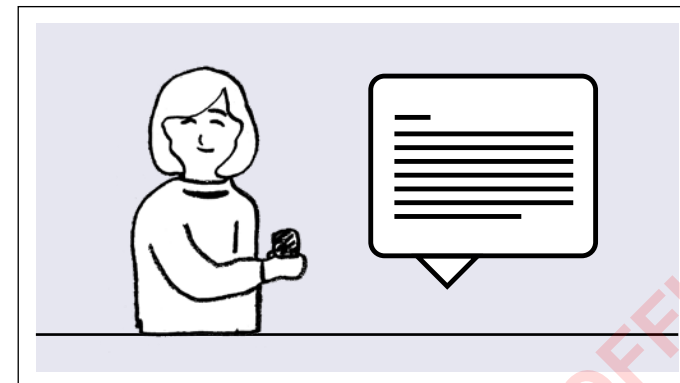
To make sure everyone gets their turn, vaccinations are rolling out in age bands.
(These will appear one at a time)



When it's your turn, you'll receive a letter inviting you to book.
(Alerts appear one at a time)



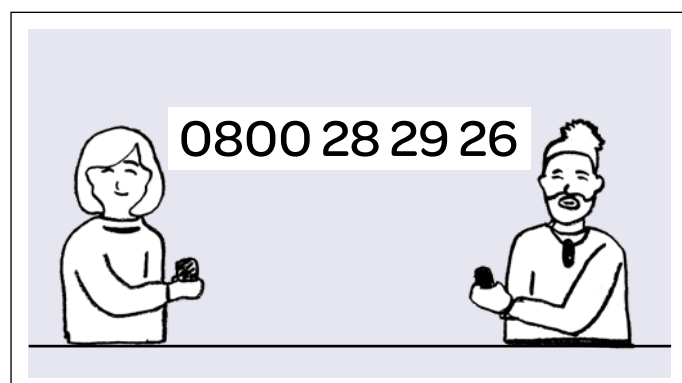
To make sure we reach you, we'll follow up with an email and text.



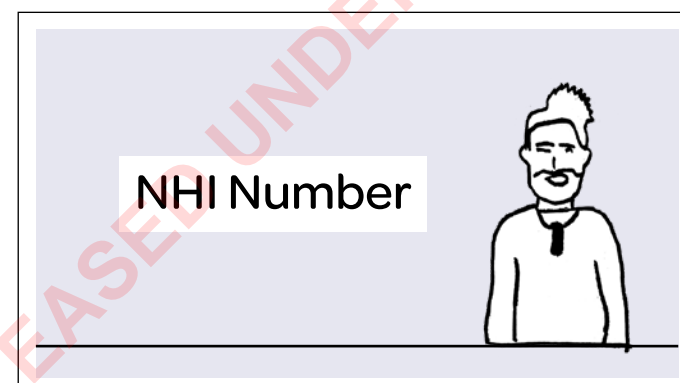
You'll be invited to book at the official website bookmyvaccine.nz



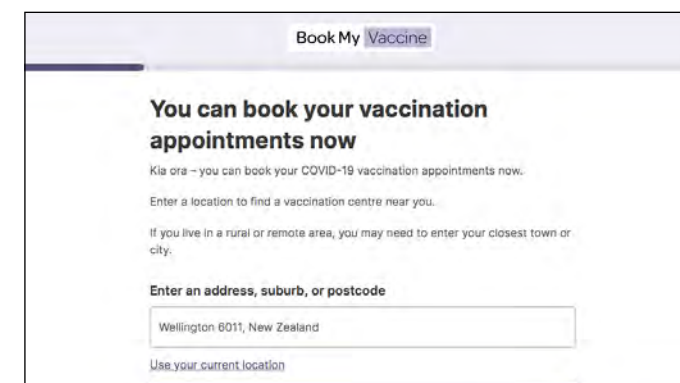
This is available in English, Te reo and a number of other languages.



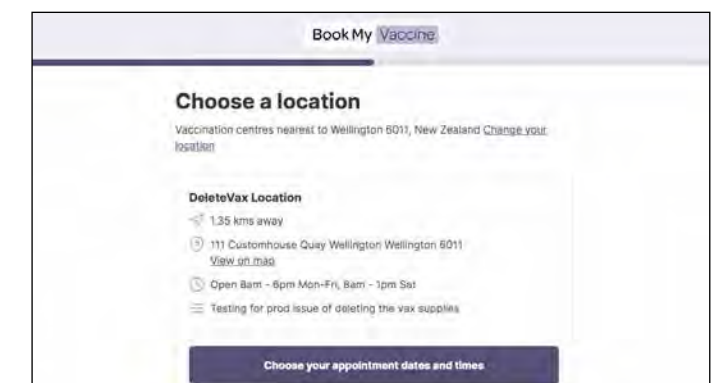
You could also call the COVID Vaccine Healthline on 0800 28 29 26.



Before you book, if you know your NHI number, it's a good idea to keep it handy.



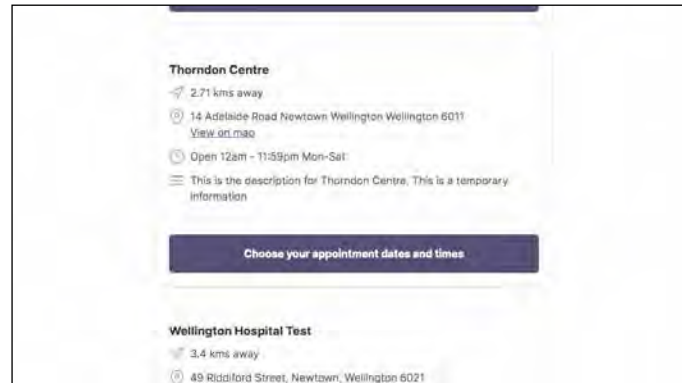
When you use bookmyvaccine.nz start by choosing where you want to get vaccinated.



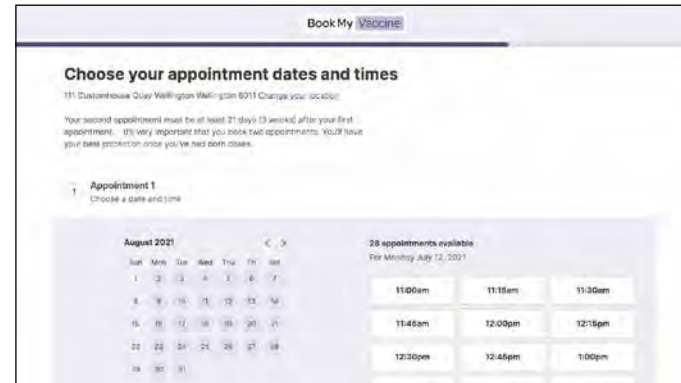
This could be close to your home, where you work, or anywhere else you're likely to be.

Document 4

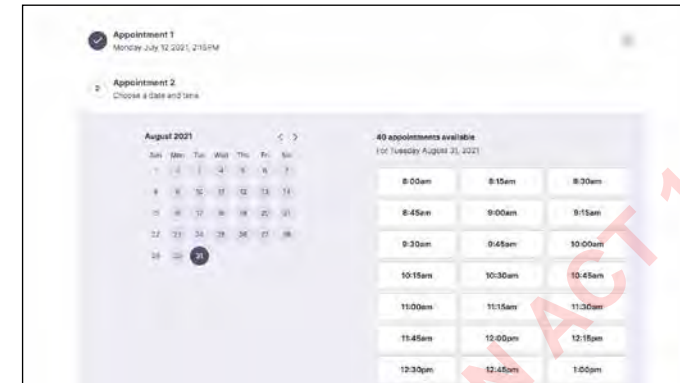
ALT VERSION - WHĀNAU BOOKINGS



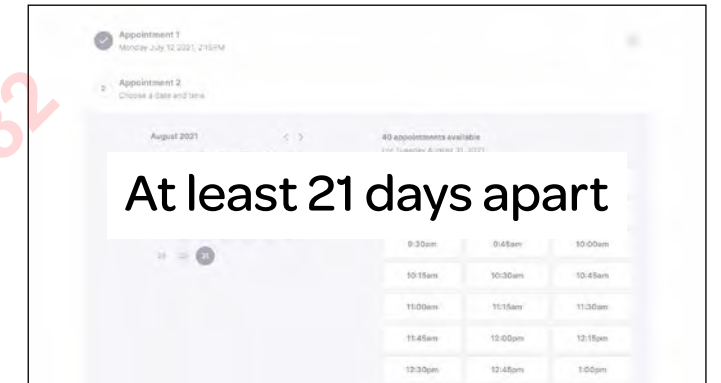
Pick the most convenient vaccination centre for you.



Then choose the date and time.



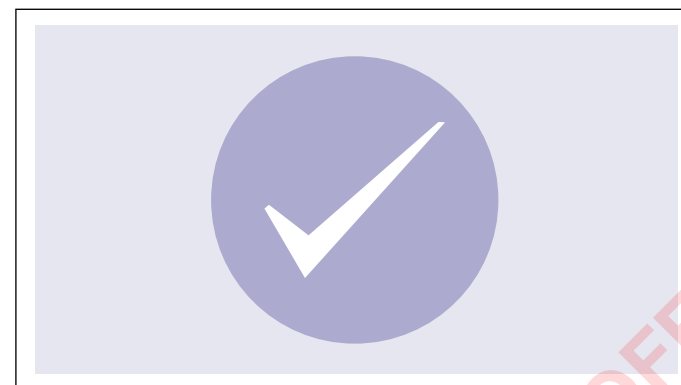
You'll need to book two appointments, one for your first dose, and one for your second.



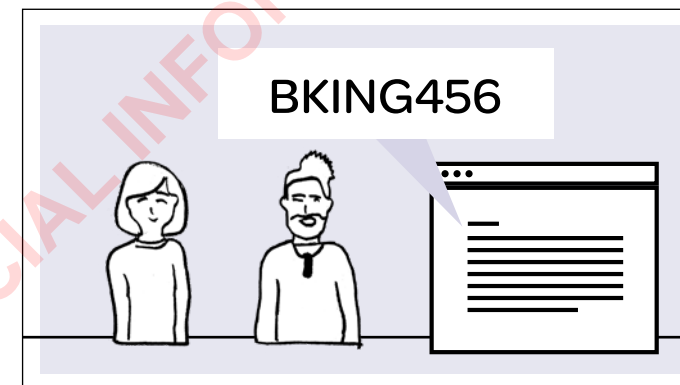
These will need to be at least 21 days apart. Don't worry, we'll do the maths for you!



You'll then be asked for a few personal details, and how you'd prefer to be contacted.



And that's it!



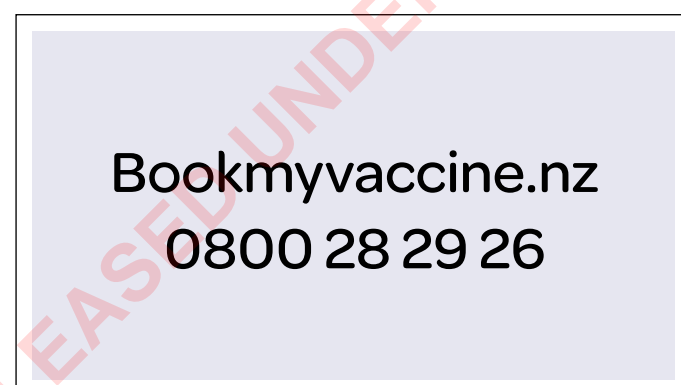
Your unique booking reference and a summary of the information you've provided, will also be sent to you by email or text.



The day before each appointment, you'll also be sent a text or email reminder.

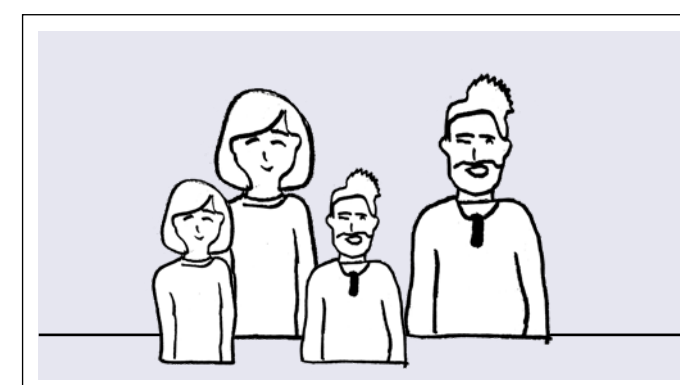


Make a note of the unique booking reference in case you need to change an appointment.

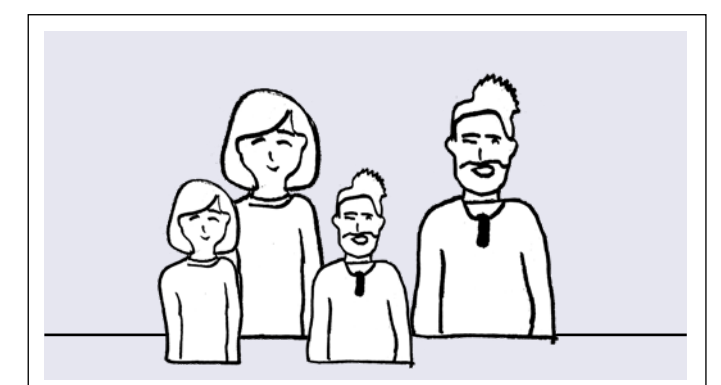


You can change it at Book My Vaccine or call 0800 28 29 26 and we'll change it for you.

ALT VERSION ONLY



Please note that whānau can book for everyone in their house at the same time, so you can all be vaccinated together. If you want to arrange a vaccination for more than one person, call the 0800 number as you cannot do it online.



Thanks for doing your bit to protect yourself and your whānau. *(Family group illustration)*

Document 4

ALT VERSION - WHĀNAU BOOKINGS



The stronger our immunity,
the greater our possibilities.

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COVID-19 vaccine: Agency Brief

28 September 2021

Purpose of this brief

New Zealand is heading into Summer... and we all want to enjoy the benefits including trips to the beach, roadies around the country and catching up with friends across the country. Not to mention concerts and festivals. Getting fully vaccinated is the best way to pave the way for an epic summer.

To achieve this, we need as many people as possible to have their first dose during October, so they can be fully vaccinated in December.

We need Clemenger to develop a campaign to encourage people who haven't yet had their first dose to do so during October, and for those who are already partially vaccinated to get their second dose.

This forms the first deliverable of the overall UAC/Vaccination summer campaign.

What we have in market currently

- Auckland focus - the vaccine campaign continues to focus on encouraging Aucklanders to go and get vaccinated at one of the many walk-in or drive-through vaccination centres across the city
- Rest of NZ focus - advertising across the rest of the country continues to encourage people to go to [BookMyVaccine.nz](https://bookmyvaccine.nz) to book their vaccination appointment
- Youth focus - *It's our Shot* launched on Saturday night, targeting 16-29 year olds. It continues across many digital and social channels, and on radio and outdoor through street posters etc.
- A national DOOH campaign to promote walk-in centres (predominantly within pharmacies) launched today. We will continue to add to this campaign as more sites in close proximity to walk-in centres become available

What we need to achieve

- > 90% all NZ received first dose by 31 October.
- > 90% of all New Zealand receive second dose by mid December.

New Zealand Government

Unite
against
COVID-19

 MINISTRY OF
HEALTH
MANATŪ HAUORA

Target Audiences

People who have not yet booked or been vaccinated against COVID-19 including those who:

- **are younger people who have not necessarily engaged with our content until now.**
- identify as unlikely to be vaccinated or are not engaged with the vaccination programme.
- are happy to be vaccinated but have not yet got around to it.
- still have some questions they need resolved about vaccination before making a final decision.
- people who have not been reached through traditional broadcast media or stakeholder channels so may be unaware of the vaccination programme and the importance of getting vaccinated.
- identify as members of priority populations including Māori, Pasifika, and disabled people, with a focus on younger people within these communities.

Agency Challenge

We have three jobs to do, but they do not necessarily need to be looked at separately. They all have the potential to evolve *It's our Shot* in new ways:

1. Build urgency

- We have one more week for Aucklanders to get their first vaccination before the Alert level potentially drops to 2, and they get back to a semi-normal routine. We need to keep the pressure on in Auckland to get as many people vaccinated (first dose) by then as possible.
- We want to encourage everyone in Aotearoa NZ who is eligible to get their first dose, to do so by the end of October to ensure they are fully vaccinated by Christmas. There is a real incentive to do this, given the freedom it will offer over the Christmas holiday period and the summer season.

We're not looking to develop a new campaign to achieve the above – we'd like to develop *It's our Shot* to build the urgency for these tasks.

2. Tell the story of the future

Being vaccinated offers a brighter future for everyone, and everyone will have a different perspective of what that is for them.

Getting vaccinated is the *metaphorical door to freedom*.

'Brighter futures' and 'freedom' will have a different meaning for everyone:

- Summer holidays with the whanau
- Travel around NZ
- Not being in lockdown
- Employment security
- Going to big events / festivals – particularly over summer

New Zealand Government

Unite
against
COVID-19



We'd like to tell the story of the future is a number of different ways through *It's our Shot*

3. Combat misinformation / hesitancy

While Health is looking at a more active approach for addressing misinformation and hesitancy, the vaccine campaign has a job to do to continue providing a strong information layer in market, giving people the information they need to make the decision to get the vaccination.

We need to consider how we can address the most frequently asked questions in new and engaging ways for a new, younger audience, who won't necessarily have engaged with us at this level prior to now.

Consideration: can we leverage humour to achieve this?

Broader considerations:

Consider how the UAC Summer campaign can tie into this work seamlessly, as we move from core 'vaccination' messaging and into 'core' behaviour messaging – they will likely overlap.

The vaccine helps us get to summer – health behaviours help us stay there!

Testimonials: it's very normal to have questions – hearing from different voices in different spaces will help to authentically sell the 'why'

IT'S OUR SHOT SUMMER YOUTH

UNITE AGAINST COVID-19

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Document 6 CAMPAIGN OVERVIEW

Summer is on its way and it's one hell of a carrot to dangle.

This campaign is an evocative, visual dream of what we want our summer to be. It's sprinting across scorching sand on tiptoes, the hypnotic thumping of mosh pits moving as one, taking a big breath before plunging in for kina at high tide.

It creates a longing for summer's good vibes but it's not nostalgia – it's an exciting glimpse and euphoric vision of the summer two vaccinations could give us.

Young, free and tantalisingly possible.



Document 6

SUMMER IMAGERY

Gathering Kai Moana

Piha black sand

Manus off wharf (like Mission Bay)

Midnight swims

Dancefloor hookup

NYE countdown

Girl doing cat eyes with eyeliner

Putting on festival face gems/
jewels

Mosh crush

Dust underfoot

Sand dunes

Standing in waterfall

Family BBQ

Sitting on roof

Beach cricket / Kilikiti

Day drinking

Fishing/diving for kina

Camping

Diving in

Biscuiting

Tire swing on tree

Lying on grass

Climbing tree

Driving with windows down

Tan lines

Sand on car mats

Sunscreen clicking open

Going to the mall (air con)

Real fruit ice cream dribbling
down hand

Chilly bin full of ice

Sitting on grass listening to
music

Watching stars

Bonfire on beach (banned in
most places in summer but
maybe doesn't matter)

