
From: Yvette Woods <yvette@curative.co.nz>
Sent: Friday, 21 January 2022 12:05 pm
To: Jane Bodkin; Clair Bosworth; Priscilia Martin; Nadine Gray; Tom Stephenson
Cc: Red Nicholson; Ashleigh Dallimore
Subject: Media discussion for Nurses Recruitment campaign
Attachments: Nurses Media presentation 20 January 2022.pdf

Follow Up Flag: Follow up
Flag Status: Completed

Kia ora all,

Happy Friday! Thanks again for your time and valued feedback yesterday.

As promised, attached is the presentation outlining our two potential approaches to media for our campaign.

While we progress discussions with TVNZ to enable us to give you greater clarity on exactly what that route could look like, if there are any further thoughts around risks / watch outs, please just fire them through. We'll discuss the ones we covered yesterday and look at how those could be mitigated, but welcome any further thoughts. Especially any you think could be barriers to getting internal buy-in, should we decide to go the Shortland Street route.

Any questions in the interim, please just let me know. And while we have next Thursday in the diary anyway, if you'd like to regroup sooner, then we're really happy to do so.

Best
yvette

From: Jane Bodkin
Sent: Wednesday, 2 February 2022 3:47 pm
To: Yvette Woods; Priscilia Martin; Nadine Gray
Subject: RE: WIP tomorrow?

Follow Up Flag: Follow up
Flag Status: Completed

Thanks Yvette,

For the update. I'd be keen to catch up on developing aged care content and engaging with sector/ ? nursing advisory group (how and when)

I was asked for some info today for the Minister about recruitment for his media stand up at 1 and he fed back that he is very interested in how we are engaging with NZNO. Given this campaign is based on their material we need to engage with them.

I'm happy to defer the discussion on options til we have more info from TVNZ

Ngā mihi nui

Jane

Jane Bodkin ([she/her](#))

Clinical Chief Advisor, Nursing | Office of the Chief Clinical Officers | Manatū Hauora

E: jane.bodkin@health.govt.nz | M: s 9(2)(a)

From: Yvette Woods <yvette@curative.co.nz>

Sent: Wednesday, 2 February 2022 3:36 pm

To: Jane Bodkin <Jane.Bodkin@health.govt.nz>; Priscilia Martin <Priscilia.Martin@health.govt.nz>; Nadine Gray <Nadine.Gray@health.govt.nz>

Subject: WIP tomorrow?

Kia ora team,

Hope you're keeping well!

Thought I'd check in re: tomorrow's WIP to see whether you'd like to keep it in the diary or not?

It was great to hear that the feedback we received from Priscilia yesterday on the media proposals tied in closely with what we'd already fed back to TVNZ for them to take into consideration when putting together a formal proposal. Their proposal won't be through to us tomorrow, I imagine we'll get a first copy through early next week and will then likely need to feedback to them for further adjustment before we think it's robust and ready to share with you.

As such, there's not a huge amount to report from this end, so wonder if we're better to aim for a regroup next week instead?

Timings are really the only thing I wanted to touch on, and there's two aspects, both of which I've loosely covered off with Priscilia anyway.

1. WEBSITE IT SECURITY APPROVAL

It would be great to hear whether you've got any further on this Priscilia, and/or when you think we might be able to get further clarity/feedback. We need a month to build the campaign website, and then a week for testing, so it'll be ready approx 5 weeks from when we get the okay to begin building. VMLY&R have said their campaign is currently planned to be live 14 March, which means if they link to our site, then we'd need to be commencing the build next week. Priscilia, do you think that would be manageable? I'm in regular contact with VMLY&R keeping them updated with our progress, so will keep them across any news on this from you and whether they need to consider a back up option.

2. CAMPAIGN GO LIVE DATES

I briefly mentioned to Priscilia that while we'd always talked about our campaign launching in March, because we are investigating the Shortland Street route at this stage, we aren't progressing work for the option 1 route (more traditional media route). We would need around a month or so of creative time to build all of the material required, and then a week for supply, as well as securing media space within that time too. So much like the website, we would likely be 5 or so weeks from being able to go live from the moment we decided to go that route. This feels okay because we aren't tied to a specific date for the campaign to launch, but wanted to be clear that while we engage on the Shortland Street route, we are holding off anything else on the other piece, as wouldn't want to invest budget there unnecessarily.

Please shout if you need any further clarity - and really happy to get on a call tomorrow with you if that would be helpful! You just let me know.

Best
yvette

Proactively Released

From: Yvette Woods <yvette@curative.co.nz>
Sent: Wednesday, 9 February 2022 4:51 pm
To: Jane Bodkin; Priscilia Martin
Subject: WIP tomorrow?

Follow Up Flag: Follow up
Flag Status: Completed

Kia ora to you both,

Hope you're having a great day! Just checking in to see if there's anything you'd like us to regroup on tomorrow.

Nothing urgent from this end - still progressing the TVNZ conversations and starting to work on that presentation for our wider meeting with key stakeholders in the background. So happy to give you back the hour should you need it!!

Just let me know what suits.

Best
yvette

Proactively Released

From: Yvette Woods <yvette@curative.co.nz>
Sent: Tuesday, 15 February 2022 12:12 pm
To: Jane Bodkin; Nadine Gray; Clair Bosworth; Priscilia Martin; Tom Stephenson
Cc: Red Nicholson; Ashleigh Dallimore
Subject: TVNZ Proposal - for discussion at WIP tomorrow!
Attachments: MOH Nursing Recruitment x TVNZ Response Updated February14. 2022 .pdf

Follow Up Flag: Follow up
Flag Status: Completed

Kia ora all

Hope you're all well. Looking forward to WIP tomorrow!

Felt it might be useful to share this document ahead of our meeting so that you have time to read and digest, and we can then use the time to discuss your thoughts.

A few points to note about this presentation: On slide 8 where it's talking about 'existing assets', that's our Real Nurses campaign material. And if we go this route with an integration into Shortland Street, that campaign material would all live within a digital media environment.

Then on the slides around timings & process, those are all our internal timings along with TVNZ, but wanted you to get a broad idea of what will be happening when. We'd involve you directly in meetings we felt would be advantageous for you, and would shield you from the process heavy ones where it's us just working through all the necessary bits and pieces! We'll work up a full timing plan and diarise key meetings ahead of time once we've got a confirmed media approach, so that you know exactly what to expect when.

Other agenda points I felt would be helpful to cover tomorrow include a website update - from both your end and ours.

And then just an overall discussion around timings of going this route vs the traditional media buying approach.

How does that sound? Please shout out if there's anything you'd like to add on to the agenda.

Best
yvette

From: Yvette Woods <yvette@curative.co.nz>
Sent: Thursday, 17 February 2022 8:00 am
To: Nadine Gray; Clair Bosworth; Priscilia Martin; Tom Stephenson
Cc: Red Nicholson; Ashleigh Dallimore
Subject: Presentation from yesterday's WIP
Attachments: MoH WIP 16.2.2022.pdf

Kia ora team

Thanks again for your time yesterday. Was great to chat through where things are at and looking forward to keeping things moving forward!

Any questions as ever, please don't hesitate to shout out.

Look forward to catching up at next weeks' WIP, if not before!
yvette

Proactively Released

From: Pam Doole
Sent: Wednesday, 9 March 2022 4:36 pm
To: Clair Bosworth; Priscilia Martin; Nadine Gray
Cc: Debra Begg
Subject: RE: Talking points Nursing Accord HRSA meeting

Thanks I have removed this paragraph Clair

Pam Doole
Clinical Chief Advisor Nursing
Office of the Chief Nursing Officer | Te Tari o te Tapuhi Rangatira
s 9(2)(a)
Pam.Doole@health.govt.nz

From: Clair Bosworth <Clair.Bosworth@health.govt.nz>
Sent: Wednesday, 9 March 2022 4:06 pm
To: Priscilia Martin <Priscilia.Martin@health.govt.nz>; Pam Doole <Pam.Doole@health.govt.nz>; Nadine Gray <Nadine.Gray@health.govt.nz>
Cc: Debra Begg <Debra.Begg@health.govt.nz>
Subject: RE: Talking points Nursing Accord HRSA meeting

Thanks Pam and Priscilia.