Running through sprinklers

Bare feet on hot concrete

Slides/jandals

Singing with mates with guitar/
listening to guitar

Food stalls

Festival queue

Selfies

Posing in front of ocean/rocks

Cleaning car

Sucking in tummy when hotties

walk past

Cutting a pav

Stealing berries

Mowing lawn

Fish n chips on beach

Rotisserie chicken, coleslaw and
buns

Brunch outside

Day trips/hikes

Surfing

Bareback horse riding

Outdoor movies

Picnics

Roadies

Skipping stones on lake

Drinks in the backyard

Grabbing one out of the chilly
bin

Hanging in the park

Driving to the river

Getting real fruit ice cream

Picking your own fruit

Dusting off the league shorts

Casual games of touch/Bull

rush

Nerf

Getting your tan on

Music on the beach

Singing, dancing, tiktoking

Jumping off the jetty

Getting a fresh haircut for New
Years

Festivals - EDM, reggae

Parking up and watching the
sunset

Taking the dog to the beach

Getting up on the bikes on the
farm

Sound offs

Chinese New Year

tone & voice

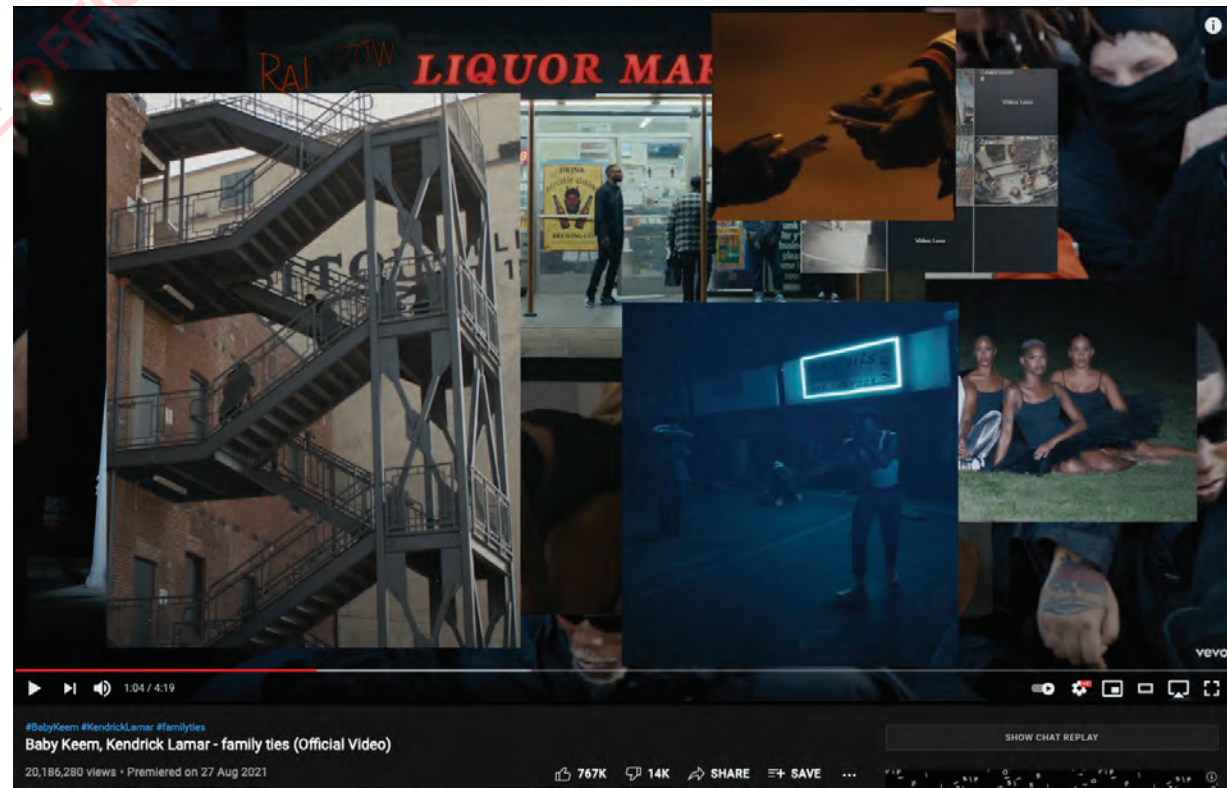
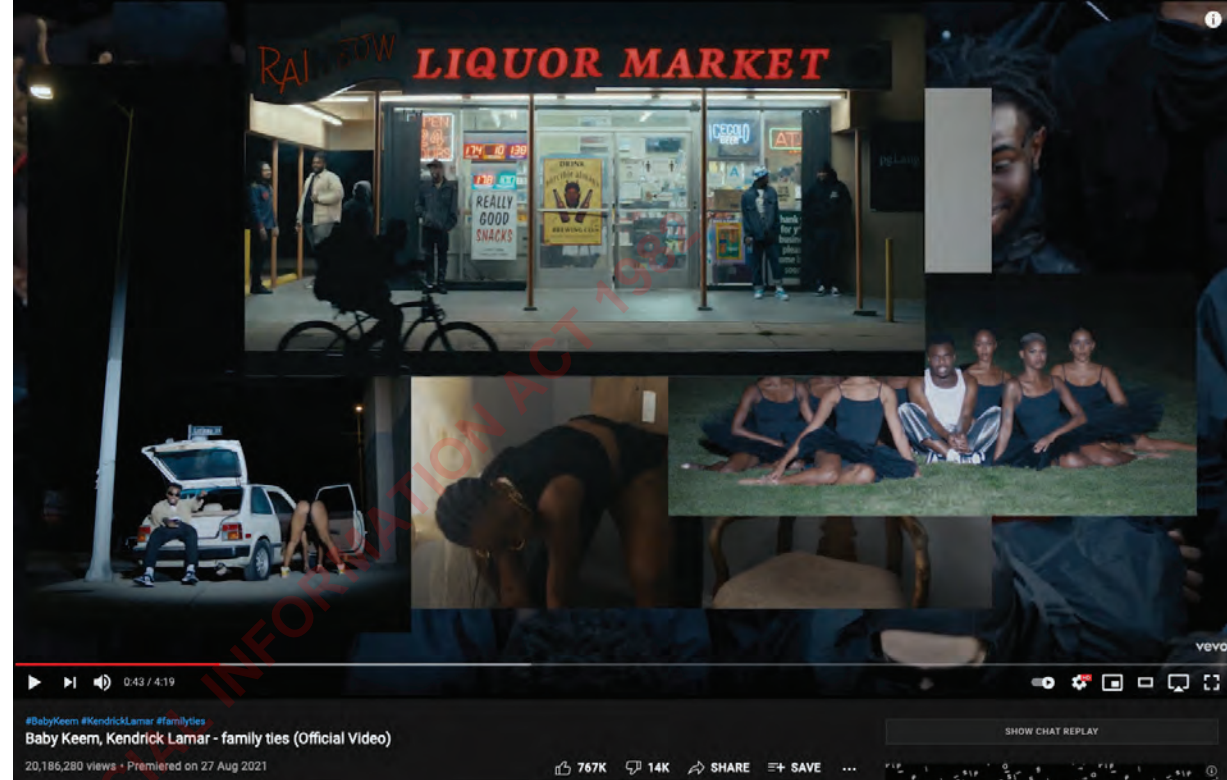
Headly yet visceral, this is a celebration of the best of summer and what it means to be young – but to hit home and make this summer dream achievable, we're keeping it real and diverse.

Gritty, moody shots are balanced against more idealistic, sunshine vibes and textures. Montages interspersed with quick vignettes of epic Kiwi summer moments build hype.

Our voice will be lyrical but spoken and grounded in street (think Melowdownz, Tom Scott, Church & AP, Jess B).

Reference to the right demonstrates a technique we could utilise to showcase our Summer imagery.

[Reference link here](#)



Document 6
CAMPAIGN LINE

This is an extension of 'It's Our Shot', sharpened to clearly articulate the ask of youth.

TWO SHOTS FOR SUMMER

Get your first one ASAP. Get your second by December.

ALT LINES

Two Shots for Summer.
Lock in your first one now. Get your second by December.

Two Shots for Summer.
Lock in your first one in October. Get your second by December.

Two Shots for Summer
Get one in October. Double up by December.

Document 6

Radio Dj talking hype, as they do, over the beat in the space before the lyrics begin:

*Wasssup?! Are you ready for summer?!
There's just a little thing between you and
what you deserve, aw yeah, you know
what it is, shot-shot, lesssssgooooooo!*

Spoken word kicks in:

*Yeah it's two shots for the summer, fam
Two shots to live it free.
Two for long days and warm nights
Yeah, two shots is the key.*

*Two shots to gather whānau
Two shots to share a feed
Two shots to have a singalong
Even two to do the deed*

*Two shots for the beach hangs
Two shots for the mish
Two to manu off the wharf
Two shots for skinny dips.*

*Two shots to hit the festivals
Two to get up front
Two to bust shapes with the crew
Two to straight up stunt.*

*Two shots for the house parties
Two to lap the main
Two shots to hoop down at the park
Two shots to win the game!*

VO& END FRAME:

***Two shots for summer.
Get your first one asap.
Get your second by December.***

BookMyVaccine.nz
Unite Against COVID-19 lock-up

VO: Shot-shot!

[Link to VO guide read](#)

MBI 0174 | GROUP 4 VACCINES

BRIEF 1: AGE BAND BOOKINGS

What’s going on:

We’ve got a public vaccine booking system!

On 28 July, New Zealand’s vaccine booking system opens to the public.
(Book My Vaccine or call 0800).

Bookings are opened by age from oldest to youngest:

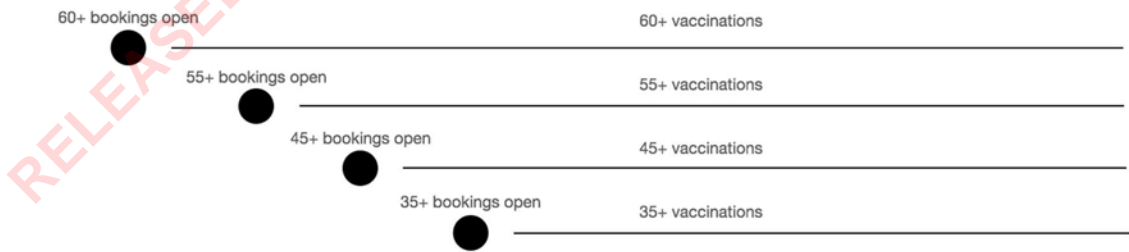
- 60+: 28 July
- 55+: 11 August
- 45+: Late Aug
- 35+: Sept
- 16+: October
- 12+: November

These times are indicative, and will likely change (faster if possible, or slower if needed).

Bookings, not jabs

These dates are not when people will be vaccinated, but when they’re allowed to start booking.

It’ll likely work a bit like this:



It’s likely that when bookings open for you, the next available appointment won’t be for some weeks. We need to manage this expectation.

What do we need:

JOB: A creative mechanic to let each age band know when it's their turn.

GET: 60+ / 55+ / 45+ / 35+ / 16+ / 12+ people in Aotearoa

WHO: are ready and waiting to roll up their sleeve

TO: Book (bookmyvaccine or 0800) to get the jab when it's their turn

BY: If you're <age>, claim your spot

LIKE THIS:

Connected to UAC-19 brand

UAC-19 brand is credible and has high recognition. We need people to know this is from us, but we can play with the brand a bit (as with Summer / Masks / banger etc.). This is going to sit alongside, 'Possibilities' (illustration), information (purple), and possible resurgences (yellow).

Simple + flexible

The plan is likely going to change as we go. We need a mechanic that needs can be turned around rapidly. Consider how a single mechanic could work across all age bands, but evolve to be tailored for each (we'll need to be able to produce assets well in advance).

Recognizable and memorable

There's a lot of information already published and continuing to be promoted from UAC-19 about the vaccine. We need to make sure the age band announcements do not get lost in our other comms. We want something that looks different and that people will spot easily / look out for to know when it's their turn.

'up' but not 'urgent'

This is a great milestone, we want to be suitably proud and optimistic of reaching Group 4, and for people to be excited to be getting their vaccine. However, while we start in July, it's still going to take some time to get everyone through. We don't want people to feel that the system is failing if they have a bit of a wait for an appointment.

Manage expectations – booking not vaccination

Some people might expect to be able to get a vax appointment that suits them for a number of weeks. We want them to book NOW, but not expect to get jabbed NOW.

For everyone

Whilst TPK and MPP will be doing their own campaigns and DHBs will also be doing local promotions, our campaign needs to be reflective of and relevant to communities across New Zealand including Māori, Pacific, and CALD, as well as disabled people.

Flex across all media channels (potentially excluding radio)

Specifically think about: OOH, social (especially how people might share?), digital AV, testimonials from people who have been vaccinated, influencers / high profile people in the age group.

BRIEF 2: KEY MESSAGES

Please write the following messages into the UAC-19 tone.

Progress	<p>On 28 July, we will open bookings for people in Group 4.</p> <p>Bookings are also available anyone in Group 1 – 3 that have not yet made appointments.</p> <p>We are on track to offer everyone in New Zealand the opportunity to book a vaccine by the end of the year.</p> <p>To date we have administered X doses.</p>
Sequencing	<p>Everyone in New Zealand will have the opportunity to book a vaccine.</p> <p>There are 2 million people in Group 4, to spread appointments across the year, bookings will be opened by age from oldest to youngest.</p> <p>Age groups:</p> <ul style="list-style-type: none">60+55+45+35+16+12+ (TBC) <p>Those 60+ are eligible to book from 28 July.</p> <p>Once you're eligible to be vaccinated, you can book at any time. There's no cut off.</p> <p>Bookings for younger age groups will be opened once a significant proportion of people in the previous group have booked their vaccine. This will be announced through email, text, phone, on the Unite Against COVID-19 website and social media channels and through a public information campaign.</p>

	To ensure you are notified when you are eligible, register on bookmyvaccine.nz
How booking works	<p>When it's your turn, go to bookmyvaccine.nz, or call 0800 XXX and choose a time and location for both your first and second dose.</p> <p>Many people will be prompted to book when it's their turn – either by email, text, phone call or in the post.</p>
Expectations	<p>Depending on where you live and your availability, you may need to book an appointment a few weeks in advance.</p> <p>People can change their booking at any time, so do not worry if your circumstances change and you need to change the time or location of either of your two appointments.</p>
The vaccine	<p>Enough for everyone</p> <p>Free</p> <p>It is important that everyone gets both doses. (95% of people who receive both doses are protected against getting seriously ill.)</p>
Flexibility	With DHBs continuing to deliver to the needs of their unique communities, there will still be some variation in experience and approach. The consistent age banded, national approach will be supplemented in many areas with whole community (eg Chatham Islands) or whānau vaccination, mass vaccination events and workplace vaccinations. Some pharmacies may also be offering vaccinations for walk-ins.

Document 8

AV 30" - Everyone G4 Sequencing

1.



From the end of July,
we'll begin vaccinating
the **general population**.

New Zealand Government

2.

We'll do this in **age bands**.

New Zealand Government

3.

Everyone **aged 60 or older**
will be invited first,

New Zealand Government

4.

and will be able to book
a vaccination **from 28 July**.

New Zealand Government

5.

Two weeks later we'll invite
people **aged 55 or older**.

New Zealand Government

6.

We'll then **progressively invite**
everyone else, one age band at a time.

New Zealand Government

7.

By the **end of the year**, everyone in
New Zealand **aged 16 or over** will have
had the chance to be vaccinated.

New Zealand Government

8.

Find out more at
Covid19.govt.nz/vaccines

New Zealand Government

Unite
against
COVID-19

COVID-19 Vaccine Campaign

55+ It's Your Time – Creative Brief

Background

The COVID-19 vaccination rollout is gathering pace and we are now moving through our age bands and inviting new cohorts to book their vaccinations. With invites to 60+ complete, now is the time for people aged 55 and over to book.

We know from research that people in this age group don't need a lot of persuasion. They know what they need to do and when they need to do it, they are motivated to act. They feel a sense of national and collective responsibility to get the vaccination – to unlock the possibilities for themselves, their whānau and their communities.

Objectives

- People aged 55 – 59 know that it is their time to book their vaccination appointments. They can book from Wednesday 11 August.
- People aged 60 and over, as well as those in Groups 1, 2 and 3 who have not yet booked, now they can still book – there is no cut off.
- People understand that they can book at [BookMyVaccine.nz](https://bookmyvaccine.nz) or by calling 0800 28 29 26.

Target Audience

The primary target audience is all people living in New Zealand aged between 55 and 59. (Note: in our advertising we would only refer to these people as 55 plus) The majority of these people will still be in paid work, many with independent, adult children. Research indicates that this group are looking for information rather than persuasion. They need to know when and how they can book, not why they need to do so.

The secondary audience is people in groups who have been invited previously and are still encouraged to book. These are border and MIQ workers, high risk frontline workers and their families, people who are disabled, have underlying health conditions, or are pregnant, and everyone aged over 60.

A final audience are people in New Zealand, aged from 16 to 54 who need to know that it will be their time to be vaccinated soon.

What we know

From our channels and media commentary, we know that sentiment towards the vaccination programme has swung from negative to positive now that eligible groups have been given the tools they need to be able to book,

However, we need to be cognisant that some residual frustration still exists, particularly within those in Group 3 who are still waiting to be vaccinated, as well as Pasifika and Maori communities which are under-represented in vaccination statistics.

Agency Task

Using our current 60+ advertising as a base, evolve this to communicate that, from Wednesday 11 August, it's time for everyone aged 55 and over, to reserve their spot.

The execution needs to be simple, clear and straightforward, but provide a strong visual stage gate that catches the attention of the target audience.

The visual stage gating should be a system that can be used to differentiate subsequent age bands.

Advertising executions need to be developed for TV, radio, press, and social media.

We are also looking for a simplified execution which can be translated into a wide range of languages and act as a template for age band announcements, with only the eligible age needing to be changed out as needed.

Timings

Brief	Wednesday 4 August
Concepts	Thursday 5 August
Approval	Friday 6 August
Production	Monday 9 August
On Air	Wednesday 11 August

UAC-19 Vaccine age
band creative

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Direction 1

RELEASED UNDER THE OFFICIAL INFORMATION ACT 1982

55+

It's your time

If you're aged 55 and older reserve your spot now

BookMyVaccine.nz

0800 28 29 26 (8am to 8pm, 7 days)

The stronger our immunity, the greater our possibilities.

Find out more at [Covid19.govt.nz](https://www.covid19.govt.nz)

 **Te Kāwanatanga o Aotearoa**
New Zealand Government

**Unite
against
COVID-19**



Script:

Aged 55 or over?

It's your time.

Reserve your spot now at BookMyVaccine.nz
or call 0800 28 29 26.

50+

It's your time

If you're aged 50 and older reserve your spot now

BookMyVaccine.nz

0800 28 29 26 (8am to 8pm, 7 days)

The stronger our immunity, the greater our possibilities.

Find out more at [Covid19.govt.nz](https://www.covid19.govt.nz)

 **Te Kāwanatanga o Aotearoa**
New Zealand Government

**Unite
against
COVID-19**



Script:

Aged 55 or over?

It's your time.

Reserve your spot now at BookMyVaccine.nz
or call 0800 28 29 26.

Direction 2

RELEASED UNDER THE OFFICIAL INFORMATION ACT 1982

55+

It's your time

If you're aged 55 and older reserve your spot now at
BookMyVaccine.nz or call **0800 28 29 26** (8am to 8pm, 7 days)

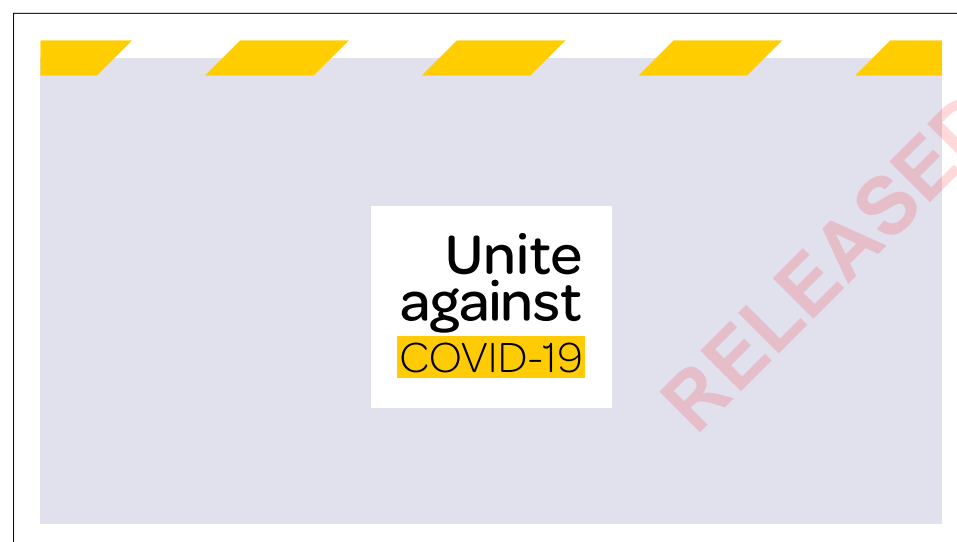
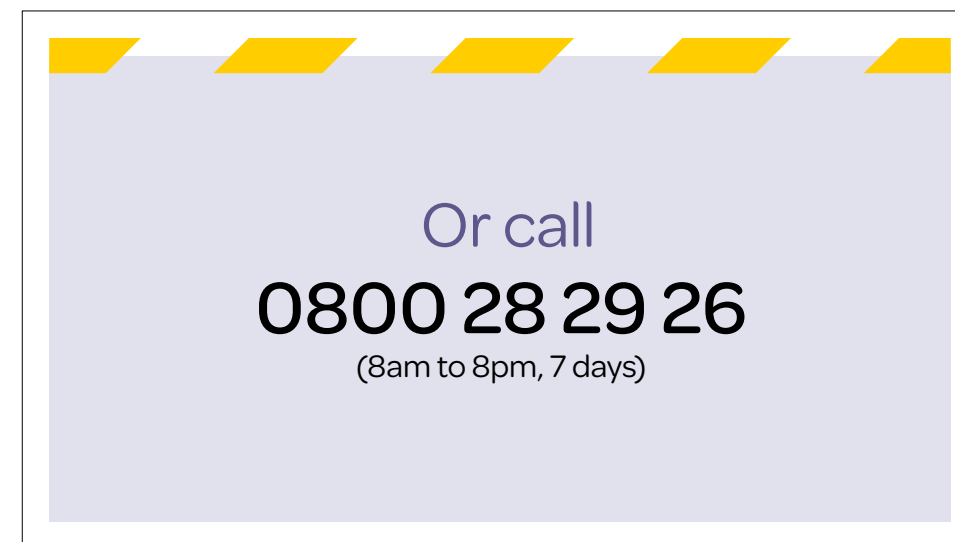
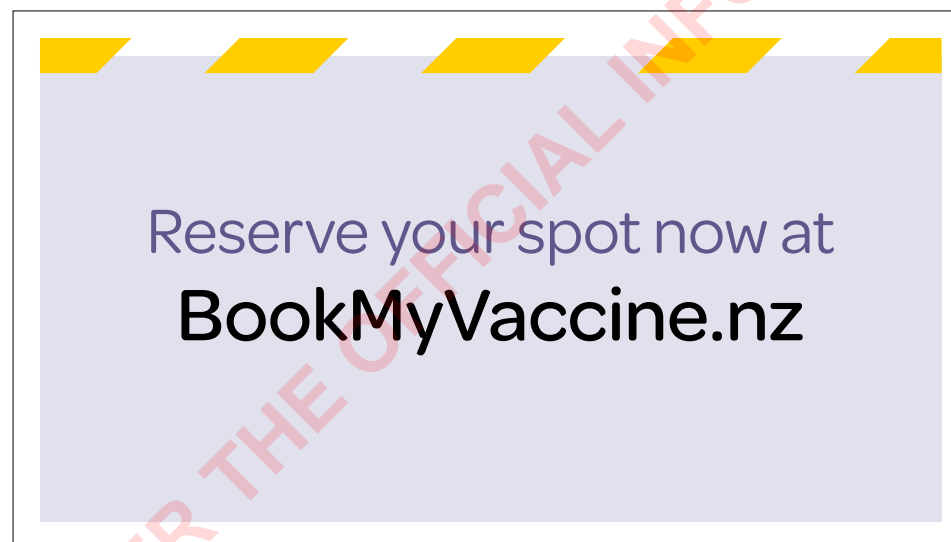
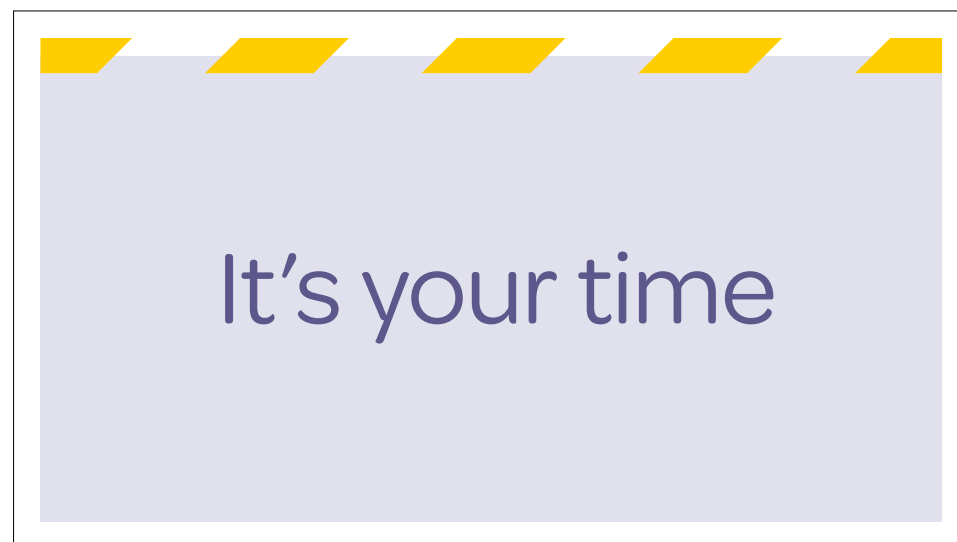
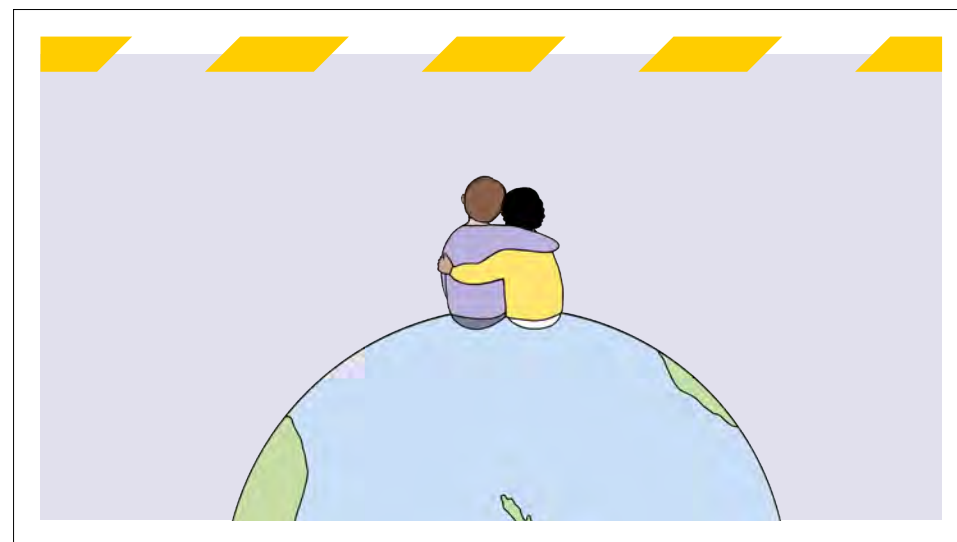
The stronger our immunity, the greater our possibilities.

Covid19.govt.nz



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New Zealand Government

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against
COVID-19**

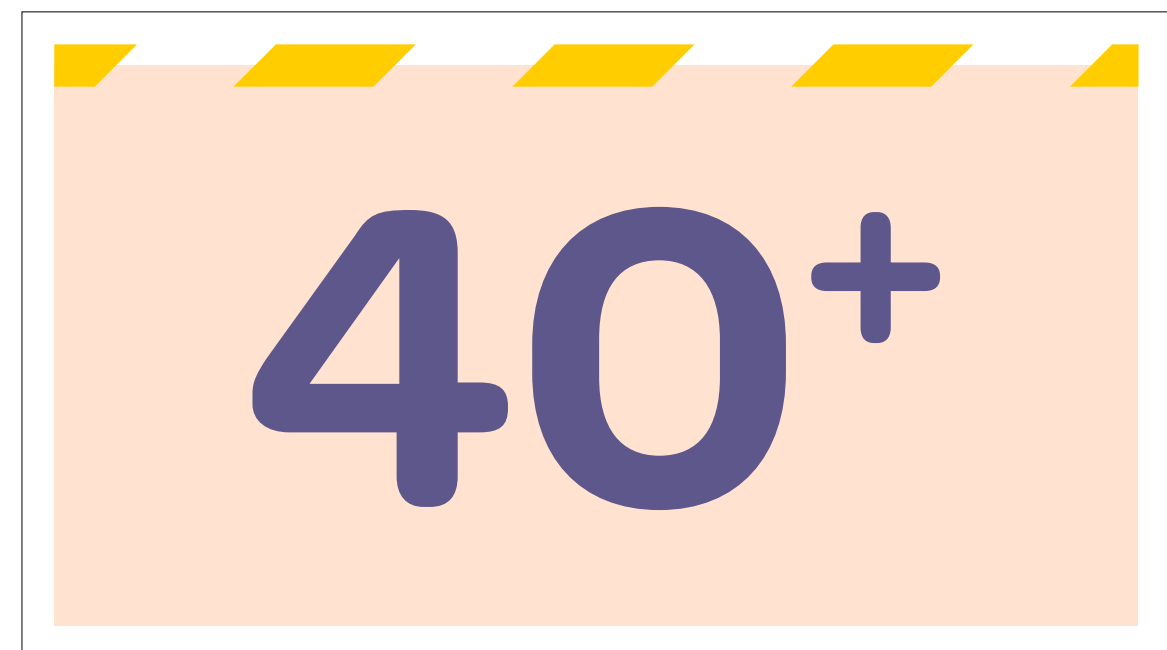


Script:

Aged 55 or over?

It's your time.

Reserve your spot now at BookMyVaccine.nz
or call 0800 28 29 26.




50+

It's your time

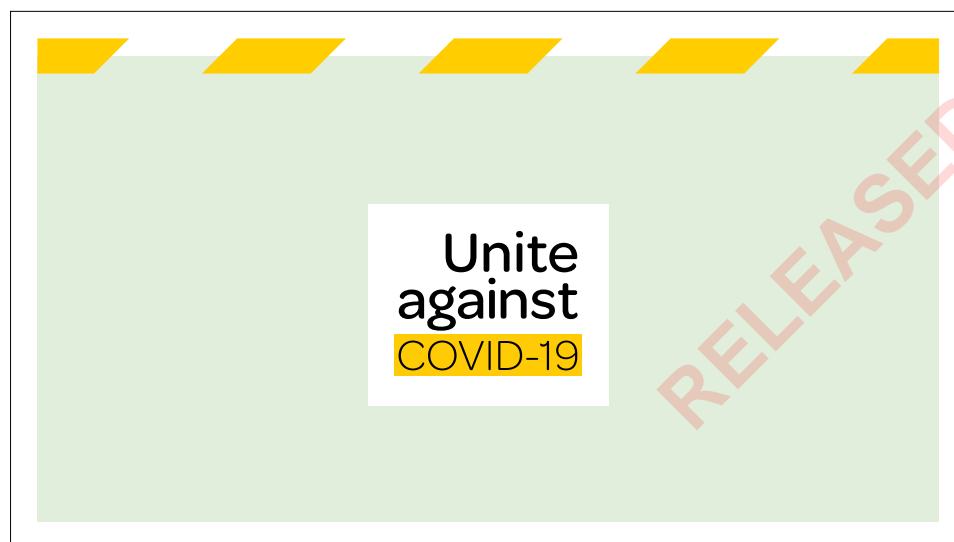
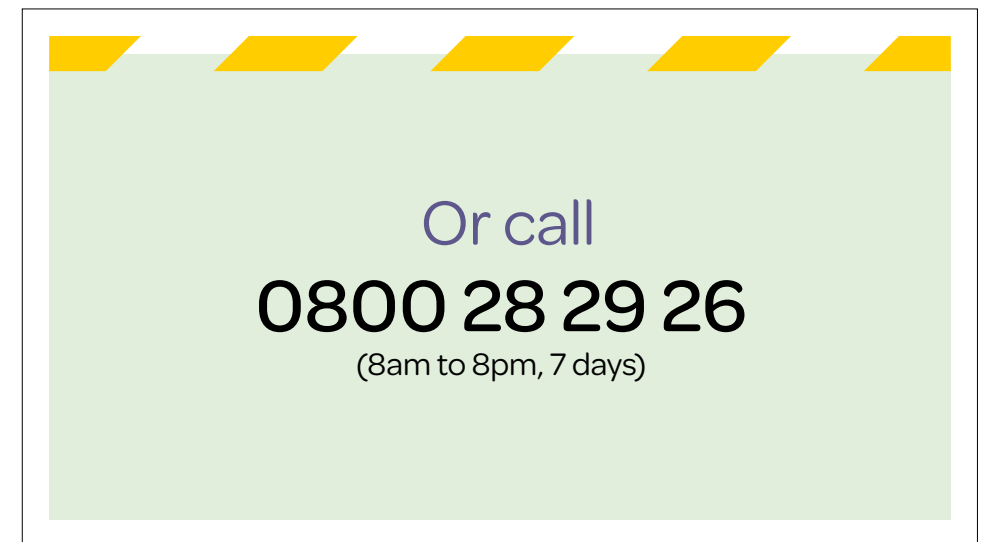
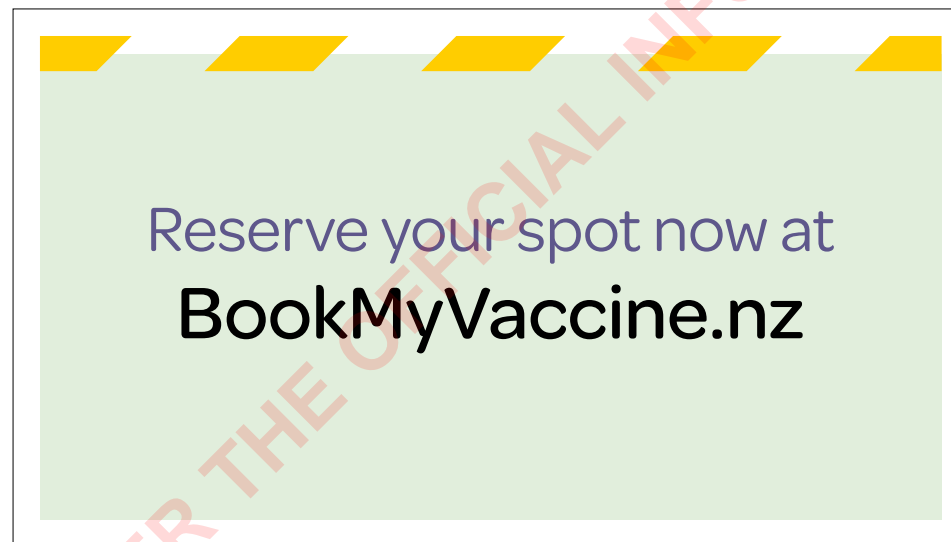
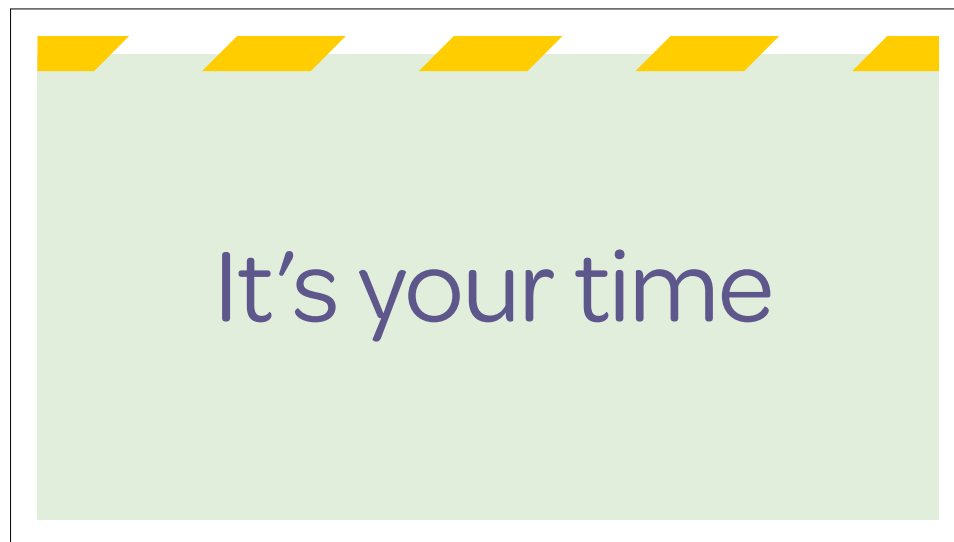
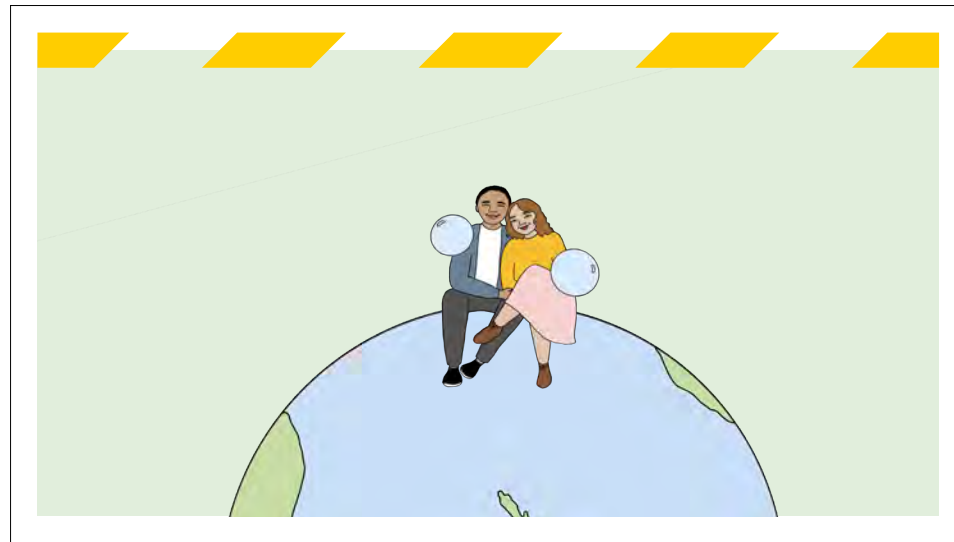
If you're aged 50 and older reserve your spot now at
BookMyVaccine.nz or call **0800 28 29 26** (8am to 8pm, 7 days)

The stronger our immunity, the greater our possibilities.

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Script:

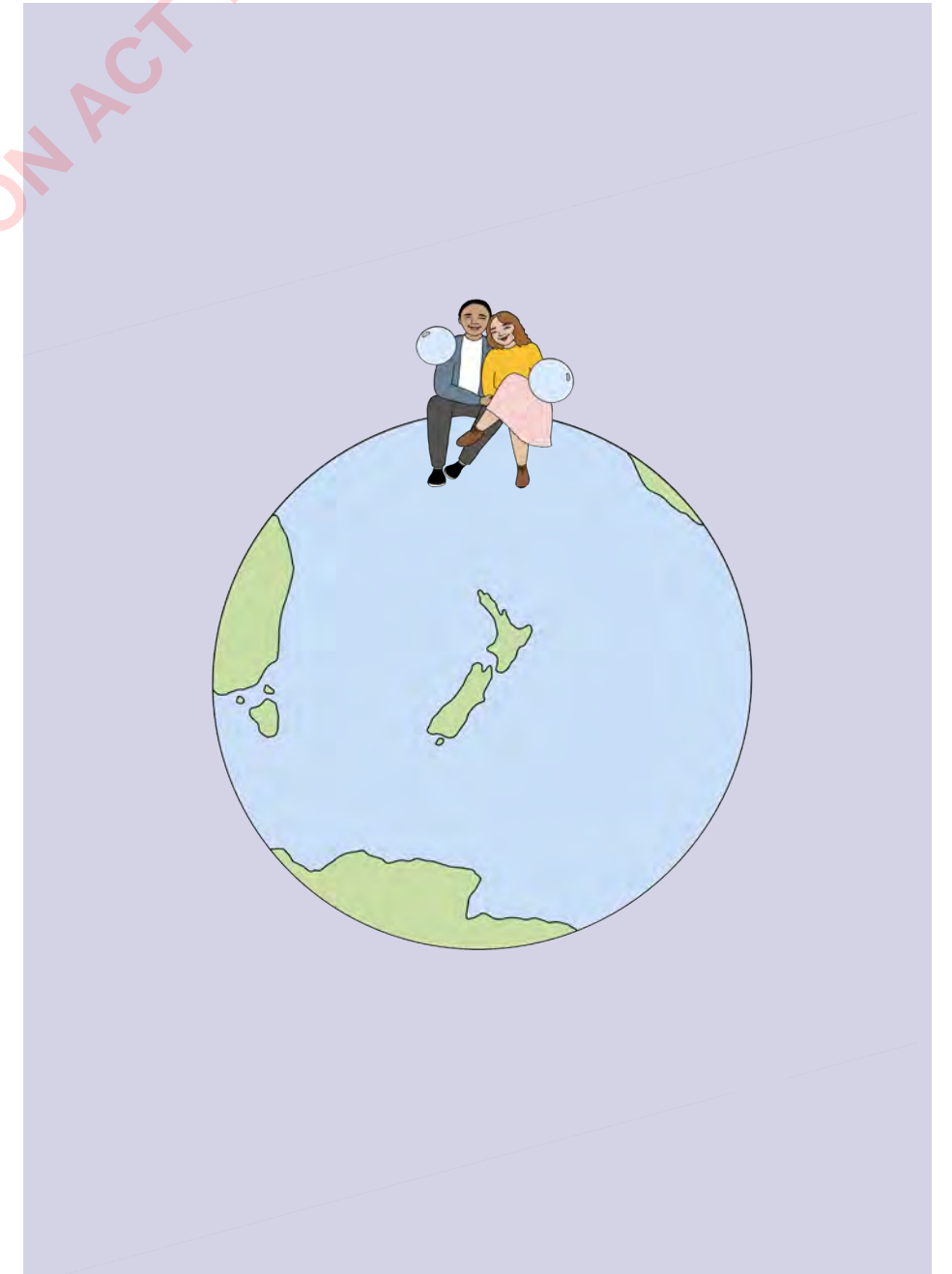
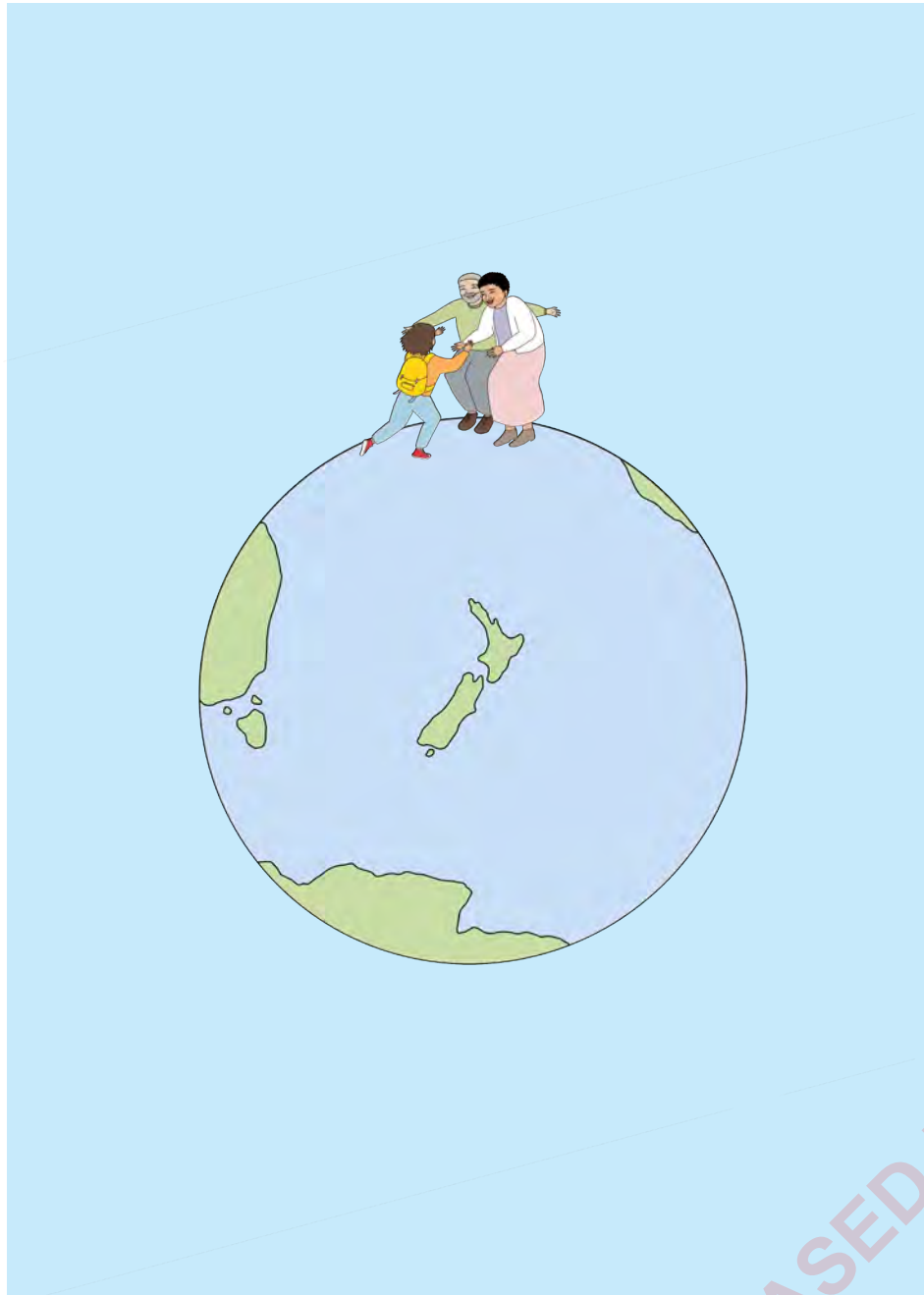
Aged 50 or over?

It's your time.

Reserve your spot now at BookMyVaccine.nz
or call 0800 28 29 26.

Document 10

Example colour and people illustration changes



COVID-19 Vaccine Campaign

Group 4 momentum builder TVC brief

Background

Campaign to date has been focused on providing a strong information layer in market which has been a consistent presence since April. There has also been a high level 'possibilities' layer which provides the 'why' for the audience, by highlighting what getting vaccinated will mean for people, whānau and communities. Ultimately it works to encourage uptake of the vaccine.