All looks good Pam. Just one thing re the campaign part, the TVNZ route is still an option not sure we want to be discussing it outside our governance group as its still sensitive and has risk talking about an avenue not yet agreed and may have some confidentiality elements that have not been realised..

Cheers

Clair

From: Priscilia Martin <Priscilia.Martin@health.govt.nz>
Sent: Wednesday, 9 March 2022 3:46 pm
To: Pam Doole <Pam.Doole@health.govt.nz>; Nadine Gray <Nadine.Gray@health.govt.nz>; Clair Bosworth <Clair.Bosworth@health.govt.nz>
Cc: Debra Begg <Debra.Begg@health.govt.nz>
Subject: RE: Talking points Nursing Accord HRSA meeting

Hi Pam,

Looks great – I've added one comment in blue below.

We've supported 231 ENSIPP trainees so far (110 trainees 2020/2021, 121 trainees 2022).

Ngā mihi,

Priscilia Martin
Portfolio Manager | Health Workforce | Manatū Hauora
E: priscilia.martin@health.govt.nz | DDI: 04 816 3501 | <http://www.health.govt.nz>

From: Pam Doole <Pam.Doole@health.govt.nz>
Sent: Wednesday, 9 March 2022 2:40 pm
To: Nadine Gray <Nadine.Gray@health.govt.nz>; Priscilia Martin <Priscilia.Martin@health.govt.nz>; Clair Bosworth <Clair.Bosworth@health.govt.nz>
Cc: Debra Begg <Debra.Begg@health.govt.nz>
Subject: Talking points Nursing Accord HRSA meeting

Kia ora koutou

Please see draft talking points. I am still trying to get ACE data on NG employment. Please let me know if it needs any edits or you have some ENSiPP data I could include.

Thanks
Pam

Nursing Accord update

Part A Supporting employment of graduates

- DHBs are employing a significant number of new graduate registered nurses this year, with a record number of 1,732 funded Nurse Entry to Practice (NEtP) positions available on the programme. **Still need ACE data**

Enrolled nurses

- The national enrolled nurse support into practice programme (ENSIPP) funding commence June 2020 **HW or ACE data**

Part C Strategies for retention and re-employment of those who have left the workforce

- The following two initiatives are funded through the Nursing Accord funding

1. Return to Nursing Support Fund

- The Ministry launched a \$1m support fund on 14th February 2022 to support nurses who are not currently practising to return to a nursing role, to meet increased demand, support safe staffing, and improve access to care. The closing date for this first round of applications is March 14th, with successful applicants to be notified in April 2022. Round 2 is scheduled for May 2022. A total of 200 Nurses can be supported by this fund – up to \$5K per applicant towards registration costs (eg: CAP, ELTs, CGFNS fee, orientation programme, childcare).
- There are 20,000 NZ nurses who are not currently practising and more than 1000 IQNs who are working in ARC as HCAs who may be eligible for this support.
- As of Monday 07th March, the Ministry had received **193** applications for the fund with most being IQNs working in aged residential care, health care assistants in DHBs, or IQNs working in community support worker roles, including mental health.
- The Ministry is working closely with Nursing Council of NZ and Immigration New Zealand to provide oversight and advice for the campaign. It is anticipated that the learnings from the Return to Nursing Workforce fund will provide rich information across agencies to identify barriers and inform workforce planning.

2. General Nursing Recruitment Campaign

- The Ministry has commissioned Curative Advertising Agency (Curative) to undertake further development of the NZNO nursing recruitment campaign.

- The target audience for the campaign is students, Māori and Pacific students and nurses interested in returning to practice.. The purpose is to increase numbers of nurses, increase the diversity of the workforce, and to challenge stereotypes about nursing.
- Curative has commenced the build of a web platform that will go live in March 2022. This will include a user-friendly hub of information including education providers, short videos featuring real nurses in a variety of clinical settings inclusive of aged care, links to scholarships, and the mental health and addiction campaign.
- In addition, [the Ministry is currently investigating](#) a partnership opportunity with TVNZ and Shortland Street to present a detailed brief to the project group in March 2022. Shortland Street has a highly motivated and engaged audience that can position nursing in a space where nursing is seen as aspirational (*2.8 million people watched Shortland Street last year 2021, one in four viewers are Māori or Pacific peoples*). Shortland Street offers a multiplatform partnership to drive conversation, consideration and aspirations that extends across TV, OnDemand and social media to elevate Nursing. The brief will include a digital media component plan.

Pam Doole

Clinical Chief Advisor Nursing

Office of the Chief Nursing Officer | Te Tari o te Tapuhi Rangatira

s 9(2)(a)

Pam.Doole@health.govt.nz

Proactively Released

From: Priscilia Martin
Sent: Thursday, 17 March 2022 9:31 am
To: Clair Bosworth
Subject: RE: One pager - Nursing Campaign
Attachments: Nursing Campaign Project - One Pager.docx

Try this one! 😊

From: Clair Bosworth <Clair.Bosworth@health.govt.nz>
Sent: Thursday, 17 March 2022 9:30 am
To: Priscilia Martin <Priscilia.Martin@health.govt.nz>
Subject: RE: One pager - Nursing Campaign

Cant open the link do you want to send me a non cloud version? 😊

From: Priscilia Martin <Priscilia.Martin@health.govt.nz>
Sent: Thursday, 17 March 2022 9:28 am
To: Clair Bosworth <Clair.Bosworth@health.govt.nz>
Subject: FW: One pager - Nursing Campaign

Hi Clair,

Here's the one pager for HWAB meeting as requested by Patricia – this is based on the project plan. Let me know your thoughts.

It would be great if you could check if we should also send the full project plan.

Ngā mihi,

Priscilia Martin

Portfolio Manager | Health Workforce | Manatū Hauora

E: priscilia.martin@health.govt.nz | **DDI:** 04 816 3501 | <http://www.health.govt.nz>



From: Priscilia Martin
Sent: Wednesday, 16 March 2022 10:28 am
To: Nadine Gray <Nadine.Gray@health.govt.nz>
Subject: One pager - Nursing Campaign

Hi Nadine,

I've written a one page summary of the Nursing Campaign for the HW advisory board presentation next Friday. I copied most of the contents from the project plan.

Could you please review and let me know if you have any feedback?

Thanks for your help as always.

Ngā mihi,

From: Sylvie Ots
Sent: Wednesday, 23 March 2022 4:39 pm
To: #VALUE!; 'tai.sopoaga@otago.ac.nz'; 'jo.baxter@otago.ac.nz'; Karl Metzler; BoardChair.WDHB@waitematadhb.govt.nz; Caitlin Kilborn; Wesley Pigg; Wesley.Pigg@waitematadhb.govt.nz; grace.wong@aut.ac.nz; Andrew Connolly; Turaukawa Bartlett; Andrew Wilson; Lorraine Hetaraka; Patricia Canlas; Ryan Mclean; Nadine Gray; Clair Bosworth; Priscilia Martin
Cc: Marion Kindervater (ADHB); Debra Begg; Ferila Betham; Peta Molloy (WDHB)
Subject: RE: HWAB Agenda and Papers for meeting this Friday, 25 March 9:30am - 12:30pm
Attachments: HWAB - Agenda and Papers for Meeting on 25 March 2022.pdf
[Excerpt provided in accordance with section 16(e) of the Act]

Kia ora koutou,

Further to my email below, I have attached the agenda and papers for the HWAB meeting this Friday, 25 March, in PDF format.