As the momentum of the vaccination rollout continues to grow and we head towards Group 4 and scaling up to vaccinate the whole of the general population, we want to support the possibilities 'why' layer of the campaign by telling the story of progress to date, not only to give people the confidence that the programme is progressing as planned, but to give them a sense of pride that by doing their part, Aotearoa New Zealand will continue to stand strong.

Campaign objective

To tell the story of the vaccination programme, and what it's achieving, from the perspective of individuals, whānau and communities across Aotearoa New Zealand who have already been vaccinated. The content should foster a strong sense of pride and support by reflecting our progress and confidence in where we are as a country, and where we're heading. It should share stories from people about how they feel about being vaccinated – what it means to them, and for their whānau, businesses and communities.

Target Audience

The content is aimed at our general population – a wide audience ranging from those who want to get vaccinated through to those who are undecided. The featured talent will reflect a diverse and inclusive audience and will reinforce the sentiment that we are 'doing it for each other'.

What we know

From our vaccine channels, insights research and media sentiment, we know that there is some widely felt frustration around the vaccine rollout, particularly from older people, disabled people, Pasifika and Maori. The consistent key theme is around 'when am I getting my vaccine', so we will need to be cognisant of this when developing this new work.

There is much media which refers to international vaccination 'progress' and vaccination numbers which are far more significant than ours, and this only fuels the misunderstanding that New Zealand is somehow behind. New Zealand is actually tracking as planned with the rollout programme, but this story is not heard.

Overall goal

Get New Zealanders

Who Are uncertain how the vaccine programme / rollout is going

To Feel a sense of pride, momentum and **community** at how far we've come and where we're heading

By Seeing that people from all over country are being vaccinated and are doing their part to make a better, safer place for themselves, their whānau and their community

Requirements

AV content for mass and supporting media to support the commencement of Group 4 rollout.

Content should showcase a range of 'talent' from around the country, including a mix of ethnicities and sectors such as the disabilities sector.

Content should feel consistent with existing possibilities creative material. It should be developed to sit alongside our Possibilities TVC and existing radio assets. Where Possibilities focuses on the 'why' and ultimately encourages uptake of the vaccination, this new work will focus on the individual and the collective 'pride'.

Timings

For launch on mainstream television Sunday 29th July

Note: Health is also working on a content series with TVNZ Blacksand which is looking to showcase the progress in the 'vaccine effort' from a behind the scenes perspective, showcasing people from call centres, vaccination centres etc. It might be relevant to link in with this work and utilise some of the already established connections.

Through the CVIP Media team's work and local connections, we can help Clemenger identify appropriate people to tell their stories and may be able to support access to key locations in the vaccination delivery chain.

Artist: Zoe Gillett

Subject: Georgina

The inspo for this is Georgina describing the summers she has in front of her and how they will be great and she mentioned how exciting and vibrant life is which I loved. So this artwork would have an abstract path from the summers behind to the amazing carefree life and summers she's experiencing in this stage of life.

It will have lots of movement and excitement and big glorious suns and music.

I also ran with the lilac colour scheme not just because she mentioned it but because I feel it really does sum her up in a colour but also bring in some warm sunny tones as well.



→ subtly bring these patterns in?



colour
- lilac
- warm
+ happy



- Summers behind

- The exciting summers ahead

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Artist: Dean Proudfoot

Subject: Doug

I want to keep it as hand drawn/painted as possible to reflect his age group rather than something that feels very digital.

I've taken a bit of inspiration from NZ Art Pat Hanly on this one...

I'm aiming to keep the whole thing as positive, alive and Joyful as possible

Elements of star gazing, walking and Bright eyed are in there.

Walking on the clouds is a play on being a dreamer.

Background colours reflection warmth and sunshine.

The Four leaf clover motif linking to his comment on being fortunate.

As he finishes on "laughter" strongly at the end of the piece I wanted to inform that some how. The upside down rainbows and the use of the Japanese pattern hopefully play to this.

The "Ha Ha Ha! " could come across a little Mad man (joker'ish) so it maybe something that in faded in and out of as an animation and not appear at all in printed uses.



Artist: Dean Proudfoot

AV 16:9 crop reference



COVID-19 vaccine: Brief for Clemenger Super Saturday

6 October 2021

Purpose of this brief

Super Saturday is a call to arms (no pun intended) to New Zealanders, vaccinated and unvaccinated, to galvanise in the lead up to Saturday 16 October when we want to get as many people who still have to get their first shot, vaccinated.

This brief is to develop creative material to support a 7-day countdown. It will operate alongside and complement the 'Freedom Forecast' concept being developed by Colenso.

Additional elements of the campaign, including mobilising business and stakeholder networks, activating partners and directly targeting persuasive material will be managed by other streams of the project.

Objectives

- Create some friendly competition between regions to boost vaccination rates across New Zealand.
- In a positive way, highlight vaccinate rates for a region, within that region. Give people the information they need to know how they are tracking.

Target Audiences

All of New Zealand – the vaccinated and the unvaccinated

- The vaccinated (first or fully) are now the majority of New Zealanders. But once they are vaccinated, their job is not done. They need to recognise how important it is to the opening up, not to mention the health and wellbeing, of New Zealand. Their job is to have 'mana enhancing' conversations with friends, whanau and colleagues who are still vaccine hesitant. This isn't a witch hunt – its about helping them have constructive conversations and removing barriers.
- People who have not yet booked or received their first vaccination – the vaccine hesitant or unengaged. These people have some questions and concerns about the vaccine that have not yet been fully resolved, or there are some social, physical or logistical barriers that they have not managed to overcome.

New Zealand Government

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 MINISTRY OF
HEALTH
MANATŪ HAUORA

Key Messages

High level key messaging

New Zealanders have consistently shown over the last year that they're willing to pitch in as part of our team of 5 million and confront the COVID challenge head-on. We need to channel that energy into our final big push to get Kiwis vaccinated.

We can be one of the most highly vaccinated countries in the world. But to get there, we need a big collective effort.

We all have a role to play in getting our vaccination rates up. The message to the 80 percent of the eligible population who have had their first dose is this: your job is not done. You still need to get your second dose, but you also need to help us reach those who have not yet come forward to be vaccinated.

We need you to be talking to them about the reasons you've been vaccinated, we need you to make sure they are getting reliable, honest information about the vaccine. And we need you to help us to get the unvaccinated vaccinated.

The next week and a half is critical. We need to pull out all the stops to increase our vaccination rates. It has never been more urgent. So we're asking everyone to contribute to a big, nationwide push for vaccination. This will culminate in a National Day of Action for Vaccination on Saturday 16 October, Super Saturday.

On that day, we will have vaccine clinics open throughout Aotearoa all day and into the evening. A bit like Election Day, we will be asking all our political and civic leaders to contribute to a big collective effort to turn people out.

We will be providing local MPs with heat maps showing where the highest concentrations of unvaccinated people are. Whether going door to door, working the phones, or waving signs, there will be a role for everyone to play.

Our political parties may all have different views on aspects of the COVID-19 response, but we are all united on one thing – vaccination. Super Saturday will be an opportunity to put aside our differences, just for 24 hours, and work together towards a cause we all support.

We are asking our business community, our media, and our community groups to play a role too. Those that want to offer incentives to the unvaccinated to get them in the door are encouraged to do so.

We will be asking parents and grandparents to encourage young New Zealanders to take up the opportunity to be vaccinated.

We must leave no stone unturned. No one should be left behind because they haven't had the support they need to make an informed choice to be vaccinated.

Let's all pitch in, and let's get this done.

Agency Task

Develop a **campaign to create friendly competition** between regions around vaccination rates to motivate first doses.

We will need to have the campaign in market on Sunday 9 October with a seven day lead up to Super Saturday, 16 October.

The campaign will need to be highly localised with each region knowing their current rate on a daily basis. You'll need to think about how we make it competitive (positively) where appropriate eg. Oamaru vs Timaru, same sized cities/regions without giving the whole game away. The full national stats will be shared as part of the Freedom Forecast.

It would be great to also look at how we use our Shot creative to call out key milestones eg. Shot New Plymouth – 89% vaccinated!

Think about how we can best celebrate success on the Sunday following Super Saturday. What are the milestones we can call out? What does success look like without a specific target? It may look like different things to different regions.

Assets that our partners and other organisations can use to promote Super Saturday

Social Media Creators – how can we get them motivated around the campaign. Is there something we can do around the theme of What's one thing every New Zealander can do for Super Saturday to get NZ vaccinated. Could this be a pass along challenge that we seed?

Considerations

- The campaign needs to align with and complement the 'Freedom Forecast' work being carried out through Colenso.
- The CVIP team will be able to provide a daily feed of data around vaccination rates as at the previous day. This data will also feed into the 'Freedom Forecast'
- The campaign needs to come to life under the 'Its our shot' creative platform.
- We have a group of agencies who need to work together on this – Colenso are doing the 'Freedom Forecast' element, Together are working on the targeted digital and social for vaccinated (how to talk to people about vaccination) and unvaccinated (your questions answered). Together are also providing a strategy on how we activate well known New Zealanders. I know I'm preaching to the converted here, but its super important that we all work together and call out overlaps or conflicts so we can resolve quickly.
- The CVIP design team are creating a lockup for Super Saturday based on our existing Shot design system which can be used across the campaign.

High Level Timing

Brief	Wednesday 6 October
Concepts and Media Strategy	Thursday 7 October
Development	Thursday 7 and Friday 8 October
Approvals	Friday 8 October/Saturday 9 October
In Market	Sunday 10 to Sunday 17 October
SUPER SATURDAY	Saturday 16 October

Mandatories

Aligned with 'Freedom Forecast' mechanic

'Shot' branding

Depiction of people

Where people are depicted, this needs to be reflective of and relevant to communities across New Zealand including Māori, Pacific, Asian and CALD.

Also, where depicting groups (and also consider for individuals), disabled people should be included in a positive but not stereotypical way – think headphones on, wearing a t-shirt emblazoned with "inclusion" or "accessibility", or a guy with a skateboard and an artificial leg, rather than someone in a wheelchair or with a guide dog.

Accessibility (as appropriate):

For the deaf consider	Picture in picture NZSL
	Closed caption
	Descriptive transcript
For the blind and partially sighted consider	Audio description
	Braille
	Large format

Shot / Super Saturday Campaign

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Auckland Radio

Run dates



Rest of NZ Radio

Run dates

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RADIO 30"

Haven't been vaccinated yet? Get it done today,
this week or on Super Saturday.

If you're already fully vaccinated, shot!
Now it's time to help others get their
vaccinations too. There are lots of ways you can
support your friends and whānau – even if it's
just a phone call about why you got vaccinated.

Let's all do our bit so we can get back to doing
the things we love.

Find out where to get vaccinated at
[Covid19.govt.nz](https://www.covid19.govt.nz)

It's our shot Aotearoa!

Now let's get back to it

Yeahhhh

RADIO 30"

Haven't been vaccinated yet? Get it done today,
this week or on Super Saturday.

If you're already fully vaccinated, shot!
Now it's time to help others get their
vaccinations too. Give someone a lift, entertain
their kids, shout them a coffee after or chat to
them about why you got vaccinated.

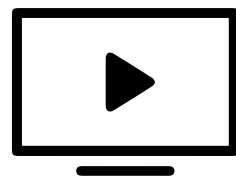
Let's all do our bit so we can get back to doing
the things we love.

Find out where to get vaccinated at
[Covid19.govt.nz](https://www.covid19.govt.nz)

It's our shot Aotearoa!

Now let's get back to it

Yeahhhh



AV
Run dates

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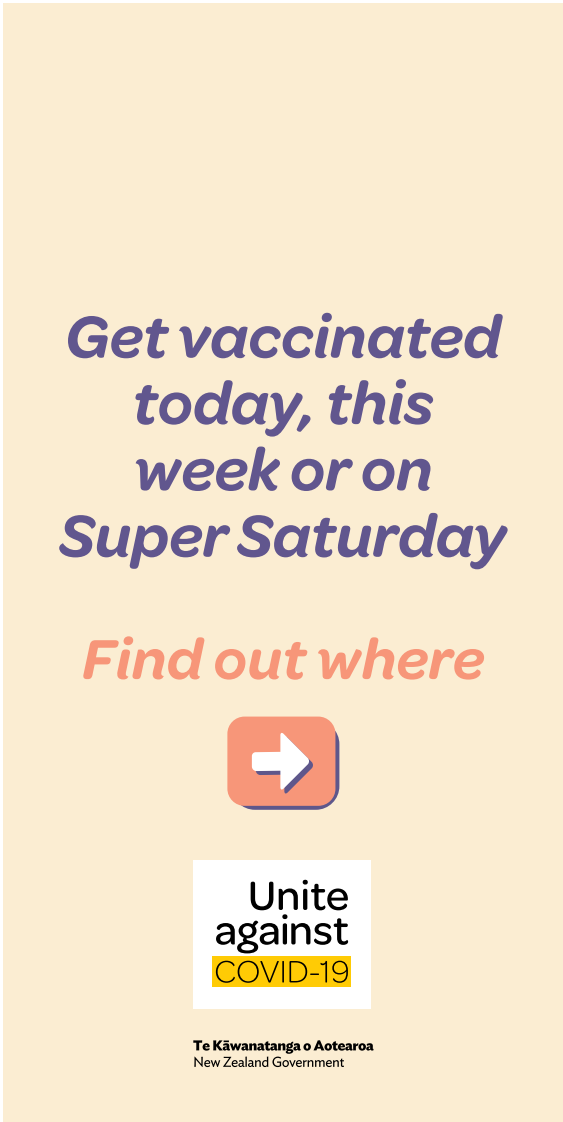
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1.

IT'S OUR SHOT NZ

2.


Not *vaccinated* yet?

3.



4.

Get vaccinated today, this week
or on Super Saturday

 Find out where

Te Kāwanatanga o Aotearoa
New Zealand Government

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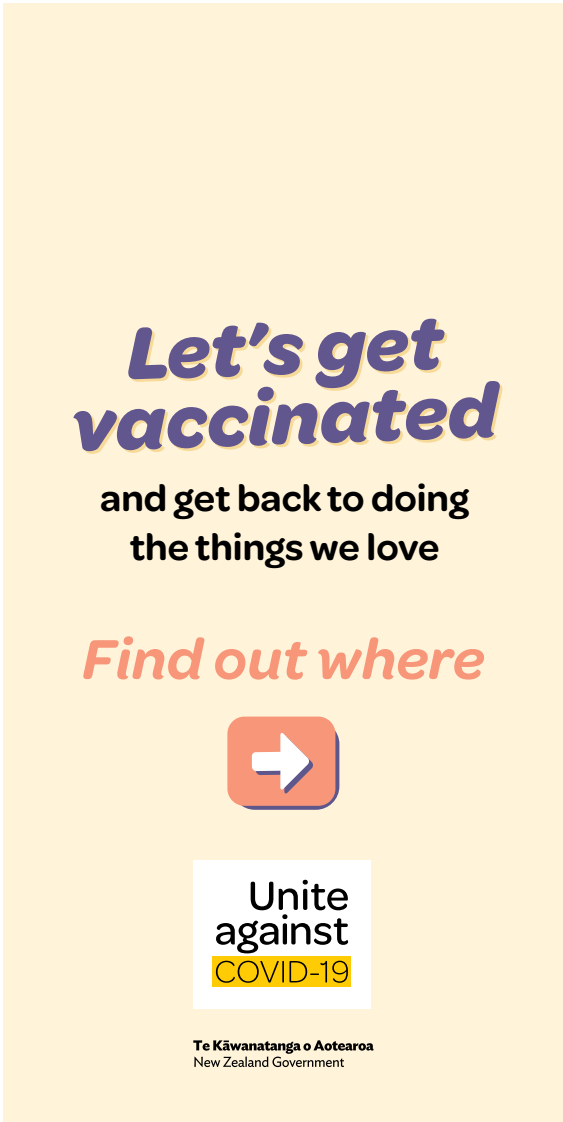
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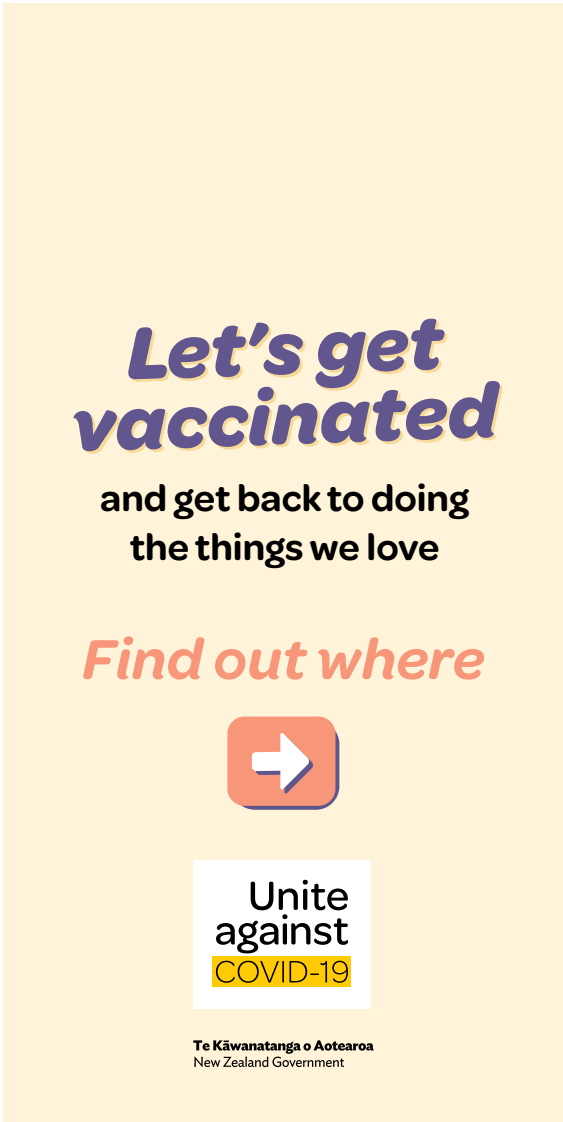
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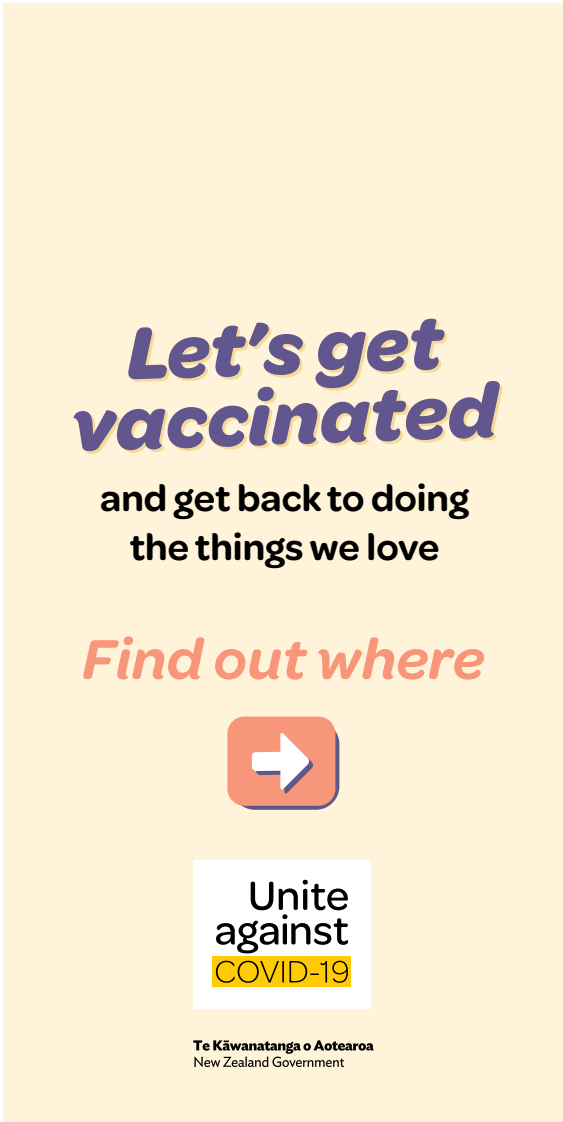
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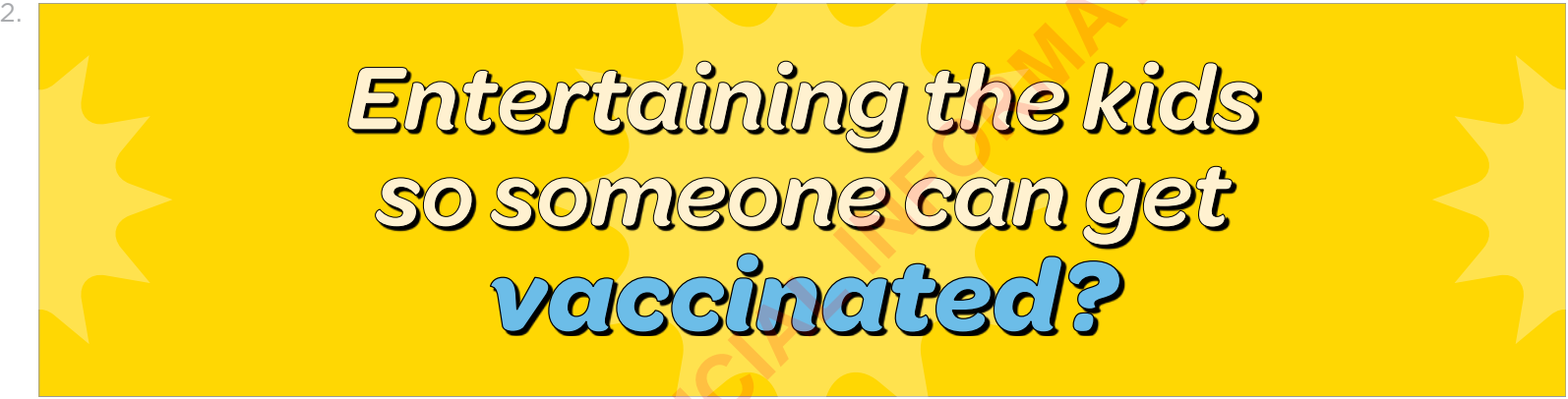