Ngā mihi,

Sylvie

From: Sylvie Ots
Sent: Wednesday, 23 March 2022 9:28 am
To: 'Ailsa Claire (ADHB)' <AilsaC@adhb.govt.nz>; 'tai.sopoaga@otago.ac.nz' <tai.sopoaga@otago.ac.nz>; 'jo.baxter@otago.ac.nz' <jo.baxter@otago.ac.nz>; Karl Metzler <karl.metzler@gorehealth.co.nz>; BoardChair.WDHB@waitematadhb.govt.nz; Caitlin Kilborn <Caitlin.Kilborn@health.govt.nz>; Wesley Pigg <wes.pigg@outlook.com>; Wesley.Pigg@waitematadhb.govt.nz; grace.wong@aut.ac.nz; Andrew Connolly <ajkfconnolly@gmail.com>; Turaukawa Bartlett <turaukawa@manavation.co.nz>; Andrew Wilson <Andrew.Wilson@health.govt.nz>; Lorraine Hetaraka <Lorraine.Hetaraka@health.govt.nz>; Patricia Canlas <Patricia.Canlas@health.govt.nz>; Ryan Mclean <Ryan.Mclean@health.govt.nz>; Nadine Gray <Nadine.Gray@health.govt.nz>; Clair Bosworth <Clair.Bosworth@health.govt.nz>; Priscilia Martin <Priscilia.Martin@health.govt.nz>
Cc: Marion Kindervater (ADHB) <MarionK@adhb.govt.nz>; Debra Begg <Debra.Begg@health.govt.nz>; Ferila Betham <Ferila.Betham@health.govt.nz>; Peta Molloy (WDHB) <Peta.Molloy@waitematadhb.govt.nz>
Subject: HWAB Agenda and Papers for meeting this Friday, 25 March 9:30am - 12:30pm

Kia ora koutou,

Please find attached, the agenda and papers for the HWAB meeting this Friday, 25 March, via Zoom.

The Zoom link is below (also in the agenda and in the calendar invite previously sent to you).
Room 2N.5 is booked for Health Workforce Directorate officials.

In the attached document, please click on "editing" to enable access to embedded documents.


Ngā mihi,
Sylvie

Join Zoom Meeting

From: Andrew Wilson
Sent: Wednesday, 30 March 2022 5:45 pm
To: Clair Bosworth
Subject: RE: TVNZ Presentation invite query

Hi Clair

Out of scope



This is exciting – some thoughts re attendees – all good re Marg Dotchin – she'll help spread the word and build confidence.

Let's invite Ashley (means he'll know it's happening and even if he can't make it will appreciate being invited). I'd also suggest Robyn Shearer – and, given it was discussed at HWAB last Friday should we invite Judy McGregor? Don't want to make it bigger than Texas but she's a big supporter and would appreciate the opportunity – she's also an ex-journo so is good ion the comms space.


Cheers

Andrew

From: Clair Bosworth <Clair.Bosworth@health.govt.nz>
Sent: Wednesday, 30 March 2022 4:56 pm
To: Andrew Wilson <Andrew.Wilson@health.govt.nz>
Subject: TVNZ Presentation invite query

Hi Andrew,

Out of scope



You have in your diary for Tuesday next week the TVNZ Shortland Street Nursing Campaign pitch. Lorraine is also attending.

The campaign advisory group (a sub-group from the nursing pipeline group with DoNs and TAS ect) are all in support as are OCCO and HWAB, about looking at things outside the square to really engage with our target audience to look at a career in nursing. They have all reacted excited and positive about a possible TVNZ Shortland Street media route over standard media channels.

Lorraine would like to invite Margaret Dotchin (lead of nursing pipeline group, ADHB chief nurse) to the presentation too, to ensure we have support from the sector. Knowing that currently this is just an option do we want external presence at the pitch presentation?

Also as the decision timeframe to accept the media route will be quite short and we have said in the project plan that we would consult Ashley for the final decision (due to the nature and media attention that one option will incur), I am wondering if Ashley should be invited to the pitch also? I expect he won't have time but if he does I think it may reduce the need to re explain in detail.

Be good to have your thoughts and happy to have a phone chat about it.

Thanks

Clair

Clair Bosworth

Manager Health Workforce Commissioning

Health Workforce Directorate

Ministry of Health

Clair.Bosworth@health.govt.nz

Proactively Released

From: Yvette Woods <yvette@curative.co.nz>
Sent: Tuesday, 5 April 2022 2:08 pm
To: Priscilia Martin; Nadine Gray; Clair Bosworth; Tom Stephenson
Cc: Red Nicholson
Subject: Presentation from today
Attachments: MOH Nursing Recruitment x TVNZ Shortland Street Response FINAL 05.04.22.pdf
Attachment withheld in full under sections 9(2)(b)(ii) and section 9(2)(i) of the Act

Kia ora team

Thanks again for your time and energy this morning. It really is an exciting time for this project!

Attached is the presentation from today, which TVNZ have included a few more slides that explain some of the integration content in further detail. As ever, please just shout with any questions!

And look forward to catching up tomorrow at WIP.

Best
yvette

Proactively Released

From: Toni Atkinson
Sent: Tuesday, 5 April 2022 5:24 pm
To: Clair Bosworth; Adeline Cumings
Cc: Priscilia Martin
Subject: RE: Nursing Campaign

Excellent – look forward to a rush of new nurses over the coming months 😊

thanks

Toni Atkinson
Manager - Office of the Deputy Director General
Health System Improvement and Innovation

Cell: s 9(2)(j)
www.health.govt.nz



From: Clair Bosworth <Clair.Bosworth@health.govt.nz>
Sent: Tuesday, 5 April 2022 5:21 pm
To: Toni Atkinson <Toni.Atkinson@health.govt.nz>; Adeline Cumings <Adeline.Cumings@health.govt.nz>
Cc: Priscilia Martin <Priscilia.Martin@health.govt.nz>
Subject: RE: Nursing Campaign

Thanks Toni, yes this is just one element of the campaign to try and gain as much interest as possible where the demographics was a good fit to our target audiences.

Our Return to Nursing Fund (second round) to support nurses who are not currently practising to return to the nursing workforce could also be linked to the main campaign. This initiative is intended to grow the nursing workforce to meet increased demand, support safe staffing, and improve access to care in our communities. The response has been really positive with over 350 applications in the first round.

All nursing initiatives and campaigns will be linked and promoted via the usual traditional media methods too.

Thanks

Clair

From: Toni Atkinson <Toni.Atkinson@health.govt.nz>
Sent: Tuesday, 5 April 2022 3:00 pm
To: Clair Bosworth <Clair.Bosworth@health.govt.nz>; Adeline Cumings <Adeline.Cumings@health.govt.nz>
Cc: Priscilia Martin <Priscilia.Martin@health.govt.nz>
Subject: RE: Nursing Campaign

Yeah – thanks Adele!!

It was interesting to hear Clair but as a non-shortland st fan I was worried it was too targeted at that audience. Are we doing any 'get back to nursing' type comms for nurses who may have left the sector and might think about returning?

thanks

Toni Atkinson
Manager - Office of the Deputy Director General
Health System Improvement and Innovation

Cell: s 9(2)(a)
www.health.govt.nz



From: Clair Bosworth <Clair.Bosworth@health.govt.nz>
Sent: Tuesday, 5 April 2022 2:34 pm
To: Adeline Cumings <Adeline.Cumings@health.govt.nz>; Toni Atkinson <Toni.Atkinson@health.govt.nz>
Cc: Priscilia Martin <Priscilia.Martin@health.govt.nz>
Subject: RE: Nursing Campaign

Thanks Adele 😊

From: Adeline Cumings <Adeline.Cumings@health.govt.nz>
Sent: Tuesday, 5 April 2022 2:32 pm
To: Clair Bosworth <Clair.Bosworth@health.govt.nz>; Toni Atkinson <Toni.Atkinson@health.govt.nz>
Cc: Priscilia Martin <Priscilia.Martin@health.govt.nz>
Subject: RE: Nursing Campaign

Thanks Clair

It was an interesting meeting, and I have to say very different to the meetings I usually attend- given it includes actors and TV programmes etc.