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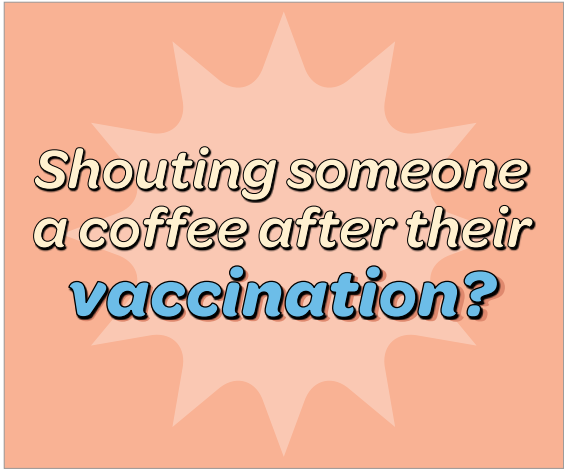




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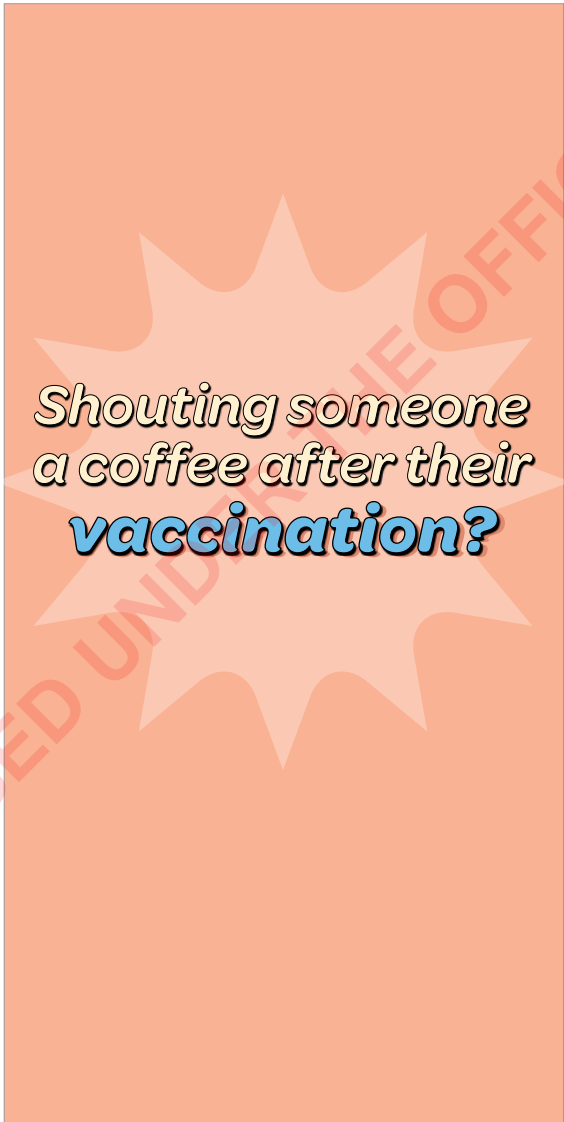
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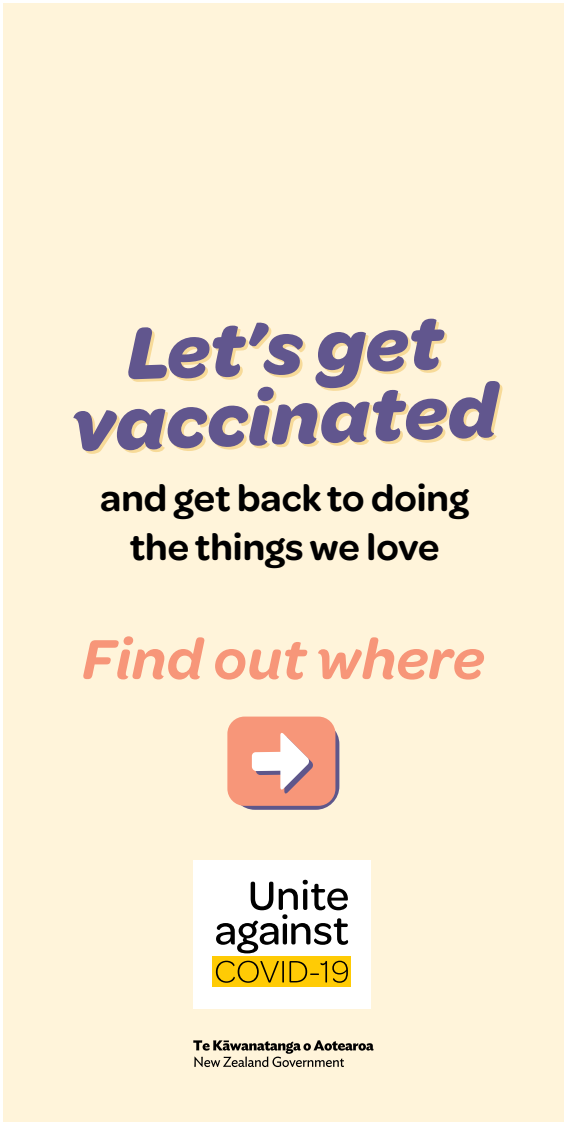
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**IT'S
OUR
SHOT
AKL**

Get vaccinated
Let's get back to doing
the things we love

Covid19.govt.nz
Te Kāwanatanga o Aotearoa
New Zealand Government

SHOT
Super Saturday
16 OCTOBER

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Auckland

**IT'S
OUR
SHOT
CHARTWELL**

Get vaccinated
Let's get back to doing
the things we love

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New Zealand Government

SHOT
Super Saturday
16 OCTOBER

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Chartwell

**IT'S
OUR
SHOT
CHCH**

Get vaccinated
Let's get back to doing
the things we love

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Christchurch

**IT'S
OUR
SHOT
DUNEDIN**

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New Zealand Government

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Super Saturday
16 OCTOBER

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Dunedin

**IT'S
OUR
SHOT
FRANKTON**

Get vaccinated
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the things we love

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New Zealand Government

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Super Saturday
16 OCTOBER

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Frankton

**IT'S
OUR
SHOT
HAMILTON**

Get vaccinated
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the things we love

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Super Saturday
16 OCTOBER

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Hamilton

**IT'S
OUR
SHOT
J'VILLE**

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the things we love

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New Zealand Government

SHOT
Super Saturday
16 OCTOBER

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Johnsonville

**IT'S
OUR
SHOT
KĀPITI**

Get vaccinated
Let's get back to doing
the things we love

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Te Kāwanatanga o Aotearoa
New Zealand Government

SHOT
Super Saturday
16 OCTOBER

Unite
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COVID-19

Kāpiti

**IT'S
OUR
SHOT
NEW
PLYMOUTH**

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New Zealand Government

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Super Saturday
16 OCTOBER

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New Plymouth

**IT'S
OUR
SHOT
PALMY**

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New Zealand Government

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Super Saturday
16 OCTOBER

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Palmerston North



Auckland



Christchurch



Hamilton



Johnsonville



Tauranga



Wellington

IT'S OUR SHOT TAURANGA

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IT'S OUR SHOT AKL

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IT'S OUR SHOT WELLY

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Super Saturday

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IT'S OUR SHOT PALMY

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IT'S OUR SHOT DUNEDIN

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IT'S OUR SHOT WHANGĀREI

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IT'S OUR SHOT GISBORNE

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Super Saturday

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IT'S OUR SHOT TAUPŌ

Get vaccinated Let's get back to doing the things we love

Covid19.govt.nz
Te Kāwanatanga o Aotearoa
New Zealand Government

16 OCTOBER SHOT
Super Saturday

Unite
against
COVID-19

IT'S OUR SHOT KĀPITI

Get vaccinated Let's get back to doing the things we love

Covid19.govt.nz
Te Kāwanatanga o Aotearoa
New Zealand Government

16 OCTOBER SHOT
Super Saturday

Unite
against
COVID-19

IT'S OUR SHOT LEVIN

Get vaccinated Let's get back to doing the things we love

Covid19.govt.nz
Te Kāwanatanga o Aotearoa
New Zealand Government

16 OCTOBER SHOT
Super Saturday

Unite
against
COVID-19



IT'S
OUR
SHOT
NZ

Already fully vaccinated? Shot!

*If not, now's the time to get the
job done. Get vaccinated today,
this week or on Super Saturday.*

Do your bit so we can all get back to doing the things we love.

Covid19.govt.nz

Te Kāwanatanga o Aotearoa
New Zealand Government



Unite
against
COVID-19

IT'S
OUR
SHOT
NZ

Already fully vaccinated? Shot!
If not, now's the time to get the job done.
Get vaccinated today, this week or on Super Saturday.
Do your bit so we can all get back to doing the things we love.

Covid19.govt.nz

Te Kāwanatanga o Aotearoa
New Zealand Government



Unite
against
COVID-19

IT'S OUR SHOT TODAY

Already fully vaccinated? Shot!

If not, get vaccinated today.

Find a vaccination centre near you – visit [Covid19.govt.nz](https://covid19.govt.nz)
or call the COVID Vaccination Healthline on **0800 28 29 26**.

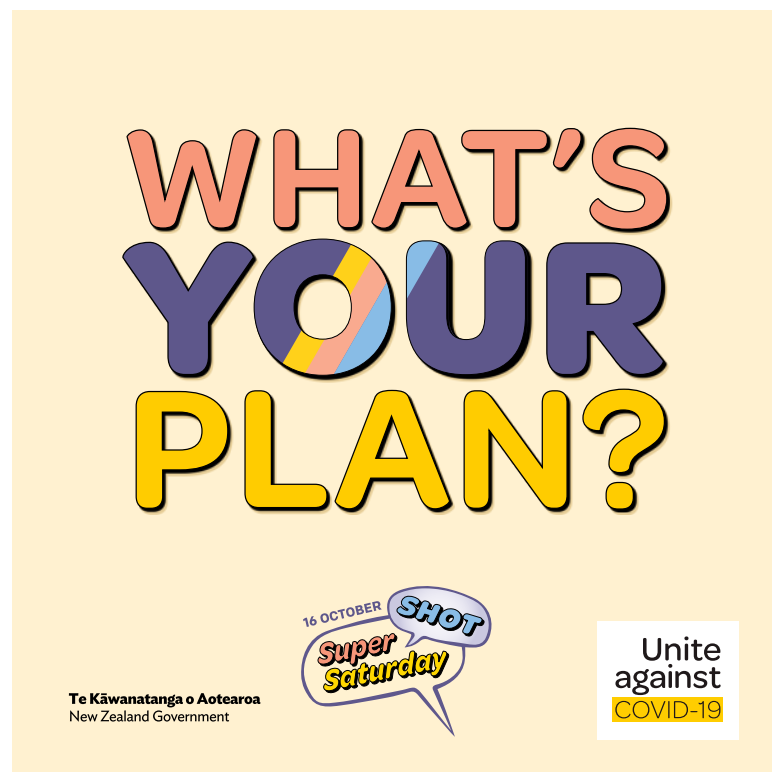
So, come on NZ – let's do our bit so we can get back to doing the things we love.



Te Kāwanatanga o Aotearoa
New Zealand Government

**Unite
against
COVID-19**

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1920x1080px



1080x1920px



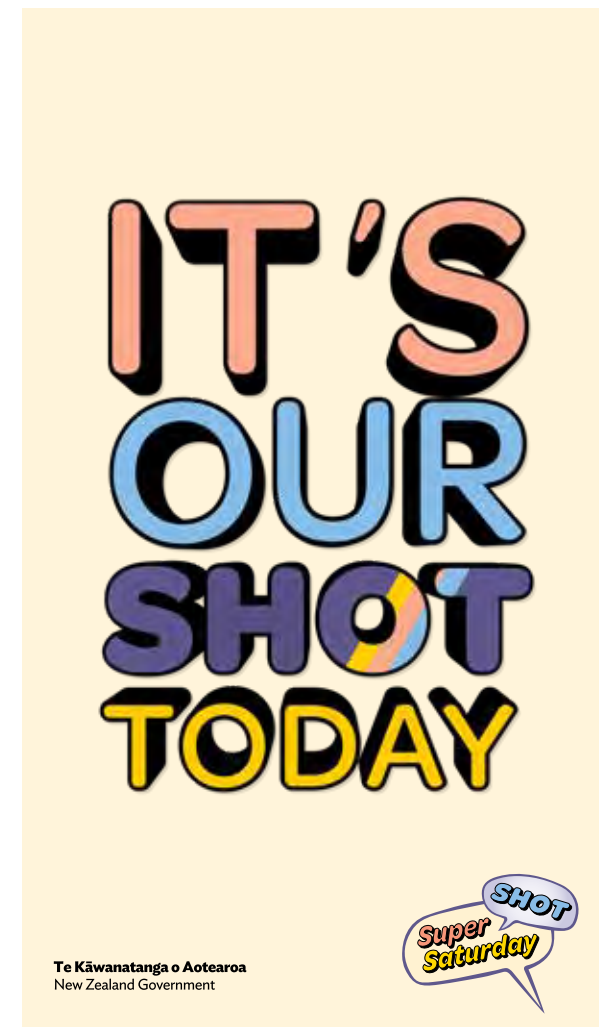
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IT'S OUR SHOT NZ

IT'S OUR SHOT NZ

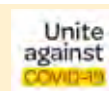
IT'S OUR SHOT NZ

Get vaccinated today

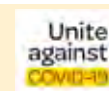
Get vaccinated today

Get vaccinated today

Covid19.govt.nz



Covid19.govt.nz



Covid19.govt.nz



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Fakafetai Mālō 'aupito آپکا شکریہ

Kia ora THANKS

ආචාර්ය Vinaka

谢谢

SHOT NZ

감사합니다

ありがとう

Faiāk se'ea

Gracias Kam raba

நன்றி

Salamat 謝謝

Thank you to everyone who got vaccinated or helped others get their vaccine on Super Saturday.

Together, we've helped 130,002 New Zealanders to get vaccinated in a single day. Shot!

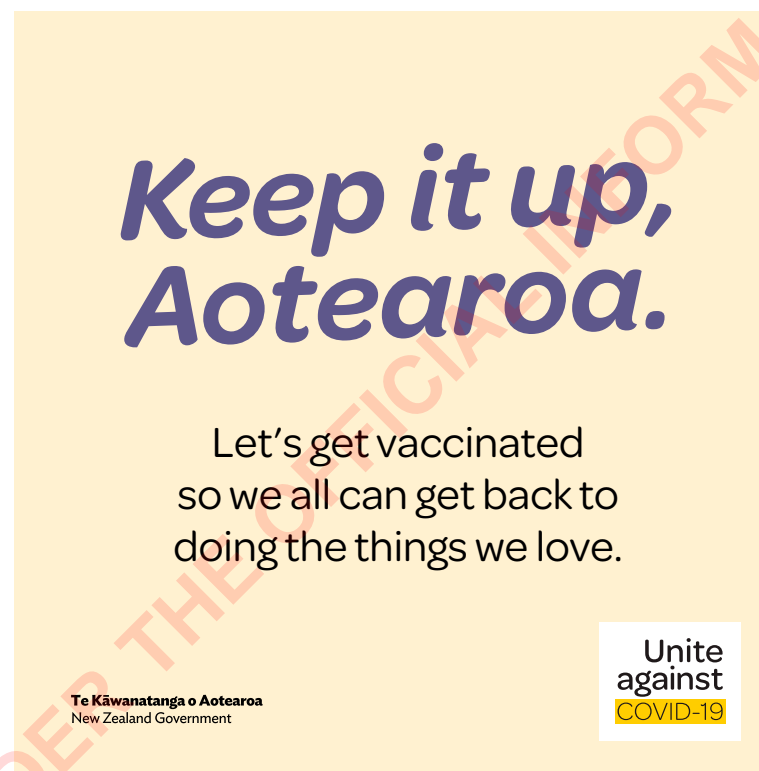
Keep it up, Aotearoa. Let's all get fully vaccinated to protect our whānau and communities so we all can get back to doing the things we love.

Find a walk-in or drive-through near you at [Covid19.govt.nz](https://www.covid19.govt.nz)

Te Kāwanatanga o Aotearoa
New Zealand Government

Unite
against
COVID-19

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22.



23.



24.



Thank You Social GIF

TikTok/Instagram (9x16), Facebook (1x1)

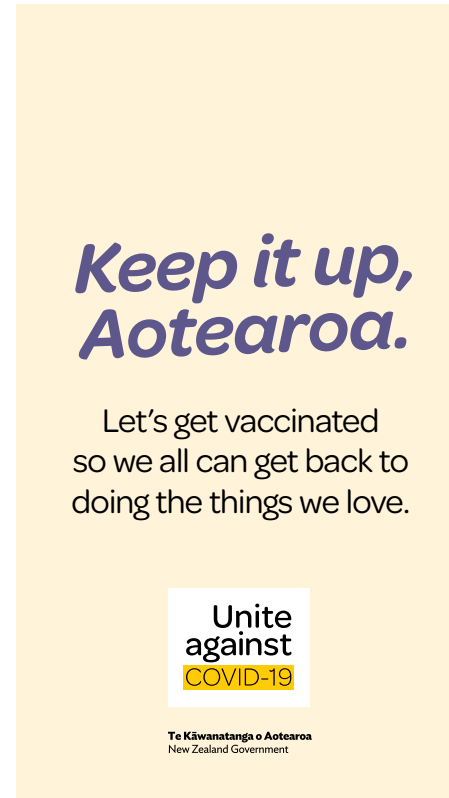
25.



26.



27.



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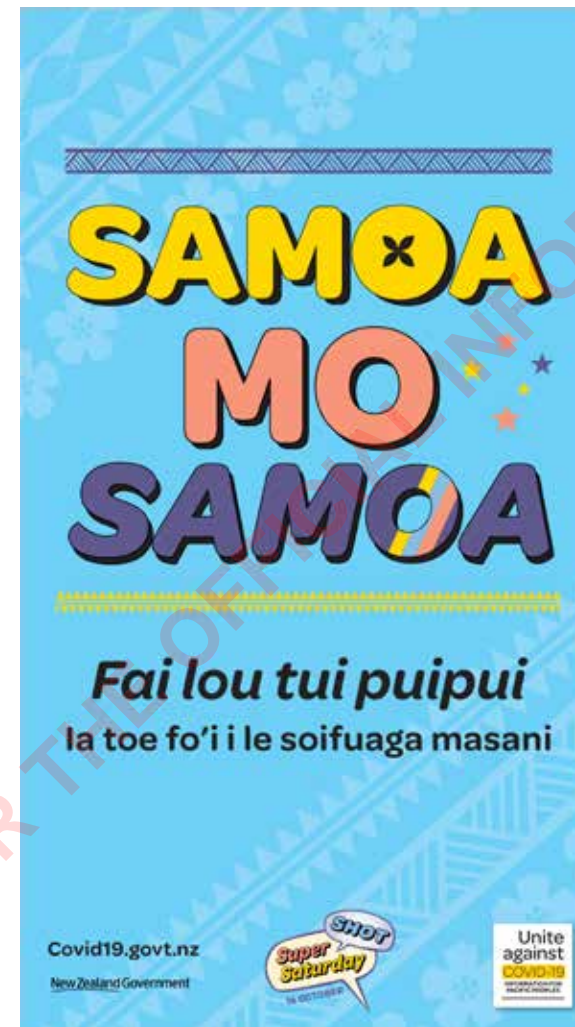
Ministry of Pacific Peoples

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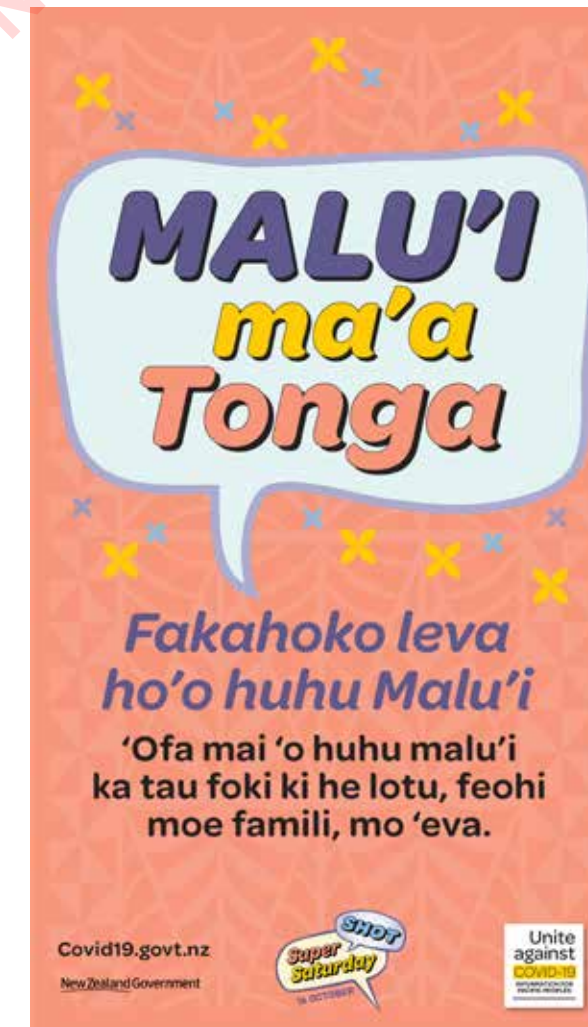
English.



Samoan.



Tongan.



DPMC Work

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1.





[Landscape Takeover w/captions](#)

Run dates



[TikTok Takeover](#)

Run dates

Static backup



SHOT
Super Saturday
16 OCTOBER

Get vaccinated today

SHOT
Super Saturday
16 OCTOBER

Live: Sophie Pascoe claims 100m backstroke bronze for her second medal in Tokyo ... read more

August 30 2021
Kia Ora, Aotearoa!

Check your weather

catrin owen
Mystery of how Delta got out deepens

rachel thomas
Period poverty spike 'overwhelming'

mandy te
Supermarket workers swamped by online

henry cooke
Hipkins got vaccine timeline wrong

politics

Has Delta peaked? A warning on a good case day

Analysis: Another lovingly-made visual aid was produced at the Prime Minister's daily Covid update, but she didn't hold it up for a laugh while delivering the bad news for Auckland.