As long as primary and community care nursing is covered elsewhere then I'm comfortable.

Ngā mihi

Adeline Cumings
Group Manager (acting)
Primary Health Care System Improvement and Innovation
Ministry of Health
Mobile s 9(2)(a)

At the Ministry we value flexible working. I have sent this email at a time convenient for me.
I do not expect you to read, respond, or action this email message outside of your preferred hours of working.

From: Clair Bosworth <Clair.Bosworth@health.govt.nz>
Sent: Tuesday, 5 April 2022 2:30 pm
To: Toni Atkinson <Toni.Atkinson@health.govt.nz>; Adeline Cumings <Adeline.Cumings@health.govt.nz>
Cc: Priscilia Martin <Priscilia.Martin@health.govt.nz>
Subject: Nursing Campaign

Good Afternoon Ladies,

Thank you for attending the TVNZ pitch with so little notice.

I wanted to touch base to see if you have any further comments or issues with the approach for this one aspect of the campaign?

We will look to boost the other campaign elements to ensure reach includes Community nurses, a point you mentioned re reach outside the hospital landscape.

Thanks again

Clair

Clair Bosworth
Manager Health Workforce Commissioning
Health Workforce Directorate
Ministry of Health
Clair.Bosworth@health.govt.nz

Proactively Released

From: Clair Bosworth
Sent: Wednesday, 6 April 2022 9:33 am
To: Lorraine Hetaraka; Nadine Gray; Priscilia Martin
Cc: Andrew Wilson
Subject: RE: General Nursing Campaign - TVNZ

Thanks Lorraine for all your support and the approvals to work with TVNZ on this.

I would also like to thank Nadine and Priscilia for all the work gone into this campaign so far. I am super excited to see it all come to life.

Ngā mihi,

Clair

From: Lorraine Hetaraka <Lorraine.Hetaraka@health.govt.nz>
Sent: Tuesday, 5 April 2022 7:49 pm
To: Clair Bosworth <Clair.Bosworth@health.govt.nz>; Nadine Gray <Nadine.Gray@health.govt.nz>; Priscilia Martin <Priscilia.Martin@health.govt.nz>
Cc: Andrew Wilson <Andrew.Wilson@health.govt.nz>
Subject: General Nursing Campaign - TVNZ

Kia ora koutou,

Thank you for organising the Zui today with Curative, TVNZ and our stakeholders. It was great to hear overall positive feedback from their proposal and there was defiantly a level of excitement in this innovative approach to really lifting and reaching the target audience using the 'Shortland Street' platform.

Well done to you all 😊

Having reviewed the approach and material and I have checked in with Andrew, we would be comfortable for this to be approved and for the team to progress.

Can we please have a copy of the presentation so Andrew and those that were unable to attend today could review to get a look and feel for the approach.

Ngā mihi mahana,

Lorraine Hetaraka
Tapuhi Rangatira | Chief Nursing Officer
Ministry of Health
Ph: 04 907 5020 extn 5020
Fax: 04 496 2493
Mobile: s 9(2)(a)
Email: Lorraine.Hetaraka@health.govt.nz

From: Nadine Gray
Sent: Monday, 11 April 2022 10:04 am
To: Yvette Woods
Cc: Priscilia Martin; Clair Bosworth; Tom Stephenson
Subject: RE: Quick Shortland Street update

Importance: High

Thanks Yvette, will come back to you on details below.

Minister Little's office have asked me this morning when the campaign will launch/go live please? Looking for potential PR opportunity.

Nadine Gray
Te Whakatōhea

Clinical Chief Advisor Nursing
Office of the Chief Nursing Officer | Te Tari o te Tapuhi Rangatira | Manatū Hauora
Mobile: s 9(2)(a)
Nadine.Gray@health.govt.nz



From: Yvette Woods <yvette@curative.co.nz>
Sent: Monday, 11 April 2022 9:48 am
To: Nadine Gray <Nadine.Gray@health.govt.nz>
Cc: Priscilia Martin <Priscilia.Martin@health.govt.nz>; Clair Bosworth <Clair.Bosworth@health.govt.nz>
Subject: Re: Quick Shortland Street update

Mōrena team

Hope you had great weekends!

Quick update on this: We received a reverse brief from TVNZ late Thursday and went through it as a group on Friday. I'm just adding a few bits to it this morning and will then fire it across to you. The reverse brief is essentially outlining to South Pacific Pictures (who make SS) exactly what it is our campaign is trying to achieve, what the key messages are that we want to land, and the mandatories that we need included/avoided.

What they've shared so far feels right, and I'm just adding additional context and supporting thinking (like the benefits of nursing, insights into what it's like to be a nurse, what it takes to be a nurse etc). So they will share it as a draft with SPP to start their script writing process, with a view for us to be in show w/c August 15th. To hit this date though, they'll need okay of the brief this week. If that feels unachievable, that's okay! We would simply push out by another week. As we've said, it's important to get it right, and I don't want you to feel pushed into a corner.

So once you have it through later today, if it's feeling in any way uncomfortable, or it feels too tight to get all ducks in a row before end of this week (which is Thursday), then no probs, just let me know and I'll signal that back to TVNZ.

Any q's, just shout as ever.

Back in touch soon! Thanks lots,

yvette
s 9(2)(a)

On Thu, 7 Apr 2022 at 11:39, Nadine Gray <Nadine.Gray@health.govt.nz> wrote:

Great to get the update and agree to make sure the key messages are clear and aligned. Look forward to hearing back from you and if they need these confirmed by end of week?

Nadine Gray

Te Whakatōhea

Clinical Chief Advisor Nursing

Office of the Chief Nursing Officer | Te Tari o te Tapuhi Rangatira | Manatū Hauora

Mobile: s 9(2)(a)

Nadine.Gray@health.govt.nz



From: Yvette Woods <yvette@curative.co.nz>

Sent: Thursday, 7 April 2022 11:34 am

To: Priscilla Martin <Priscilla.Martin@health.govt.nz>; Nadine Gray <Nadine.Gray@health.govt.nz>; Clair Bosworth <Clair.Bosworth@health.govt.nz>

Subject: Quick Shortland Street update

Mōrena team!

Thought I'd let you know that I passed on the good news to the TVNZ team yesterday and they were naturally delighted to hear that we are going forward with the integration.

They (out of the blue!!) asked for confirmation of key messages and some clear guidelines around 'no go' areas by EOP yesterday for us to hit that 8 August live date. Wish they'd been clear that was required immediately, but that's something we'll iron out quickly, as we need to know what's required by when throughout the process, so that there's no last minute rush and pressure put on at your end to get something approved in a hurry!

They need the info to begin scripting the show. But I said that we'd need a bit of time to make sure everyone is aligned on what those key messages are! I'm sure you'd agree that it's critical we get it right up front, so would rather take a bit of time here if needed.

As such, I'm having a chat with TVNZ later today to get clarity on exactly what they need for us to keep progressing, and as soon as I have that I'll be back in touch. We'll obviously share this with you, and don't expect that you'll have any surprises. Especially given the integration concept has been developed in line with the goals we outlined to them up front.

Hopefully updates like these are helpful - let me know if not though!!

Best

yvette

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From: Andrew Wilson
Sent: Monday, 18 April 2022 8:54 pm
To: Clair Bosworth
Subject: RE: Quick Shortland Street update

I am happy too!

Thanks Clair – looks really good.

From: Clair Bosworth <Clair.Bosworth@health.govt.nz>
Sent: Thursday, 14 April 2022 3:09 pm
To: Andrew Wilson <Andrew.Wilson@health.govt.nz>
Subject: FW: Quick Shortland Street update

Hi Andrew,

Please can you cast your eye over this brief from TVNZ around the Shortland Street episode.

I am happy and the campaign experts (Nadine and Priscilia) are good with it.

Are you happy?

Thanks

Clair

From: Priscilia Martin <Priscilia.Martin@health.govt.nz>
Sent: Thursday, 14 April 2022 2:31 pm
To: Nadine Gray <Nadine.Gray@health.govt.nz>; Clair Bosworth <Clair.Bosworth@health.govt.nz>
Subject: FW: Quick Shortland Street update

Hi Nadine and Clair,

This was the TVNZ brief mentioned by Yvette yesterday.

I think with the addition of the survey Nadine sent yesterday, TVNZ have hit the mark with the reverse brief. Have you got any thoughts – and would we need Andrew/Lorraine's approval?

Curative will need the "okay" from us this week or early next week (if possible – aware of the short week) to ensure Shortland Street can air on the week commencing 15 August.

Ngā mihi,

Priscilia Martin

Portfolio Manager | Health Workforce | Manatū Hauora

E: priscilia.martin@health.govt.nz | **DDI:** 04 816 3501 | <http://www.health.govt.nz>

From: Yvette Woods <yvette@curative.co.nz>
Sent: Tuesday, 12 April 2022 11:04 am
To: Priscilia Martin <Priscilia.Martin@health.govt.nz>
Cc: Nadine Gray <Nadine.Gray@health.govt.nz>; Clair Bosworth <Clair.Bosworth@health.govt.nz>
Subject: Re: Quick Shortland Street update

Kia ora Priscilia

Apologies, I had circulated internally and only just had the okay. So please find attached for your thoughts/feedback!

Best
yvette

On Tue, 12 Apr 2022 at 09:50, Priscilia Martin <Priscilia.Martin@health.govt.nz> wrote:

Morning Yvette,

Thanks for the update – I don't think we've received the reverse brief so could you please send it when you can?

Ngā mihi,

Priscilia Martin

Portfolio Manager | Health Workforce | Manatū Hauora

E: priscilia.martin@health.govt.nz | **DDI:** 04 816 3501 | <http://www.health.govt.nz>



From: Yvette Woods <yvette@curative.co.nz>
Sent: Monday, 11 April 2022 9:48 am
To: Nadine Gray <Nadine.Gray@health.govt.nz>
Cc: Priscilia Martin <Priscilia.Martin@health.govt.nz>; Clair Bosworth <Clair.Bosworth@health.govt.nz>
Subject: Re: Quick Shortland Street update

Mōrena team

Hope you had great weekends!

Quick update on this: We received a reverse brief from TVNZ late Thursday and went through it as a group on Friday. I'm just adding a few bits to it this morning and will then fire it across to you. The reverse brief is essentially outlining to South Pacific Pictures (who make SS) exactly what it is our campaign is trying to achieve, what the key messages are that we want to land, and the mandatories that we need included/avoided.

What they've shared so far feels right, and I'm just adding additional context and supporting thinking (like the benefits of nursing, insights into what it's like to be a nurse, what it takes to be a nurse etc). So they will share it as a draft with SPP to start their script writing process, with a view for us to be in show w/c August 15th. To hit this date though, they'll need okay of the brief this week. If that feels unachievable, that's okay! We would simply push out by another week. As we've said, it's important to get it right, and I don't want you to feel pushed into a corner.

So once you have it through later today, if it's feeling in any way uncomfortable, or it feels too tight to get all ducks in a row before end of this week (which is Thursday), then no probs, just let me know and I'll signal that back to TVNZ.

Any q's, just shout as ever.

Back in touch soon! Thanks lots,

yvette

s 9(2)(a)

On Thu, 7 Apr 2022 at 11:39, Nadine Gray <Nadine.Gray@health.govt.nz> wrote:

Great to get the update and agree to make sure the key messages are clear and aligned. Look forward to hearing back from you and if they need these confirmed by end of week?

Nadine Gray

Te Whakatōhea

Clinical Chief Advisor Nursing

Office of the Chief Nursing Officer | Te Tari o te Tapuhi Rangatira | Manatū Hauora

Mobile: s 9(2)(a)

Nadine.Gray@health.govt.nz



From: Yvette Woods <yvette@curative.co.nz>

Sent: Thursday, 7 April 2022 11:34 am

To: Priscilia Martin <Priscilia.Martin@health.govt.nz>; Nadine Gray <Nadine.Gray@health.govt.nz>; Clair Bosworth <Clair.Bosworth@health.govt.nz>

Subject: Quick Shortland Street update

Mōrena team!

Thought I'd let you know that I passed on the good news to the TVNZ team yesterday and they were naturally delighted to hear that we are going forward with the integration.

They (out of the blue!!) asked for confirmation of key messages and some clear guidelines around 'no go' areas by EOP yesterday for us to hit that 8 August live date. Wish they'd been clear that was required immediately, but that's something we'll iron out quickly, as we need to know what's required by when throughout the process, so that there's no last minute rush and pressure put on at your end to get something approved in a hurry!

They need the info to begin scripting the show. But I said that we'd need a bit of time to make sure everyone is aligned on what those key messages are! I'm sure you'd agree that it's critical we get it right up front, so would rather take a bit of time here if needed.

As such, I'm having a chat with TVNZ later today to get clarity on exactly what they need for us to keep progressing, and as soon as I have that I'll be back in touch. We'll obviously share this with you, and don't expect that you'll have any surprises. Especially given the integration concept has been developed in line with the goals we outlined to them up front.

Hopefully updates like these are helpful - let me know if not though!!

Best

yvette

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From: Yvette Woods <yvette@curative.co.nz>
Sent: Wednesday, 13 April 2022 2:15 pm
To: Nadine Gray; Priscilia Martin; Clair Bosworth
Subject: Preso from today's WIP
Attachments: MoH Nurses Recruitment Campaign Extension.pdf

Hello again

As promised, here's the deck just in case you wanted it. But will translate the slides into a doc for you Clair once I've picked up the kids from school!!

Any q's, as ever, just shout!


Best
yvette
s 9(2)(a)

Proactively Released

From: Yvette Woods <yvette@curative.co.nz>
Sent: Thursday, 14 April 2022 2:51 pm
To: Nadine Gray; Priscilia Martin; Clair Bosworth
Subject: Website copy for your approval
Attachments: Real Nurses_Website Content_Final MOH.pdf
[Attachment out of scope]


Kia ora and happy almost Easter!

Out of scope



I'll let TVNZ know that you're still working through approvals on the reverse brief for Shortland Street but at this stage you don't foresee any dramatic changes required. And if you can just keep me updated on your internal approvals that would be amazing.

Out of scope



Best
yvette

From: Priscilia Martin
Sent: Tuesday, 26 April 2022 2:43 pm
To: Clair Bosworth
Cc: Nadine Gray; Tom Stephenson
Subject: FW: APPROVED: Nursing Campaign Extension - Memo
Attachments: 20220426 Memo Nursing Campaign Extension FINAL.pdf; 20220426 Nursing Campaign Extension audit-trail-dg-signoff.pdf [Audit Trail out of scope]

FYI – extra funding approved for the Nursing Campaign.

Thanks for your support 😊

Ngā mihi,

Priscilia Martin

Portfolio Manager | Health Workforce | Manatū Hauora

E: priscilia.martin@health.govt.nz | **DDI:** 04 816 3501 | <http://www.health.govt.nz>



From: Ferila Betham <Ferila.Betham@health.govt.nz>
Sent: Tuesday, 26 April 2022 2:38 pm
To: Priscilia Martin <Priscilia.Martin@health.govt.nz>
Cc: ODDG Health Workforce <ODDG.HealthWorkforce@health.govt.nz>
Subject: APPROVED: Nursing Campaign Extension - Memo

Hi Priscilia,

Please see attached with Andrew's sign off.