7:02pm

26m ago Live: Staff at Hello Fresh get Covid, delivery delays expected

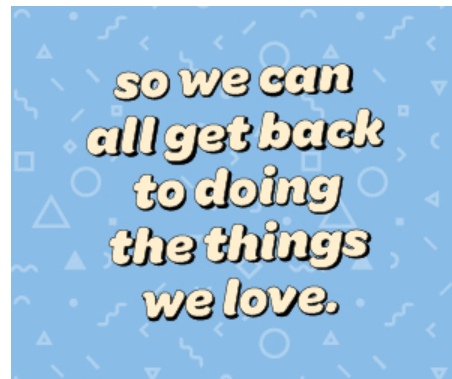
7:33pm Vaccine roll-out could be scaled back amid surge

Covid-19 more likely to cause myocarditis than the vaccine is

housing affordability

Doing the Covid lockdown in a tiny home

Visual safe area



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COVID-19 vaccine creative brief for: Connecting with 'It won't reach me out here' persona

18th November 2021

Purpose of this brief

The COVID-19 vaccination programme is progressing well with over 90% of eligible New Zealanders having received their first shot, and 80% fully vaccinated.

However, it is still critical that we get as many remaining New Zealanders, who still haven't totally ruled out vaccination, to get their shots.

To understand who our remaining unvaccinated groups are, we commissioned TRA to review all recent research to identify key groups of unvaccinated Kiwis, who are similar in their points of view, motivations and barriers. These eight personas will guide our communications for the remainder of the year. A copy of the personas report accompanies this brief.

The purpose of this brief is to develop a visual style for communications that strongly connects with each of the personas and, in doing so, opens them up to our messaging. We know that all our unvaccinated groups need to feel listened to and acknowledged, rather than just told.

Objectives

- Develop a visual style for each of our persona groups that feels like it is part of the speaks to and connects which each group on a more personal basis.

Note: ideally elements additional to the UAC logo should establish consistency with the overall Vaccination campaign but, on balance, strong connection is more important.

New Zealand Government

Unite
against
COVID-19

 MINISTRY OF
HEALTH
MANATŪ HAUORA

Target Audiences

Summary of four key personas. More detail can be found in the accompanying presentation.

I'm anxious how it will affect my (fragile) health life

Very Rough Demographic

Rural, smaller cities, female skew

Illustrative Quote

"I want to know how people with my condition are getting on – are there any side effects? I'm the one that has to cope not them, I want to feel confident that I am doing the right thing because I worry that there could be a long-term side effect of taking the vaccine that will last for ever"

Barriers that are higher for this group

highly anxious about the vaccine's side effects. Also concerned about long-term health effects and believe it hasn't been tested enough.

Motivations

Needs to hear from people she trusts that the vaccine is safe for people like her. She needs to know that thousands of people like her with the same health condition have had the vaccine. Framing is the best thing she can do to protect herself, her whānau and her community.

Circuit breaker

Empathetic listening and reassuring response to personal concerns.

NOTE: this group may contain a significant number of people who identify as disabled through health or access issues.

Covid isn't much of a threat to me out here

Very Rough Demographic

Rural, smaller cities, slight male skew

Illustrative Quote

"You don't have to tell me how important vaccines are, we wouldn't have a rural life without them. Bring them up here or, better still, drop by work and I'll get it done."

Barriers that are higher for this group

Can't get there easily. Relatively unengaged with the vaccine. Feels fit and well and doesn't have a strong relationship with his GP. No sense of urgency.

Motivations

Make it easy to get the jab by taking it to him and making booking easy. Make it clear that the virus doesn't care where or who people are so vaccination is a sensible thing to do.

Circuit breaker

Dial up the immediacy of the problem and the need to have a plan.

I'll rely on my body's natural immunity

Very Rough Demographic

Urban and alternative areas, higher disposable income

Illustrative Quote

"With good nutrition your body can fight off a virus. Conservative mainstream medicine does not have all the answers."

Barriers that are higher for this group

Concerned about the side effects and whether the vaccine has been tested enough. Also believes in personal choice. Don't want to put toxins in body or feel sick from the vaccine.

Motivations

Want to take time to make the best decision. Needs to hear from someone who has overcome the same concerns. Like minded people will be persuasive. Certain facts could also help. Family GP and Dr Bloomfield are trusted sources.

Circuit breaker

Position the vaccine as something that helps activate your body's own natural defences.

I do it my way and I do what I want

Very Rough Demographic

Male, larger city centres, higher income and education

Illustrative Quote:

"The vaccine doesn't stop transmission. What does the vaccine do? That's the question. If it's not a huge benefit, why would I get it? There is limited benefit and limited risk so why do it. No one is going to tell me that I will have to have this, and I will not be a guinea pig."

Barriers that are higher for this group

Don't want to be told what to do. Relies on his own research, wants to make an educated decision and doesn't think he has enough information to do so.

Motivations

Present facts and motivations as 'New information that has come to light'. This way they're not contradicting themselves by following it. Have a sense of duty and trust in the vaccine approval process.

Circuit breaker

Provide 'new' information in a way that enable them to save face when changing their mind.

Note: an additional group "Haven't got around to it yet" has also been identified but we believe this group, which is predominantly younger, are already well served by the 'Two Shots for Summer' campaign and branding.

Three Maori personas are also included in the pack. These have been developed based on a different research bank, with barriers and motivations not captured. We'd appreciate your view on how/should we would develop a culturally appropriate look and feel for these groups or could these be captured in the other four personas.

Agency Task

Develop concepts for a visual style that connects with each audience and that they can see themselves in.

For simplicity, we are anticipating a visual approach that can be tailored for each group but, if you believe unique styles will connect with each group more effectively, we are keen to see these options.

Of course, the new visual style will still feel like part of the UAC Vaccination family.

Please provide several concepts and demonstrate how each option would work across a range of creative executions.

Provide high level style guidelines for the approved concept.

Considerations

- It is vital that we connect with these groups in a way that they feel heard and understood and not just talked to. In our minds, this is best achieved through photography, but we'll take a lead from you.
- We don't want this style to feel 'government' or 'corporate' – we want it to feel "people like you, talking to people like you".
- Please consider what 'best practice' looks like for each of our target groups. Who communicates well in each of these spaces and what's their visual 'special sauce' we could leverage.
- The style will be used for creative and communications outputs that are developed by Clemenger but will also be used by the MOH internal design team and by Together. Assets and style guidelines will be used across all teams.

High Level Timing (sorry!!)

Brief	16 November
Concepts	18 November
Approvals	19 November
Guidelines and assets available	22 November

Mandatories

Consistent with Unite against COVID-19: Vaccine visual guidelines and branding

Cobranding with MOH and UAC logos

New Zealand Government

Unite
against
COVID-19

 MINISTRY OF
HEALTH
MANATŪ HAUORA

Depiction of people

Where people are depicted, this needs to be reflective of and relevant to communities across New Zealand including Māori, Pacific, Asian and CALD.

Also, where depicting groups (and also consider for individuals), disabled people should be included in a positive but not stereotypical way – think headphones on, wearing a t-shirt emblazoned with “inclusion” or “accessibility”, or a guy with a skateboard and an artificial leg, rather than someone in a wheelchair or with a guide dog.

Accessibility (as appropriate):

For the blind and partially sighted consider

Audio description

Braille

Large format

Identity treatment for communications that target unvaccinated personas.

What's out there now.



UAC - Changing to Traffic light visuals. TBC



Two Shots

MOH Comms

Branding

The vaccine communications and engagement programme will be delivered under the Unite Against Covid brand in partnership with Ministry of Health.

Why is purple the vaccine colour?

- On the colour wheel, purple is the opposite, complementary colour to yellow.
- Yellow is an alert; it requires immediate attention & action.
- Purple is a calm colour; it denotes a long term plan, a calm, collected response that people will see for next 12-18 months.

The look and feel will be consistent with the Unite Against Covid-19 brand, but with the purple rather than yellow - this shows the public that a part of the same family but denotes anything in purple will be directly related to vaccine messages.

Key visual elements



There is also a series of icons that can accompany messaging.



Vaccine brand guidelines are available that provide guidance on visual identity, voice and tone.



What's out there now.



UAC - Talking to specific personas.



The personas we need to talk to

All unvaccinated people.

I'm anxious how it
will affect my
(fragile) health life.

Covid isn't much of
a threat to me
out here.

I'll rely on my body's
natural immunity.

I do it my way and I
do what I want.

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Visual Brief

All unvaccinated people.

I'm anxious how it
will affect my
(fragile) health life.

Covid isn't much of
a threat to me
out here.

I'll rely on my body's
natural immunity.

I do it my way and I
do what I want.

Warmth
Empathetic
Safe

Urgency
Direct
Easy

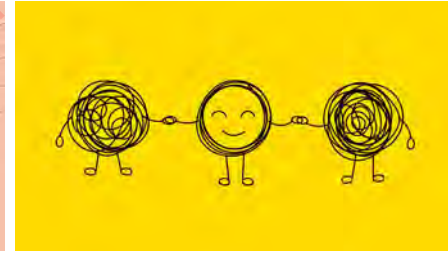
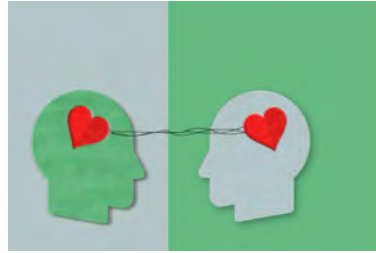
Health
Natural Defence
Trust

New news
Infographics
Facts

Persona Visual Reference

I'm anxious how it
will affect my
(fragile) health life.

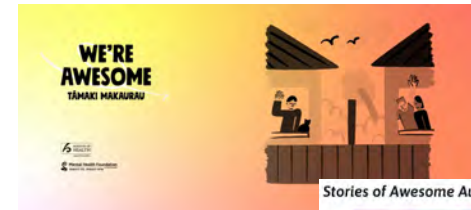
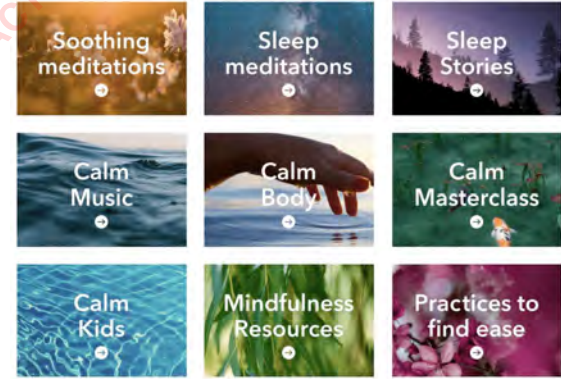
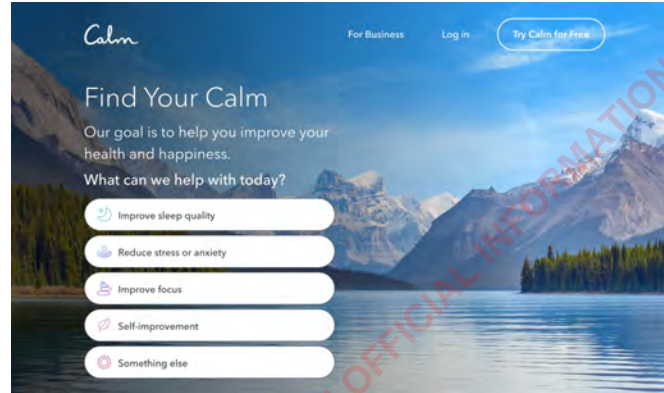
Warmth
Empathetic
Safe



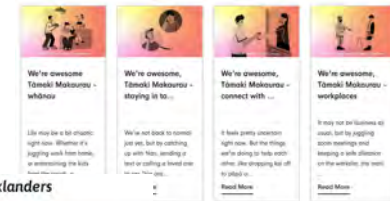
Persona Visual Reference

I'm anxious how it
will affect my
(fragile) health life.

Warmth
Empathetic
Safe



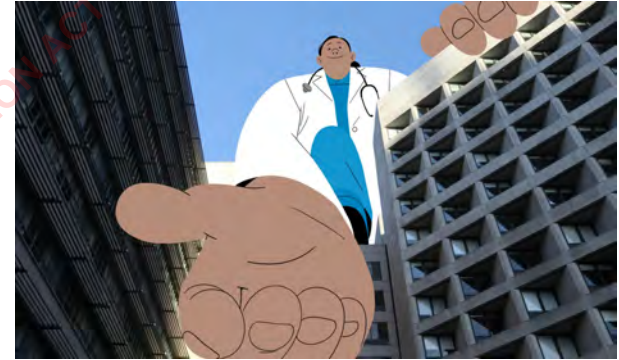
Stories of Awesome Aucklanders



Persona Visual Reference

I'm anxious how it
will affect my
(fragile) health life.

Warmth
Empathetic
Safe



Persona Visual Reference

Covid isn't much of
a threat to me
out here



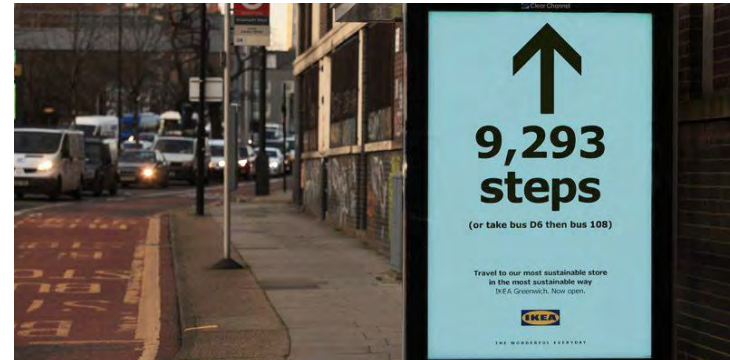
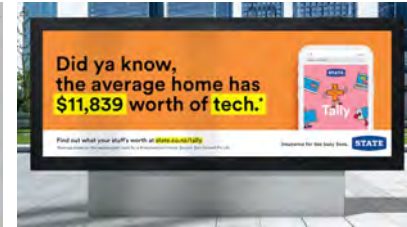
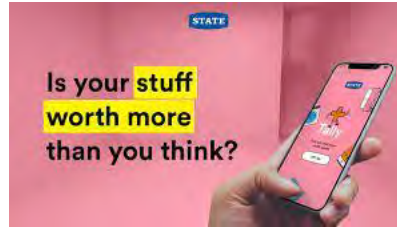
Urgency
Direct
Easy



Persona Visual Reference

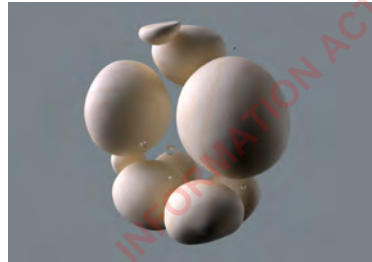
Covid isn't much of
a threat to me
out here

Urgency
Direct
Easy

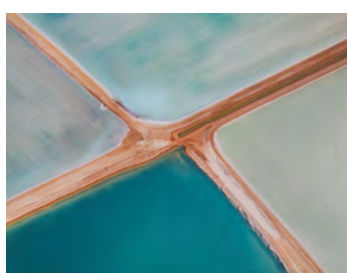


Persona Visual Reference

I'll rely on by body's
natural immunity



Health
Natural Defence
Trust



Persona Visual Reference

I'll rely on by body's
natural immunity

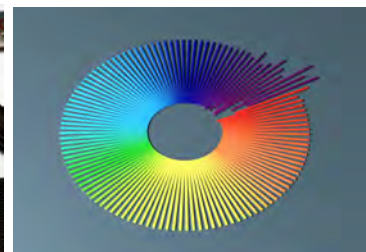
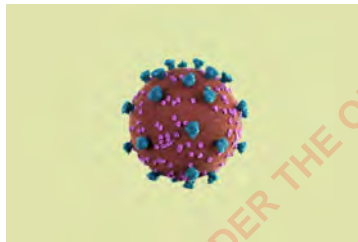
Health
Natural Defence
Trust



Persona Visual Reference

I do it my way and I
do what I want

New news
Infographics
Facts



Persona Visual Reference

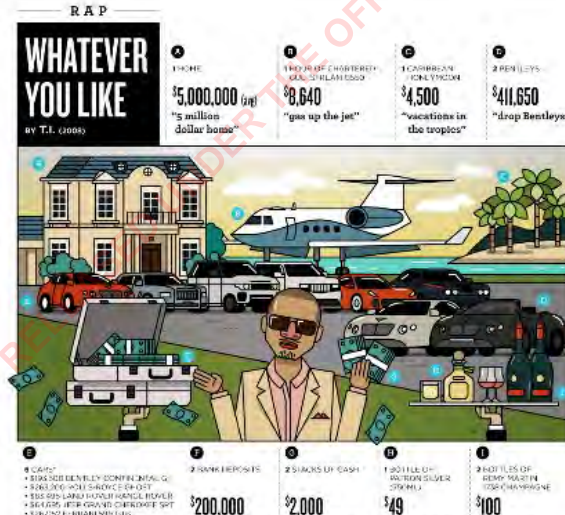
I do it my way and I
do what I want

New news
Infographics
Facts



Good times and their costs can vary by person. But what about music genre?

No party, night out, or lifestyle is the same, and the price tag on fun can run the gamut. In an effort to explore the subjectivity of what constitutes a "good time," we picked 4 songs in 4 genres—rap, pop, rock, and country—and tallied the total good-time cost of each.



A Well-Balanced Blog

It's no secret that blogging is a foundational element of successful content marketing. In fact, firms of marketers created blogs last year. While blogging can deliver solid results, it does require significant time, commitment, and strategy. Here, we break down the types of content that your readers prefer to consume, to help you plan and execute efficient and impactful blog entries throughout the week.

The Blogging Food Groups

Whole Wheat and Grains

Hearty and filling, you can quickly dish out this basic content daily.

- How-to posts
- Sharing influencers/third-party posts
- Useful, relevant topics for readers
- Repurposing old content

Vegetables

It might not be your favorite, but you know it's good for you.

- Thought leadership pieces
- Guest topics
- Case studies

Meat

These valuable, time-consuming projects leave your readers begging for more.

- Strategic research and analysis
- POVs
- Big Rock content, or large and unique thought leadership pieces

Desserts

Sweet and shareable, they'll want a second helping of these little treats.

- Light-hearted, easily digestible content
- Cultural content (e.g., "Day in the Life")
- Amazing videos, graphics, and stories

Condiments

Living up any meal, a dash of this stuff can spread the love.

- Bold statements with strong point of view
- Helpful links

Blogging Meal Plan

Here is one week's worth of content for you to try. Remember, it's important to find the right, steady diet that works best for your goals.

MONDAY Vegetables



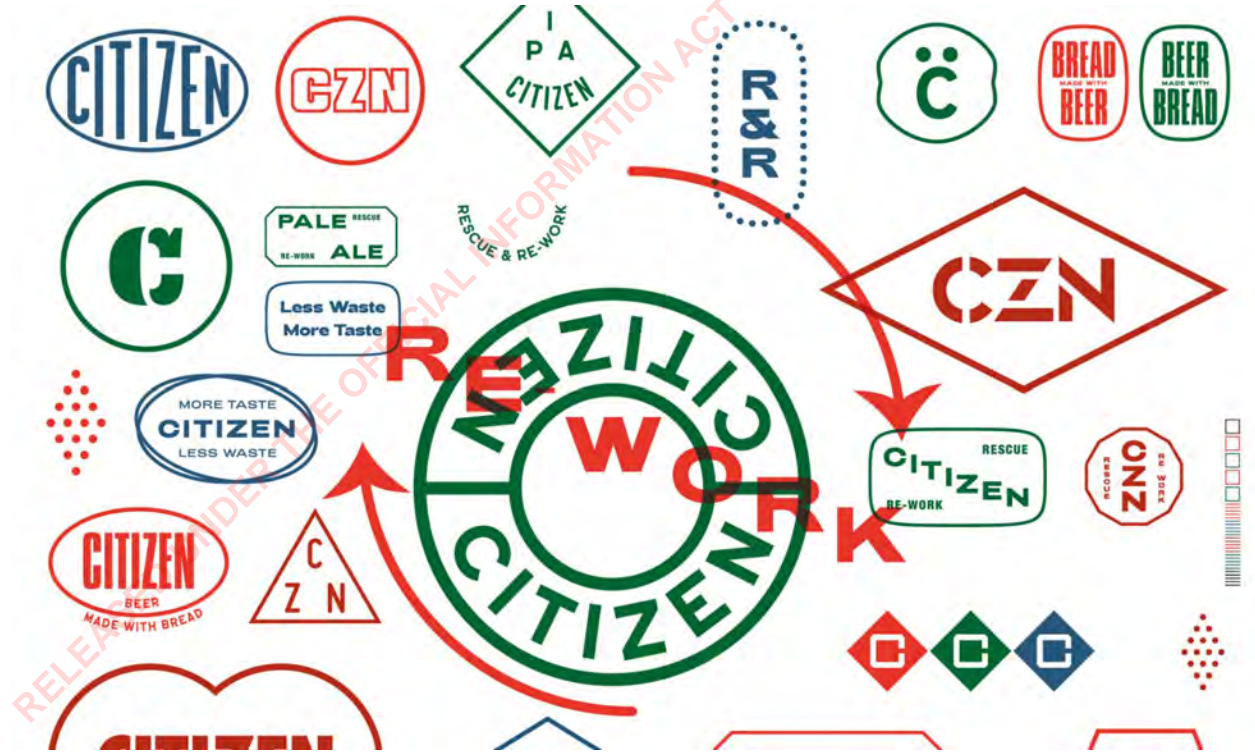
TUESDAY Meats



Persona Visual Reference

I do it my way and I
do what I want

New news
Infographics
Facts



Questions:

How linked can we make these visual treatments?

What is the wrapper that makes it feel like it's still from MOH?

Tone of voice for each is just as important as visual treatment, we should consider this.

Can we get open files of the Unite against COVID-19: Vaccine visual guidelines and branding.

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Things to mock up.

Press - Half Page Horiz - 182mm x 254mm

Social - 1:1 Static and moving post

Digital - 15" 9x16

Radio - 15" spot

These are pretty classic media placements for these personas after consulting with Nick @ OMD.

Considerations

Accessibility. For the blind and partially sighted consider.

Speed of production. We often get days to get a message to market.

Where people are depicted, this needs to be reflective of and relevant to communities across New Zealand including Māori, Pacific, Asian and CALD.

Also, where depicting groups (and also consider for individuals), disabled people should be included in a positive but not stereotypical way – think headphones on, wearing a t-shirt emblazoned with “inclusion” or “accessibility”, or a guy with a skateboard and an artificial leg, rather than someone in a wheelchair or with a guide dog.