Ngā mihi nui

Ferila Betham

**Senior Executive Assistant
to the Deputy Director-General**

Health Workforce

Mobile: s 9(2)(a)

Ph: 04 816 3568 ext: 3568

Email: ferila.betham@health.govt.nz

Manatū Hauora, 133 Molesworth Street

Thorndon, Wellington 6011



From: Andrew Wilson <Andrew.Wilson@health.govt.nz>
Sent: Tuesday, 26 April 2022 12:21 pm
To: Priscilia Martin <Priscilia.Martin@health.govt.nz>; Ferila Betham <Ferila.Betham@health.govt.nz>
Subject: RE: Nursing Campaign Extension - Memo

Hi Priscilia

A most excellent memo (as always!) – that I am very happy to approve.

Cheers

Andrew

From: Priscilia Martin <Priscilia.Martin@health.govt.nz>
Sent: Friday, 22 April 2022 9:45 am
To: Ferila Betham <Ferila.Betham@health.govt.nz>
Cc: Andrew Wilson <Andrew.Wilson@health.govt.nz>
Subject: Nursing Campaign Extension - Memo

Kia ora Ferila and happy Friday!

Please see attached Nursing Campaign extension Memo for Andrew's sign out please.

I'd really appreciate if you could get back to me by COB Tuesday as we're looking at commissioning the extension at the same time as the campaign go live at the end of April.

Thank you for your help, please let me know if you have any questions.

Ngā mihi,

Priscilia Martin

Portfolio Manager | Health Workforce | Manatū Hauora

E: priscilia.martin@health.govt.nz | **DDI:** 04 816 3501 | <http://www.health.govt.nz>



From: Nadine Gray
Sent: Friday, 22 April 2022 3:16 pm
To: Yvette Woods; Priscilia Martin; Clair Bosworth
Subject: RE: Meeting with TVNZ at WIP next week

So so exciting! Look forward to hearing more next Weds!

Nadine Gray
Te Whakatōhea

Clinical Chief Advisor Nursing
Office of the Chief Nursing Officer | Te Tari o te Tapuhi Rangatira | Manatū Hauora
Mobile: s 9(2)(a)
Nadine.Gray@health.govt.nz



From: Yvette Woods <yvette@curative.co.nz>
Sent: Friday, 22 April 2022 2:00 pm
To: Nadine Gray <Nadine.Gray@health.govt.nz>; Priscilia Martin <Priscilia.Martin@health.govt.nz>; Clair Bosworth <Clair.Bosworth@health.govt.nz>
Subject: Meeting with TVNZ at WIP next week

Kia ora

Another email for your Friday!

I'm just off a zoom with the team at TVNZ and they've taken me through the first draft of the storyline integration that South Pacific Pictures have done. It's looking so promising, it's looking like it'll be on air for longer AND with probably more of a storyline than we originally had thought. Nothing is buttoned down as yet, but gives a good steer on where they're thinking.

I've given them some first thoughts / watch outs which they're going to work on and then I've asked for them to join our WIP next Weds. So thought I'd let you know that now. They'd be looking for your okay by end of day Friday so that SPP can progress into script writing.

I also flagged your willingness to travel for the good cause, just to keep an eye on things when we're shooting. Haha. So I'm dropping hints left right and centre. I've got your backs ladies!

See you next week!
yvette

From: Yvette Woods <yvette@curative.co.nz>
Sent: Monday, 2 May 2022 11:56 am
To: Tom Stephenson
Cc: Nadine Gray; Priscilia Martin; Clair Bosworth
Subject: Re: Deck from TVNZ presentation today

Kia ora Tom

Thanks for this!

Given it's already 2 May, we'd struggle to be in market in a fortnight for mid May, but will do our best on getting something to market ASAP. Realistically it'd be closer to end of May I imagine, but we'll hustle as much as we can!

Obviously it'll be a 'soft launch' as our proper campaign won't start until closer to Shortland Street goes live so that we get maximum impact, but on Weds when we present the media thinking, I'll also share what we suggest around messaging.

Any questions just let me know.

Many thanks
yvette
s 9(2)(a)

On Sun, 1 May 2022 at 16:24, Tom Stephenson <Tom.Stephenson@health.govt.nz> wrote:

Hi Yvette – just following up from our earlier meeting – here are some of the larger unis that offer a nursing programme, and their cut-off dates for semester 2 course applications. Obviously AUT's deadline has passed, but most other places are end of June/early July, so hopefully we can still aim to have some media out there in mid-to-late May to help nudge any potential nursing applicants along and give them time to pull an application together!:

Vic U	20-Jun
University of Auckland	4-Jul
Massey	24-Jun
Waikato	4-Jul
AUT	30-Apr

Thanks,

Tom

Tom Stephenson (he/him)

Principal Advisor, Engagement

Health Workforce | Ministry of Health

E: tom.stephenson@health.govt.nz



From: Yvette Woods <yvette@curative.co.nz>
Sent: Wednesday, 27 April 2022 3:58 pm
To: Nadine Gray <Nadine.Gray@health.govt.nz>; Priscilia Martin <Priscilia.Martin@health.govt.nz>; Tom Stephenson <Tom.Stephenson@health.govt.nz>; Clair Bosworth <Clair.Bosworth@health.govt.nz>
Subject: Deck from TVNZ presentation today

Kia ora again

Hopefully the last email of the day from me!!

Attached is the deck from TVNZ that they took us through earlier. As we spoke about, they need consolidated feedback no later than next Wednesday. Hopefully that won't be a problem since it's all looking really promising. But since they'll be building the storyline (and then the scripts) off this, we do want to make sure you're comfortable with it and all invested parties are on board.

If you need any help between now and then talking any of it through further, you know where to find me!!

Ngā mahi mahana

yvette

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From: Yvette Woods <yvette@curative.co.nz>
Sent: Tuesday, 3 May 2022 1:25 pm
To: Nadine Gray; Priscilia Martin
Subject: Any further feedback on the Shorty Street stuff?
Attachments: Nurses Recruitment Storyline V2.pdf

Kia ora again

Just had this through from TVNZ which is their response to our original feedback - great to see that they're taking it all on board. Also attached is an updated storyline to reflect the points on emphasising male nurses and managing the gang storyline!

Once the writers have finished the first draft of scripts they will be able to get us a more detailed breakdown of Steph's storyline and the Cece campaign. They have the info we sent to them from the creative brief and will work in as many of those objectives and as much of our guidance around language as possible (where relevant).

TVNZ also wanted to remind us that while we will get more detail, we won't even have a full script, as ultimately it's a drama that they need to retain creative control of. Which we know, just thought it may be helpful to acknowledge again, just in case you get any curly internal questions!!

So the amendments they've made are:

Male nurses

- They are happy to have male nurses (extras) in the background and Cece can make a reference to Louis when discussing the campaign (Louis is Cece's son, a young/new male nurse currently in the cast but will have left by the time this storyline starts).

Steph

- The gang is fictional and well established in Shortland Street as is Steph's involvement in it, but in this arc she is already out of the gang and trying to find her way post her involvement in it. So there will naturally be some reference to it but it will be minimal and the focus will be on her making positive change in her life, not looking back on the gang days.
- They won't be showing any patched gang members.

How's that all sitting? Is there any further feedback or am I okay to give TVNZ the okay to keep progressing? And no pressure if there's any further internal convos. we have until EOD tomorrow to feed back!

Any questions just call as ever.

Thanks lots

yvette


Yvette Woods ([She/Her](#))
Senior Project Manager
s 9(2)(a)
yvette@curative.co.nz
curative.co.nz

Proactively Released

From: Priscilia Martin
Sent: Tuesday, 10 May 2022 9:59 am
To: Nadine Gray; Clair Bosworth; Tom Stephenson
Subject: FW: Two decks for you!
Attachments: Curative_Recruiting Nurses_Digital Media Recommendation_0405_cutdown.pdf;
Curative_Recruiting Nurses_Media Recommendation_0405_Final.pdf
Attachments withheld in full under section 9(2)(b)(ii) and section 9(2)(i) of the Act.

Morning everyone,

I'd like to check if you have any comments/questions about the full version of Curative's media plan? Would it be helpful for them to come and talk to us in more detail on Wednesday?

I personally have no questions – they are clear enough to me and the plan makes sense.

Ngā mihi,

Priscilia Martin
Portfolio Manager – Health Workforce
Interim Health New Zealand

T s 9(2)(a)
E Priscilia.Martin@health.govt.nz
W <https://www.hnz.govt.nz>



From: Yvette Woods <yvette@curative.co.nz>
Sent: Thursday, 5 May 2022 10:30 am
To: Nadine Gray <Nadine.Gray@health.govt.nz>; Priscilia Martin <Priscilia.Martin@health.govt.nz>; Clair Bosworth <Clair.Bosworth@health.govt.nz>; Tom Stephenson <Tom.Stephenson@health.govt.nz>
Subject: Two decks for you!

Ata marie

Thanks again for your time yesterday.

Here are two decks for you: the shorter version that we took you through yesterday, (file name ends in cutdown) and then the long version which has all the detail on each of the channels.

Let me know if you'd like Jaimie to join WIP next week to answer any burning media related questions!!

Thanks lots
yvette

Yvette Woods ([She/Her](#))

From: Jane Bodkin
Sent: Tuesday, 24 May 2022 3:02 pm
To: Yvette Woods; Nadine Gray; Priscilia Martin
Subject: RE: The TVNZ doc

Follow Up Flag: Follow up
Flag Status: Completed

Kia ora Yvette,

As discussed here is some feedback on the content of the specialisations pages on the website. Its coming together nicely – love the bold colours and appreciate the chatty tone rather than too boring/clinical. I've suggested quite a bit of change to the aged care nursing section. Its important to get this right as there is a lot of stigma and misconceptions about aged care nursing

I wonder whether there is a way of saying this is some of the specialisations, but is not a comprehensive list of specialisations. (This is not a major)

Maori and Pacific Community Health Nurse-
looks good

Urgent Care

“fill the gap” sounds negative “and General Practices are only part of the primary care landscape. What about “urgent care nurses provide care for people who need help quickly or afterhours” can add “in clinics that operate between primary and community care and hospitals “ or something like that

Burns and Plastic Surgery

Change the order of cosmetic and reconstructive in the first sentence.

I guess its deliberate to have the mental health nurse exactly the same wording as the MH&A campaign. It just looks a bit different as it is less detailed.

Critical care –

Looks fine

Emergency

Add mental health and addiction to the list of things you will learn about. Lots of mental health and drug and alcohol assessment and treatment in ED and take out wound care.

Sexual health – add may prescribe medications. *Many sexual health nurses prescribe medicines for contraception or antibiotics for STIs*

Community Nurse

Take out public health in the first line. Older people instead of the elderly.

You'll find community nurses in schools and preschools, homes, marae, community centres, and GP primary healthcare clinics. They're often the face of healthcare for new parents, refugees, people experiencing homelessness, and those in prisons or hospices.

This important work is hugely varied. As a community nurse you might help schools set up health programmes talk to young people about their wellbeing, or provide parents with information. You might work for Corrections, in long term condition management, preventative care and screening services, or as community cancer nurses, specialist

hospice at home teams services, public health nurses or district nurses. Community nursing is an incredibly diverse and fulfilling area to work in.

You might want to add that more and more nurses are working in their communities as health services shift outside hospitals

Aged care nurses

Working with older people is a highly skilled and rewarding nursing specialisation and there are lots of opportunities for career progression

You'll find aged care nurses in the community nursing homes, aged residential care facilities and in hospitals, and private residences. In these environments, aged care nurses often work collaboratively with other healthcare professionals to coordinate care for older people working closely with their whānau their patients. Aged Care nurses have advanced geriatric assessment skills, education, leadership and clinical decision making skills and focuses on Aged care nurses assessing and coordinate managing their patients health needs and working alongside their whānau as they do so.

As an aged care nurse, you might find yourself assisting your patients with shopping, cleaning, showering and preparing meals. You may lead a team of health care assistants, provide end of life care, prescribe medication, or support rehabilitation after surgery, injury, or illness. You might provide whānau caregivers with some time off through respite services, or offer palliative end of life care.

The last sentence is great.

I hope this is helpful. Happy to chat.

Jane

Jane Bodkin (she/her)

Clinical Chief Advisor, Nursing | Office of the Chief Clinical Officers | Manatū Hauora

E: jane.bodkin@health.govt.nz | M: s 9(2)(a)

From: Yvette Woods <yvette@curative.co.nz>

Sent: Wednesday, 18 May 2022 2:03 pm

To: Jane Bodkin <Jane.Bodkin@health.govt.nz>; Nadine Gray <Nadine.Gray@health.govt.nz>; Priscilia Martin <Priscilia.Martin@health.govt.nz>

Subject: The TVNZ doc

Hello again

As promised, here's the link to the website:

<https://real-nursing-digital-mates-dev.netlify.app/>

And then here's the TVNZ deck which you can see we've marked up with feedback for them.

Obviously if you have any additional feedback outside what I talked you through today then just let me know! Otherwise, next time you get an update it'll have all that feedback incorporated.

I'll work on those negative keywords and circulate them through.

Thanks again, so wonderful to have you back and see your face today Jane!
yvette


Yvette Woods ([She/Her](#))
Senior Project Manager
s 9(2)(a)
yvette@curative.co.nz
curative.co.nz

Proactively Released

From: Yvette Woods <yvette@curative.co.nz>
Sent: Wednesday, 25 May 2022 2:17 pm
To: Jane Bodkin; Priscilia Martin; Nadine Gray

Follow Up Flag: Follow up
Flag Status: Completed

Kia ora e te whānau

Great to catch up today.

[Here's](#) a link to the creative presentation Logan walked us through today, as well as the June launch (soft launch) animation and the broader campaign animation examples too.

I originally tried to email you the videos but got blocked, so figured this might be an easier way to access the files.

Any problems just let me know!

And I'm waiting for a call back from Red so I'll drop you a note re NZNO as soon as I've heard from him.

Ngā mihi maioha
yvette

Yvette Woods (She/Her)
Senior Project Manager
s 9(2)(a)
yvette@curative.co.nz
curative.co.nz

Proactively Released

From: Yvette Woods <yvette@curative.co.nz>
Sent: Monday, 30 May 2022 11:02 am
To: Priscilia Martin; Jane Bodkin
Subject: Re: Nursing Campaign creative

Follow Up Flag: Follow up
Flag Status: Completed

Mōrena to you both

Hope you had lovely weekends! (and hopefully you're having a lovely extended one Priscilia!)

Thanks for the feedback below Priscilia. I'll hold off on briefing these changes until we get consolidated feedback through from Lorraine and Andrew and NZNO, as otherwise it'll just keep costing more and more and I'm keen to keep the costs down where possible!

Given we'll have a logo change in July anyway (and we've only just linked through to MoH), I wonder if we should just save costs and wait to change the logo once we've got the new one in July?

Here's the link for you to on-share Jane. Do shout if there's anything we can do to help!
<https://real-nursing-digital-mates-dev.netlify.app/>

Best
yvette

Yvette Woods (She/Her)
Senior Project Manager
s 9(2)(a)
yvette@curative.co.nz
curative.co.nz

On Fri, 27 May 2022 at 16:25, Priscilia Martin <Priscilia.Martin@health.govt.nz> wrote:

Hi Yvette,

A few comments from our team about the digital creative:

- The www roll through where it has the three words before it lands on nurses should be slightly slower for the last two words as you really do miss it. I have gone back three times to catch the words.
- I'm not a huge fan of using "emergency dep." when there's room to put each word on 2 lines and fully spell it out.
- There's a typo - the wording under Ashley's name should be "Critical Care"

The design team has also come back to use with only one feedback – we have a new Ministry of Health logo (attached). Please change it if it's possible, however it is not a huge drama if you can't.