Mandatories

Consistent with Unite against COVID-19: Vaccine visual guidelines and branding
Co-branding with MOH and UAC logos

Agency Brief

COVID-19 vaccine: Two Shots for Summer – new layer: My Vaccine Pass

12 / 11 / 2021

Purpose of this brief

The *Two Shots for Summer* campaign brings a summer vibe to the vaccination drive that specifically targets youth in a relevant energetic way.

It currently works at a motivational level, with our general 'Get Vaccinated ASAP' call to action, and at a more direct level, where it highlights what you'll miss out on, specifically, if you don't get fully vaccinated.

The purpose of this brief is to add a third layer to this campaign – this new layer will focus on **My Vaccine Pass**. It will encourage people to get vaccinated, so that they can access the pass.

Our job is not to explain how to get the pass – UAC will do this job.

Background / context

My Vaccine Pass is not proof of vaccination – rather, it is proof of your vaccination status i.e. it will either mean you have had your two shots, or that you have a medical exemption.

The pass is designed to give people **access** to events / places etc

My COVID Record has details of all vaccinations and is available now.

My Vaccine Pass will be available from Tuesday (TBC) but you won't be able to use it yet. Get ready by getting your two shots now.

Objectives

- Introduce My Vaccine Pass in a way that persuades people to get vaccinated
 - Our focus must be on **persuading** people to get their two shots to get the pass, rather than simply focusing on getting the pass itself.

Our job: Use the pass as a reason to get vaccinated

UAC's job: Explain the pass – how to get one, and how to use it as part of health behaviours

Target Audiences

Unvaccinated people

Primarily: 16-29 year olds

Secondary: all NZers

Agency Task

Create advertising assets to achieve the above objectives, within the 2SFS brand.

High Level Timing

Brief	Late 14 th , so realistically 15 November 😊
Response	16 November
Approvals	17 November
Dispatch	17 November to be in market (in some way) on 18th

Some really amazing creative thought-starters:

1. *For guaranteed access to festivals [the things you love] this summer, you'll need your two shots and your vaccine pass*
2. *Got your two shots? Get your vaccine pass!*
3. I'm seeing a rolling GIF... the bold bits rotate to land on the kicker "My Vaccine Pass"
*My **Festival** Pass*
*My **Gym** Pass*
*My **Restaurant** Pass*
*My **Haircut** Pass*
*My **Vaccine** Pass*
For guaranteed access to the things you love this summer you'll need a vaccine pass.
Get your two shots ASAP so you can get your pass to summer

MVP Two Shots
OOH

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Street Poster 920x1320mm

TWO SHOTS

To get your
VACCINE PASS

For your pass to restaurants and bars this summer, you'll need to be fully vaccinated.

Find where's close to get your dose
Covid19.govt.nz/twoshots

Te Kaitiaki Take Kōwhiri
New Zealand Government

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against
COVID-19

Shopping Malls (2 frame) 1080x1920px
Frame 1. (8 sec)

It's my
RESTAURANT PASS

For your pass to restaurants and bars this summer, you'll need to be fully vaccinated.

Find where's close to get your dose
Covid19.govt.nz/twoshots

Te Kaitiaki Take Kōwhiri
New Zealand Government

Unite
against
COVID-19

Shopping Malls (2 frame) 1080x1920px
Frame 2. (8 sec)

TWO SHOTS

To get your
VACCINE PASS

**For your pass to
restaurants and bars
this summer, you'll need
to be fully vaccinated.**

Find where's close to get your dose
Covid19.govt.nz/twoshots

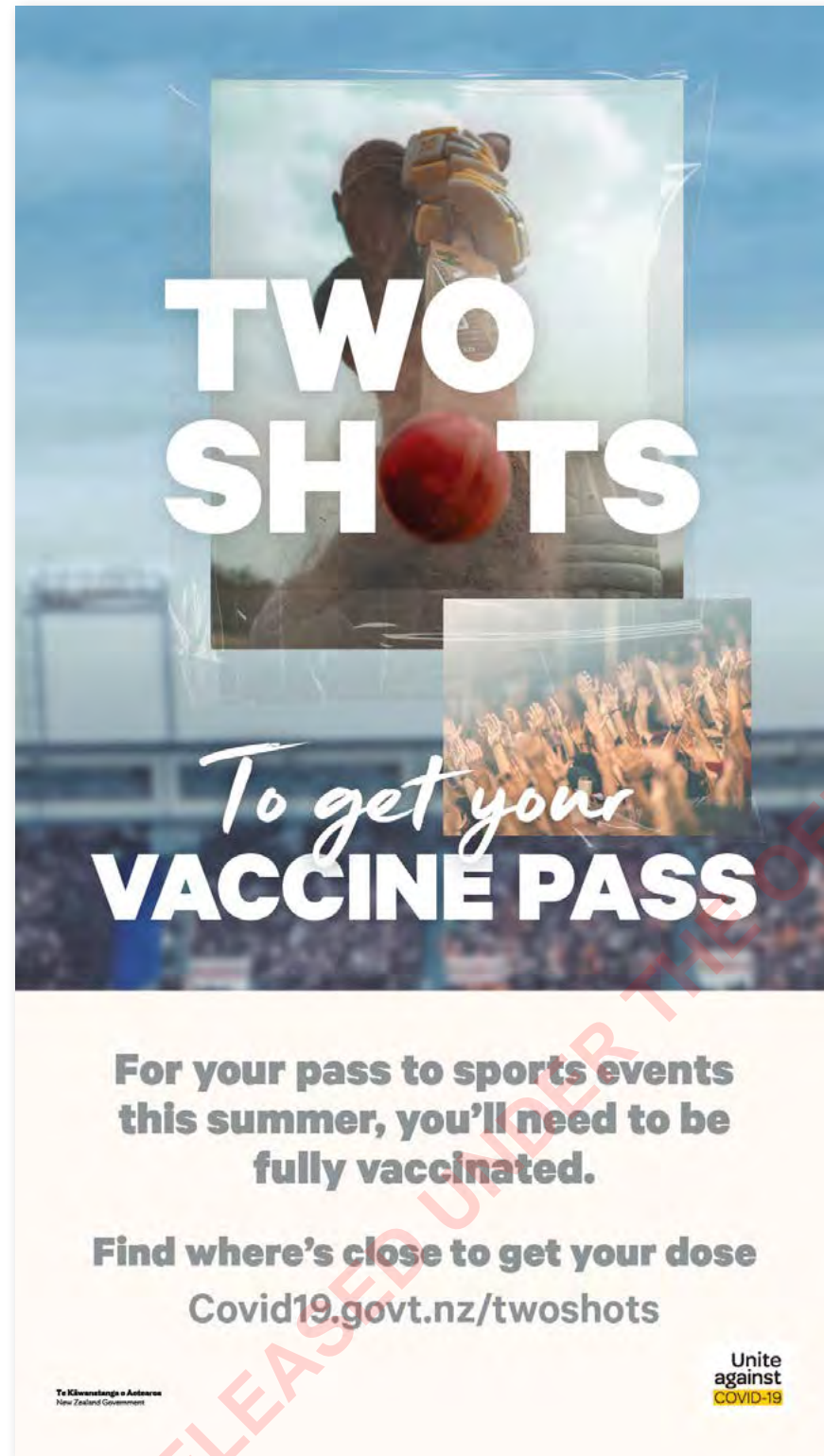
Tū Kōwhiriwhiri a Antares
New Zealand Government

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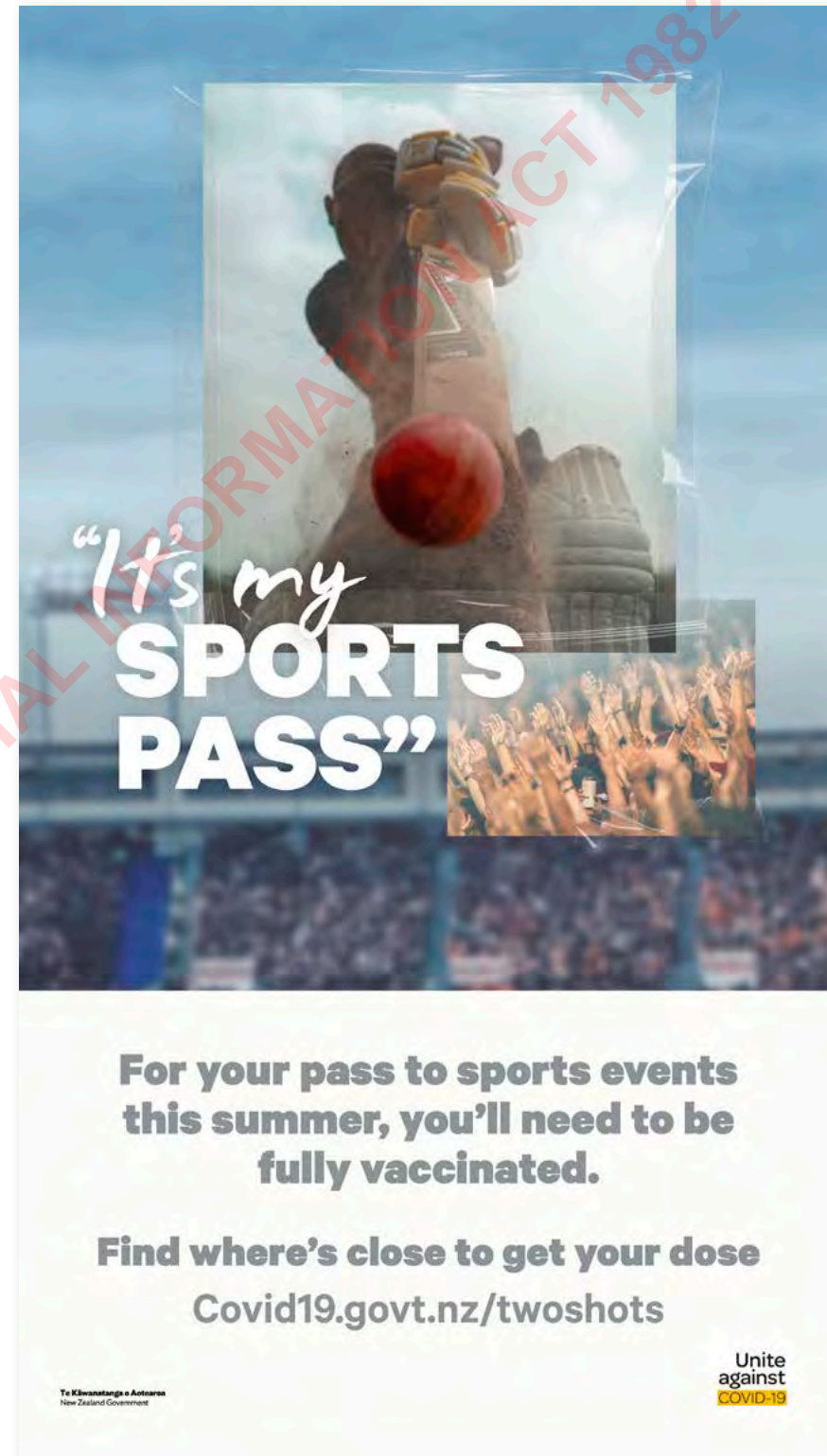
Street Furniture Live 1080x1920px



Street Poster 920x1320mm



Shopping Malls (2 frame) 1080x1920px
Frame 1. (8 sec)

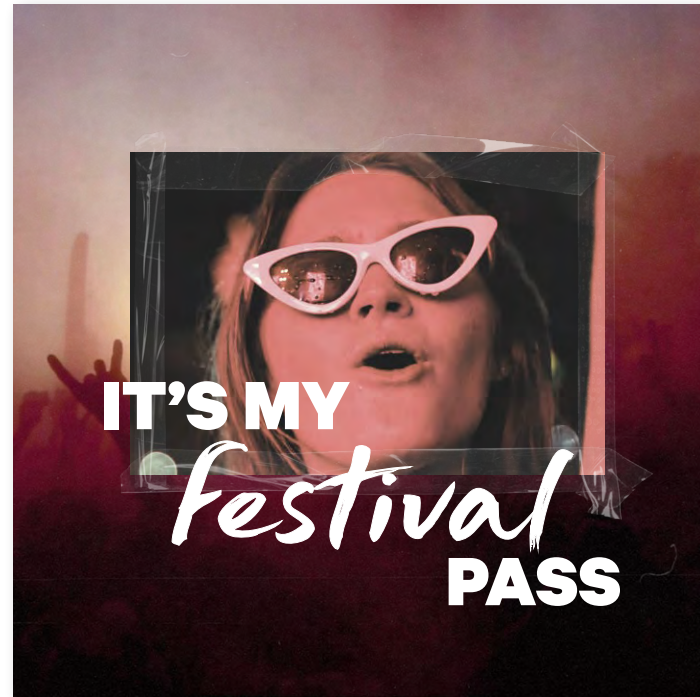


Shopping Malls (2 frame) 1080x1920px
Frame 2. (8 sec)



Street Furniture Live 1080x1920px

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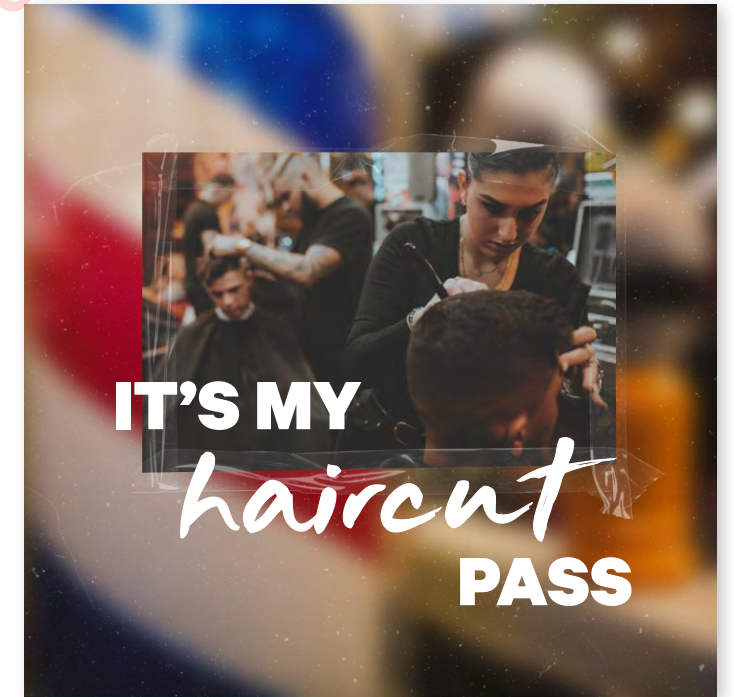
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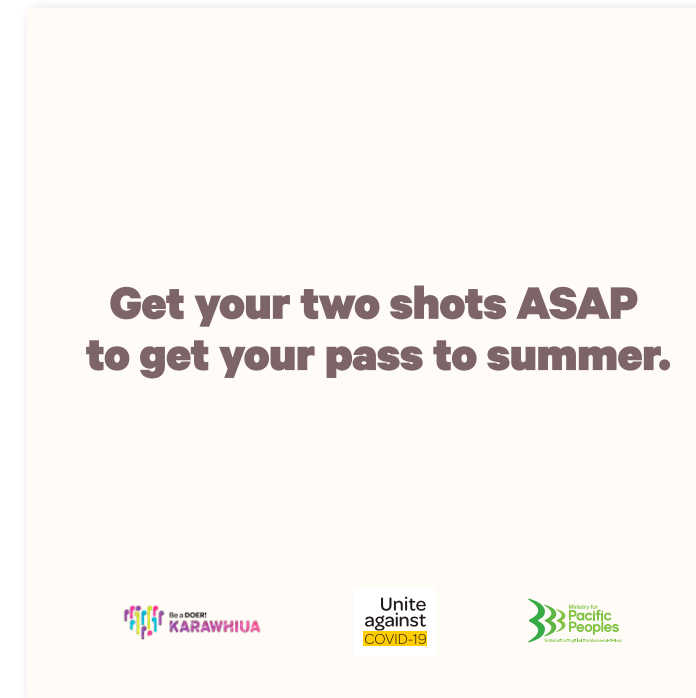
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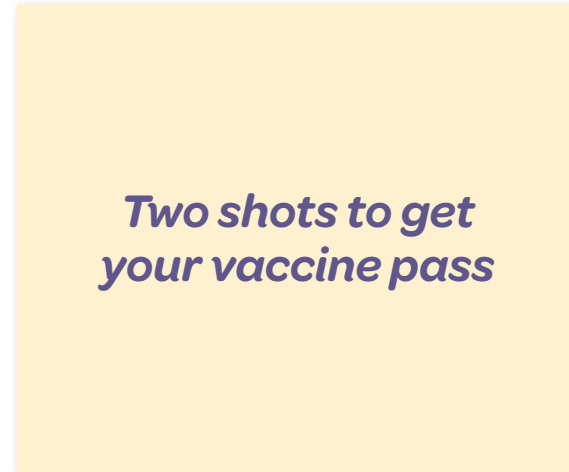
MVP Two Shots/
Shot for Summer

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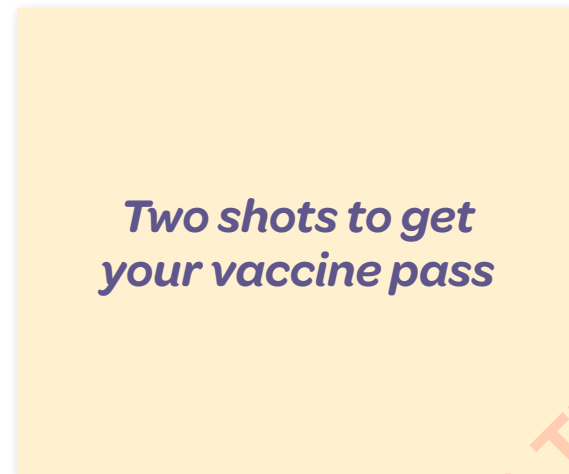


VERSION 1

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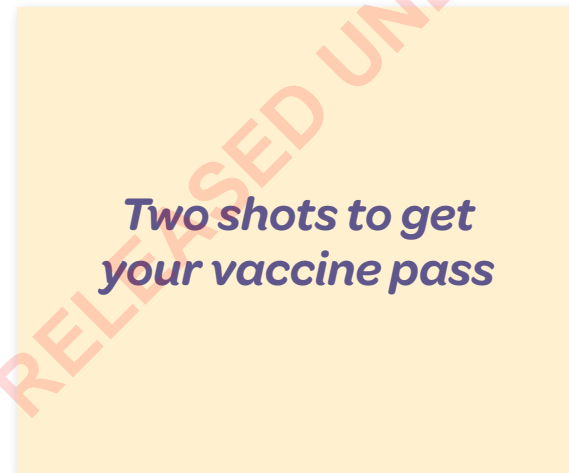


VERSION 2

1.



2.



3.



4.



VERSION 3

COVID-19 vaccine design brief for

Tamariki Time brochure for parents

13th December 2021

Purpose of this brief

MedSafe is currently assessing the use of the paediatric version of the Pfizer vaccine for children aged 5 to 11. There are around 476,294 children in New Zealand in this age range. It is anticipated that MedSafe will endorse the vaccine this week and cabinet will make a decision to use the vaccine at a meeting on 23 December. This will be announced to the public, along with the date it will be available (tentative date 17 January) that afternoon.

The paediatric vaccine is a third of the adult vaccine and will be delivered in unique orange vials. Two doses of the paediatric vaccine will be required, a minimum of 3 weeks apart. Vaccination will be available through the same network of providers as adult vaccinations have been ie. vaccination centres, Māori health providers, GPs and pharmacies.

The decision to get a child immunised tends to be one made within the family, with the mother the key decision maker. Given the decision on behalf of the child, this is something that is not taken lightly and there will tend to be significant discussion around it with clear and trusted information is required to inform the choice.

The announcement of child immunisation for COVID-19 will be made just before Christmas so it is likely that it will be discussed at family gatherings through the holiday period. We need to ensure that we are providing the best information in a way that is easy for parents to understand, help decision making and counteract misinformation.

This brief is for a brochure to set out the case for immunising children for COVID-19 and answer the key questions we know parents will have.

Objectives

- Using the base information provided, review the copy, and amend to ensure that it is simple and appropriate for a parent audience.
- Using the branding elements of Tamariki Time, develop concepts and layout for the brochure.
- Using the brochure as a test case, progress the Tamariki Time branding to sit sympathetically alongside the existing UAC and Vaccine look and feel.

Note: ideally elements additional to the UAC logo should establish consistency with the overall Vaccination campaign but, on balance, strong connection is more important.

Primary Audience

Parents and caregivers of tamariki aged 5 to 11 years, with a specific focus on Māori, Pasifika, and parents of children with disabilities.

The mother tends to be the primary decision maker around child health and may be making decisions for more than one child. Parents and caregivers of tamariki with disabilities or underlying health conditions may be particularly anxious about the decision to have them vaccinated.

Secondary

Grandparents and wider whānau - For Māori and Pasifika, grandparents and wider whānau take an active role in decision making for the family, including tamariki.

Note: Tamariki themselves are not an audience for this publication. Additional assets and collateral will be developed as part of the campaign for this age group.

Agency Task

Develop concepts for a brochure to provide simple and relevant information for parents.

This will need to be based on copy provided by MoH that has been approved by the Clinical team. The challenge for the copywriter is to review and update the copy to ensure that it is written in a way that connects with parents, specifically our priority audiences, but does not materially change the meaning of the advice.

This copy may also be used to update the UAC [website page for parents](#).

To connect with parents, we will be using the Tamariki Time branding developed by the NRHCC and shared with the agency by Erin Stirling from Waitemata DHB. This branding has been co-designed and tested with Māori audiences and resonates strongly. The branding will also be adopted for the NRHCC campaign and may be picked up by other DHBs as the immunisation programme rolls out.

The brochure needs to integrate the Tamariki Time branding with the UAC/Vaccine brand however, the balance needs to be weighted toward the new brand.

The Tamariki Time visual style will be used across the key elements of the campaign, including being adopted by MoH designers for this work.

Considerations

- It is vital that we create this work with the needs of Māori, Pasifika and the disabled front and centre. It can't be an afterthought.
- The creative work for the vaccine programme will use a co-creation model with inputs from MoH, NRHCC, ICC, Clemenger, and others.

- We need work that connects with priority groups in a way that they feel heard and understood and not just talked at.
- For communications around tamariki vaccination we are using the work immunisation rather than vaccination as immunisations is a normal and well-understood health practice for children.
- The style will be used for creative and communications outputs that are developed by Clemenger but will also be used by the MOH internal design team and by Together. Assets and style guidelines will be used across all teams.
- The brochure will be translated into multiple languages and accessible formats.

High Level Timing (sorry!!)

Brief	14 December
Concepts	15 November
Revisions	16 December
Approvals	17 December
To Print	17 December

Mandatories

Use of Tamariki Time look and feel and language. Cobranding with MOH and UAC logos

Depiction of people

Where people are depicted, this needs to be reflective of and relevant to communities across New Zealand including Māori, Pacific, Asian and CALD.

Also, where depicting groups (and also consider for individuals), disabled people should be included in a positive but not stereotypical way – think headphones on, wearing a t-shirt emblazoned with “inclusion” or “accessibility”, or a guy with a skateboard and an artificial leg, rather than someone in a wheelchair or with a guide dog.

Accessibility (as appropriate):

For the blind and partially sighted consider

Braille

Large format

Appendix 1: Brochure copy

Version 2 - 13.12.21 for copywriter review

Tamariki aged 5 to 11 COVID-19 Vaccine

Tamariki aged 5 to 11 are eligible for a paediatric (child) course of Pfizer. [1]
[SEP]

A child dose is one third of the adult dose. They will need 2 doses, at least 21 days apart.

Benefits of immunisation

COVID-19 generally has milder effects in children than adults. Symptoms are usually similar to a cold.

However, some children who have not been immunised can develop severe lung infections, become very sick, and require hospitalisation.

Like adults, children can transmit the virus that causes COVID-19 to other people if they're infected, even when they have no symptoms.

Immunisation can help protect siblings who are not eligible for vaccination and other vulnerable family members.

Immunisation can help keep kids in school and help them safely keep doing the things they love.

Safety

The Pfizer vaccine went through clinical trials with thousands of children. The side effects that were reported were mild, didn't last long, and are similar to side effects from other routine vaccines.

Pfizer is safe for children with food allergies. Unlike some other vaccines, there is no food, gelatin or latex in the Pfizer COVID-19 vaccine, and it is not grown in eggs.

The only reason that a child may not be able to have this vaccine due to allergy is if they have had a severe allergic response (anaphylaxis) to a previous dose of the Pfizer vaccine or an ingredient in the vaccine.

The Pfizer vaccine that is available for children had gone through the same approval process as other routine childhood vaccines. None of the clinical trials were skipped and no corners were cut when it comes to safety.

Side effects

Side effects in young people are similar to those seen in adults. They are generally mild and should only last 1 or 2 days.

The most common side effects are:

- a sore arm from the injection – you can put a cold cloth or ice pack on it to feel better
- a headache
- feeling tired
- feeling feverish or sweaty

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- nausea
- aching muscles.

After immunisation the child will need to stay for at least 15 minutes so that any adverse reactions can be monitored.

If they develop difficulty breathing, a racing heart, chest pain or feel faint (straight away or in the days after the vaccine), seek medical attention.

If they feel unwell, get them to rest and drink plenty of fluids. They should avoid vigorous exercise, like running around or swimming. Paracetamol or ibuprofen can be taken (following instructions on packaging, or as given by your doctor or pharmacist) after immunisation to help to relieve fever or pain.

Tips before your appointment

1. Provide encouragement and keep them relaxed.
2. Make sure they have had something to eat and drink
3. Check they're wearing clothes that make it easy to see and access their upper arm.

If they're a little nervous, they're welcome to take something to the appointment that will distract them, like a soft toy, or a phone.

If the child has any pre-existing health conditions, or has any previous reactions to immunisations, let your vaccinator know.

Top 7 facts about the Covid-19 and vaccination

1. COVID-19 vaccines are already the most well- studied vaccines ever made.
2. This is no evidence that this vaccine has any effects on children's development.
3. Once the vaccine has done its job, it is quickly eliminated from the body.
4. The Pfizer vaccine has a good safety record and has proven to be effective after millions of doses have been administered worldwide.
5. Over 2 million children have been vaccinated in US and Canada.
6. The clinical trials showed that 10% of 5-11 year olds have side effects.
7. The COVID-19 virus is very unpredictable. Some children have become very sick, some children have had very mild symptoms, and some have had no symptoms at all. Data from overseas shows that some children experience mild symptoms from COVID-19, but then experience long term effects of many months after the COVID infection.

Book or walk in

Children aged 5 to 11 cannot give their own consent. A parent, caregiver, legal power of attorney, or whanaungatanga will need to accompany a child to their appointment(s) as the responsible adult and will need to confirm consent for the child to be immunised.

At the appointment the adult and child can ask as many questions as they like.

Book My Vaccine (make sure you select the appropriate age range)

Walk-in: Not all sites offer child immunisations. Visit healthpoint/ or call to check before you arrive

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The disability team is available Monday to Friday, from 8am to 8pm. They will support your whānau, can book an immunisation appointment, and answer any questions you may have.

- Call: [0800 28 29 26](tel:0800282926) and push **2**
- Free text: **8988**
- Email: accessiblecovidvaccinations@whakarongorau.nz

For more information and links to research, visit health.govt.nz/CovidVaccineKids

Have questions about the vaccine? Talk to the COVID Vaccination Healthline 8am–8pm, 7 days a week.

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Benefits of immunisation

Immunisation is an important way we keep tamariki safe, like being sun smart or wearing a seatbelt. It protects your tamariki from many serious diseases and stops disease spreading within your whānau and the community.

In Aotearoa, children get free vaccinations against 12 diseases, including whooping cough (pertussis), measles and polio.

Benefits of immunisation against COVID-19

Immunising 5 to 11-year-old tamariki helps protect whānau members whose health makes them more vulnerable to COVID-19.

The COVID-19 virus can be unpredictable. While COVID-19 generally has milder effects in children, with symptoms being similar to a cold, some children become severely ill and require hospitalisation. Tamariki can also have rare complications such as Multisystem Inflammatory Syndrome (MIS-C) that may require intensive care. Tamariki can also suffer long term effects (known as long COVID), even after mild cases of COVID-19.

Like adults, if your tamariki are infected with the COVID-19 virus they may transmit the virus to other people.



More information

For more information and links to research, visit:
Unite Against COVID-19 – Covid19.govt.nz/tamariki
Ministry of Health – Health.govt.nz/CovidVaccineKids
Te Puni Kōkiri – Karawhiua.nz
Ministry of Pacific Peoples – mpp.govt.nz

Have questions about the vaccine?

Talk to a trained advisor on the COVID Vaccination Healthline – **0800 28 29 26**
8am–8pm, 7 days a week



Protecting your tamariki from COVID-19

COVID-19 Immunisation Programme for 5 to 11-year-olds



COVID-19 Vaccine for tamariki aged 5 to 11 years

Parents and caregivers have the opportunity to protect their tamariki aged 5 to 11 against COVID-19, by being immunised with a child (paediatric) formulation of the Pfizer vaccine.

The vaccine used for tamariki is a children’s version of the Pfizer vaccine, with a lower dose and smaller volume.

Tamariki need two doses of the vaccine to be fully protected. We recommend these are at least 8 weeks apart. The interval can be shortened to a minimum of 21 days if needed, for example if your child is starting treatment with immunosuppressants.

The Ministry of Health recommends immunising your child to keep them safe and to help protect your whānau and community from COVID-19.



Safety of the Pfizer vaccine

The Pfizer vaccine for 5 to 11-year-olds has been through clinical trials with children in this age group. In general, the side effects that were reported were mild, didn't last long, and were similar to side effects from other routine vaccines.

The vaccine is recommended for tamariki with food allergies. Unlike some other vaccines, there is no food, gelatin or latex in the Pfizer vaccine.

The only reason that someone may not be able to have this vaccine due to allergy is if they have had a severe allergic response (anaphylaxis) to a previous dose of the Pfizer vaccine or an ingredient in the vaccine. The child (paediatric) Pfizer vaccine has gone through the same rigorous approval process as other routine childhood vaccines. No clinical trials were skipped and no corners were cut in the testing of its safety.

Preparing your tamariki for vaccination

1. Provide encouragement to help your tamariki feel relaxed.
2. Make sure they have had something to eat and drink.
3. Check they're wearing clothes that make it easy to see and access their upper arm.

If they're a little nervous, they're welcome to take something to the appointment that will distract them, like a soft toy or phone.

If your tamariki have had previous reactions to immunisations, let your vaccinator know, speak to your whānau doctor prior to the appointment, or talk to a trained advisor on the COVID Vaccination Healthline – 0800 28 29 26.

Consent

A parent, caregiver or legal guardian will need to accompany your child to their appointment(s) as the responsible adult and be able to provide consent for them to be immunised.

At the appointment, both the adult and child can ask as many questions as they like.

Side effects

As with any immunisation, your child is likely to have a sore arm and get redness, pain or swelling at the injection site. Other reactions that can occur, usually within one or two days, include:

- headache
- a fever (feeling hot)
- nausea (feeling sick), vomiting, diarrhoea
- fatigue
- general discomfort (feeling unwell, aches and pains).

These are common and show that the vaccine is working. Encouraging rest and offering plenty of fluids will help.

Severe reactions to the Pfizer COVID-19 vaccine are very rare and usually occur within a few minutes of the vaccination. For this reason, you and your child will be put in an observation area for monitoring by clinical staff to ensure they receive any medical treatment if this occurs.

Signs of severe allergic reaction can include:

- difficulty breathing
- swelling of the face and throat
- a fast heartbeat
- a bad rash all over the body
- dizziness and weakness.

If you notice your child experiencing any of these symptoms, let clinical staff know immediately. If you are not at a vaccination site, call 111.

Myocarditis and pericarditis are very rare but serious side effects of the Pfizer vaccine. In the clinical trials, no cases were seen in children aged 5 to 11 years old, however it is important to be aware of the symptoms for all ages who are vaccinated. If your child has any of the following symptoms in the days or weeks after being vaccinated, get medical help right away.

Symptoms of myocarditis and pericarditis:

- discomfort, heaviness, tightness or pain in their chest
- difficulty breathing
- feelings of having a fast-beating, fluttering, or pounding heart
- feeling faint, light-headed or dizzy.



Book or walk in

COVID-19 immunisations are free for everyone. From 17 January, parents or caregivers can go to a walk-in clinic with their tamariki or use **BookMyVaccine.nz** to get immunised with their usual health provider, hauora, or general practice. Make sure you select the appropriate age range.

If you want to book for more than one child or you're unable to book online, you can call the COVID Vaccination Healthline on **0800 28 29 26** (8am–8pm, 7 days a week) and we'll make the booking for you and answer any questions.

Interpreters are available.

Tamariki with disabilities

The Disability Team is available Monday to Friday, from 8am to 8pm. They will support your whānau and can book an immunisation appointment for you. They can answer any questions you may have about your child's needs including accessibility, free transport options, or any affects the vaccine may have on your child.

- Call **0800 28 29 26** and push 2
- Free text **8988**
- Email **accessiblecovidvaccinations@whakarongorau.nz**

COVID-19 creative brief for: 5-11 year olds - immunisation announcement support

14 / 12 / 2021

Background and purpose of this brief

Medsafe is currently assessing the use of the paediatric version of the Pfizer vaccine for children aged 5 to 11 years. There are around 476,294 children in New Zealand in this age range. It is anticipated that Medsafe will endorse the vaccine this week and Cabinet will make a decision to use the vaccine at a meeting on 23 December. This will be announced to the public, along with the date it will be available (tentative date 17 January) that afternoon.

The paediatric vaccine is a one third of the dose of the adult vaccine. Two doses will be required, a minimum of 3 weeks apart and vaccination will be available through the same network of providers as adult vaccinations have been i.e. vaccination centres, Māori health providers, GPs and pharmacies.

The decision to get a child vaccinated tends to be one made within the family, with the mother the key decision maker. Given the decision is on behalf of the child, this is something that is not taken lightly and there will tend to be significant discussion around it with clear and trusted information required to inform the choice.

The announcement of the COVID-19 vaccination for children will be made just before Christmas so it is likely that it will be discussed at family gatherings through the holiday period. We need to ensure that we are providing the best information in a way that is easy for parents to understand, to help decision making and counteract misinformation.

This brief is for to support the announcement, to encourage discussion amongst friends and whānau and to point people in the right direction to get further information.

Agency Task

Create an information campaign which supports the announcement of the rollout of vaccinations for 5-11 year olds and utilises the creative approach that has been developed through Northern Region Health Coordination Centre (NRHCC).

Objective

To inform the parents and caregivers that **COVID-19 immunisations** for 5-11 year olds will be available from 17 January (tbc) and where to find information.

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Target Audiences

Primary audience:

Parents and caregivers of tamariki aged 5-11 years old, prioritising Māori, Pasifika and parents and caregivers of children with disabilities.

The mother tends to be the primary decision maker around child health and may be making decisions for more than one child. Parents and caregivers of tamariki with disabilities or underlying health conditions may be particularly anxious about the decision to have them vaccinated.

Secondary audience:

Grandparents and wider whānau also play a very big part in this decision making

Key messaging

- Immunisation for 5-11 year olds will commence in the new year (17th January)
- The Christmas break is a great time for parents and caregivers to start thinking about this for their tamariki
- Talk to whānau and trusted people to help decide if this is right for your tamariki
- You can find helpful information at *URL* (tbc but potentially UAC, Karawhiua and MPP) or call 0800 28 29 26

Timing

It is anticipated that the announcement will be next Thursday 23rd December. Advertising is required for that afternoon, post announcement, on social media, and on radio and digital media from Friday 24th, running through to 17th January when vaccinations commence.

Tone

Friendly /reassuring / helpful / inclusive – VO from someone like Stacey Morrison

This will evolve once vaccinations commence in the new year, potentially utilising some of our 15" TV spots at that stage.

5-11 comms – phase 1
AV, press, brochure
and social visuals

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1.



In 2022, parents and caregivers will be able to get their 5 to 11-year-olds immunised against COVID-19.

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2.



Some tamariki get very ill from catching COVID-19 and immunisation is one of the best ways to protect them.

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3.



Take time this summer to get the information and advice you need to make the best decision for your tamariki.

Te Kāwanatanga o Aotearoa
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4.



Find out more at Covid19.govt.nz/tamariki or call the COVID Vaccination Healthline on 0800 28 29 26.

Te Kāwanatanga o Aotearoa
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COVID-19



Note: there will also be a swipe for more CTA in the native app across the bottom of screen

1.



In 2022, parents and caregivers will be able to get their 5 to 11-year-olds immunised against COVID-19.

2.



Some tamariki get very ill from catching COVID-19 and immunisation is one of the best ways to protect them.

3.



Take time this summer to get the information and advice you need to make the best decision for your tamariki.


4.



 [Click here to find out more](#)

1920x1080



In 2022, parents and caregivers will be able to get their 5 to 11-year-olds immunised against COVID-19.

► Click here to find out more

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300x250



In 2022, parents and caregivers will be able to get their 5 to 11-year-olds immunised against COVID-19.


► Click here to find out more

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1080x1080 social tile



In 2022, parents and caregivers will be able to get their 5 to 11-year-olds immunised against COVID-19.

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In 2022, parents and caregivers will be able to get their 5 to 11-year-olds immunised against COVID-19

Some tamariki get very ill from catching COVID-19 and immunisation is one of the best ways to protect them.

Immunisation is an important way we keep tamariki safe, like being sun smart or wearing a seatbelt.

It protects your tamariki from many serious diseases and stops disease spreading within your whānau and the community. In Aotearoa, tamariki get free vaccinations against 12 diseases, including whooping cough (pertussis), measles and polio.

Safety of the COVID-19 vaccine

The child (paediatric) Pfizer vaccine has gone through the same rigorous approval process as other routine childhood immunisations. No clinical trials were skipped and no corners were cut in the testing of its safety.


The Pfizer vaccine for 5 to 11-year-olds has been through clinical trials with children in this age group. In general, the side effects that were reported were mild, didn't last long, and were similar to side effects from other routine immunisations.

Take time this summer to get the information and advice you need to make the best decision for your tamariki. Find out more at:

Unite Against COVID-19 – Covid19.govt.nz/tamariki
Ministry of Health – Health.govt.nz/CovidVaccineKids
Te Puni Kōkiri – Karawhiua.nz
Ministry for Pacific Peoples – mpp.govt.nz

Or call the COVID Vaccination
Healthline on 0800 28 29 26








More information




For more information and links to research, visit:

Unite Against COVID-19 – Covid19.govt.nz/tamariki
Ministry of Health – Health.govt.nz/CovidVaccineKids
Te Puni Kōkiri – Karawhiua.nz
Ministry of Pacific Peoples – mpp.govt.nz


Have questions about the vaccine?

Talk to a trained advisor on the COVID Vaccination Healthline – **0800 28 29 26**
8am–8pm, 7 days a week











Back page



Protecting your tamariki from COVID-19

COVID-19 Immunisation Programme for 5 to 11-year-olds





Front page


COVID-19 Vaccine for tamariki aged 5 to 11 years

Parents and caregivers have the opportunity to protect their tamariki aged 5 to 11 against COVID-19, by being immunised with a child (paediatric) formulation of the Pfizer vaccine.

The vaccine used for tamariki is a children’s version of the Pfizer vaccine, with a lower dose and smaller volume.

Tamariki need two doses of the vaccine to be fully protected. We recommend these are at least 8 weeks apart. The interval can be shortened to a minimum of 21 days if needed, for example if your child is starting treatment with immunosuppressants.

The Ministry of Health recommends immunising your child to keep them safe and to help protect your whānau and community from COVID-19.



Benefits of immunisation

Immunisation is an important way we keep tamariki safe, like being sun smart or wearing a seatbelt. It protects your tamariki from many serious diseases and stops disease spreading within your whānau and the community.

In Aotearoa, children get free vaccinations against 12 diseases, including whooping cough (pertussis), measles and polio.

Benefits of immunisation against COVID-19

Immunising 5 to 11-year-old tamariki helps protect whānau members whose health makes them more vulnerable to COVID-19.

The COVID-19 virus can be unpredictable. While COVID-19 generally has milder effects in children, with symptoms being similar to a cold, some children become severely ill and require hospitalisation. Tamariki can also have rare complications such as Multisystem Inflammatory Syndrome (MIS-C) that may require intensive care. Tamariki can also suffer long term effects (known as long COVID), even after mild cases of COVID-19.

Like adults, if your tamariki are infected with the COVID-19 virus they may transmit the virus to other people.

Inner pages

Safety of the Pfizer vaccine

The Pfizer vaccine for 5 to 11-year-olds has been through clinical trials with children in this age group. In general, the side effects that were reported were mild, didn't last long, and were similar to side effects from other routine vaccines. The vaccine is recommended for tamariki with food allergies. Unlike some other vaccines, there is no food, gelatin or latex in the Pfizer vaccine. The only reason that someone may not be able to have this vaccine due to allergy is if they have had a severe allergic response (anaphylaxis) to a previous dose of the Pfizer vaccine or an ingredient in the vaccine. The child (paediatric) Pfizer vaccine has gone through the same rigorous approval process as other routine childhood vaccines. No clinical trials were skipped and no corners were cut in the testing of its safety.

Preparing your tamariki for vaccination

- 1. Provide encouragement to help your tamariki feel relaxed.
- 2. Make sure they have had something to eat and drink.
- 3. Check they're wearing clothes that make it easy to see and access their upper arm.

If they're a little nervous, they're welcome to take something to the appointment that will distract them, like a soft toy or phone.

If your tamariki have had previous reactions to immunisations, let your vaccinator know, speak to your whānau doctor prior to the appointment, or talk to a trained advisor on the COVID Vaccination Healthline – 0800 28 29 26.

Consent

A parent, caregiver or legal guardian will need to accompany your child to their appointment(s) as the responsible adult and provide consent for them to be immunised. At the appointment, both the adult and child can ask as many questions as they like.

Side effects

As with any immunisation, your child is likely to have a sore arm and get redness, pain or swelling at the injection site. Other reactions that can occur, usually within one or two days, include:

- headache
- a fever (feeling hot)
- nausea (feeling sick), vomiting, diarrhoea
- fatigue
- general discomfort (feeling unwell, aches and pains).

These are common and show that the vaccine is working. Encouraging rest and offering plenty of fluids will help.

Severe reactions to the Pfizer COVID-19 vaccine are very rare and usually occur within a few minutes of the vaccination. For this reason, you and your child will be put in an observation area for monitoring by clinical staff to ensure they receive any medical treatment if this occurs.

Signs of severe allergic reaction can include:

- difficulty breathing
- swelling of the face and throat
- a fast heartbeat
- a bad rash all over the body
- dizziness and weakness.

If you notice your child experiencing any of these symptoms, let clinical staff know immediately. If you are not at a vaccination site, call 111. Myocarditis and pericarditis are very rare but serious side effects of the Pfizer vaccine. In the clinical trials, no cases were seen in children aged 5 to 11 years old, however it is important to be aware of the symptoms for all ages who are vaccinated. If your child has any of the following symptoms in the days or weeks after being vaccinated, get medical help right away.

Symptoms of myocarditis and pericarditis:

- discomfort, heaviness, tightness or pain in their chest
- difficulty breathing
- feelings of having a fast-beating, fluttering, or pounding heart
- feeling faint, light-headed or dizzy.



Book or walk in

COVID-19 immunisations are free for everyone. From 17 January, parents or caregivers can go to a walk-in clinic with their tamariki or use **BookMyVaccine.nz** to get immunised with their usual health provider, hauora, or general practice. Make sure you select the appropriate age range. If you want to book for more than one child or you're unable to book online, you can call the COVID Vaccination Healthline on **0800 28 29 26** (8am–8pm, 7 days a week) and we'll make the booking for you and answer any questions. Interpreters are available.

Tamariki with disabilities

The Disability Team is available Monday to Friday, from 8am to 8pm. They will support your whānau and can book an immunisation appointment for you. They can answer any questions you may have about your child's needs including accessibility, free transport options, or any affects the vaccine may have on your child.

- Call **0800 28 29 26** and push 2
- Free text **8988**
- Email **accessiblecovidvaccinations@whakarongorau.nz**