FYI I'll be on leave on Monday and will be travelling on Tuesday so will have limited access to emails. Please talk to Jane or Clair if you have anything urgent – otherwise I'll be back in the office on Wednesday. We're currently working through internal approvals from Lorraine and Andrew, we'll update you on that as soon as we hear back.

Thank you and have a good weekend!

Ngā mihi,

Priscilia Martin

Portfolio Manager – Health Workforce

Interim Health New Zealand

T s 9(2)(a)

E Priscilia.Martin@health.govt.nz

W <https://www.hnz.govt.nz>



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From: Yvette Woods <yvette@curative.co.nz>
Sent: Tuesday, 7 June 2022 11:22 am
To: Jane Bodkin
Cc: Nadine Gray; Priscilia Martin
Subject: Re: FW: re the nursing pipeline Group meetings

Follow Up Flag: Follow up
Flag Status: Completed

Kia ora Jane

I totally understand and of course I can make it work!

My only issue is that I'll have to be off the zoom no later than 2.50 **Out of scope**
[Redacted] But I reckon we could zip through it in half an hour if we were clear about how much we actually wanted to share? Would that work for you?

Here's what I suggest we cover:

1. Reminder of what this project's intention is
2. Outline of what it is we're looking for from this meeting (ie. the purpose of this is to get you up to speed) - or you may like to do that in the intro before I get into the preso?
3. Introducing the Real Nurses campaign and show the front page of the website, and one or two of the digital ads we've made and shown you to date
3. Topline explanation of a Shortland Street integration without going into much detail.
4. Show a broad overview of timings of what's happening when (ie. slow start in June, ramp up activity in July, Shortland Street in August, and more Real Nurses in September)

It'll be a bit of a whistle stop tour if I have to keep it to half an hour - and I may end up having to jump off to leave you with some questions at the end... but I can always try to get Red or Eddy to join the zoom if you think that'd be helpful or you'd like the extra support if I have to dash off?

Let me know how my suggestion is sitting and then I'll get onto putting together a presentation.

Finally, Priscilia & Nadine, if you could just let me know if any of these stakeholders have been across any of the thinking and creative work to date? As that'll shift how I'd set it up as I wouldn't need to go quite into the same level of detail.

Ngā mihi mahana
yvette

Yvette Woods (She/Her)
Senior Project Manager
s 9(2)(a)
yvette@curative.co.nz
curative.co.nz

On Tue, 7 Jun 2022 at 11:06, Jane Bodkin <Jane.Bodkin@health.govt.nz> wrote:

Kia ora Yvette,

We decided the best approach was to give an FYI only to the Nursing Pipeline group.

I'm so sorry -it's a Friday and I know you said Fridays are the worst – (but it will also be impossible to get this group together at another time.)

Is there any way that you can make this work?

Ngā mihi nui

Jane

Jane Bodkin (she/her)

Clinical Chief Advisor, Nursing | Office of the Chief Clinical Officers | Manatū Hauora

E: jane.bodkin@health.govt.nz | M: s 9(2)(a)

From: Rebecca Kay <Rebecca.Kay@tas.health.nz>
Sent: Tuesday, 7 June 2022 11:02 am
To: Jane Bodkin <Jane.Bodkin@health.govt.nz>
Cc: Nadine Gray <Nadine.Gray@health.govt.nz>
Subject: RE: re the nursing pipeline Group meetings

UNCLASSIFIED

Kia ora Jane,

Fantastic news and yes, we would love you to come and show the group the campaign. The next meeting is on the 1st July, so would a 2:15pm slot work for you?

Ngā mihi

Rebecca

From: Jane Bodkin <Jane.Bodkin@health.govt.nz>
Sent: Tuesday, 7 June 2022 10:22 am
To: Rebecca Kay <Rebecca.Kay@tas.health.nz>
Cc: Nadine Gray <Nadine.Gray@health.govt.nz>
Subject: re the nursing pipeline Group meetings

Mōrena Rebecca,

The (Curative) general nursing campaign website is almost ready to go live. The campaign will first be seen in June when we are doing a gentle launch to try to speak to those that are already considering a career in nursing, and we're reminding them to get their applications in now (in time for the Semester 2 application deadline). This includes short, punchy messages being advertised digitally to encourage applications to tertiary education providers.

The grand launch will be 1 July – this includes the full breadth of campaign agreed to date

Curative (and the Ministry project team) would be happy to share the creative with the Nursing pipeline group at their next meeting – if there is time on the agenda and interest from the group.

Please let me know the time/date of the next meeting and if you are keen.

Ngā mihi nui

Jane

Jane Bodkin (she/her)

Clinical Chief Advisor, Nursing | Office of the Chief Clinical Officers | Manatū Hauora

E: jane.bodkin@health.govt.nz | M: s 9(2)(a)

From: Clair Bosworth
Sent: Thursday, 16 June 2022 10:54 am
To: Priscilia Martin
Subject: RE: Shortland Street Integration material

Nope so please press on and give the green light.

From: Priscilia Martin <Priscilia.Martin@health.govt.nz>
Sent: Thursday, 16 June 2022 10:41 am
To: Clair Bosworth <Clair.Bosworth@health.govt.nz>
Subject: RE: Shortland Street Integration material

Hi Clair,

Checking with you if you've heard back from Ailsa?

Ngā mihi,

Priscilia Martin
Portfolio Manager – Health Workforce
Interim Health New Zealand

T s 9(2)(a)
E Priscilia.Martin@health.govt.nz
W <https://www.hnz.govt.nz>



From: Clair Bosworth <Clair.Bosworth@health.govt.nz>
Sent: Wednesday, 15 June 2022 9:15 am
To: Priscilia Martin <Priscilia.Martin@health.govt.nz>
Subject: RE: Shortland Street Integration material

Hi Priscilia.

It was all go from Dale and Andrew. Not heard from Alisa so copied you into an email.

Thanks

Clair

From: Priscilia Martin <Priscilia.Martin@health.govt.nz>
Sent: Wednesday, 15 June 2022 8:42 am
To: Clair Bosworth <Clair.Bosworth@health.govt.nz>; Jane Bodkin <Jane.Bodkin@health.govt.nz>; Nadine Gray <Nadine.Gray@health.govt.nz>; Tom Stephenson <Tom.Stephenson@health.govt.nz>; Debra Begg

<Debra.Begg@health.govt.nz>

Subject: RE: Shortland Street Integration material

Morning Clair,

Checking if you've heard back from Andrew, Ailsa and Dale re the Shortland Street script? Curative will need a decision from us by this Friday to meet the timeframes.

[@Debra Begg](#) I understand Jane is still away, but I believe she has sent this to Lorraine. Is this something you can follow up please?

Thank you so much for your support!

Ngā mihi,

Priscilia Martin

Portfolio Manager – Health Workforce
Interim Health New Zealand

T s 9(2)(a)

E Priscilia.Martin@health.govt.nz

W <https://www.hnz.govt.nz>



From: Clair Bosworth <Clair.Bosworth@health.govt.nz>

Sent: Thursday, 9 June 2022 3:24 pm

To: Priscilia Martin <Priscilia.Martin@health.govt.nz>; Jane Bodkin <Jane.Bodkin@health.govt.nz>; Nadine Gray <Nadine.Gray@health.govt.nz>; Tom Stephenson <Tom.Stephenson@health.govt.nz>

Subject: RE: Shortland Street Integration material

I'll send to Andrew, Ailsa and Dale 😊

From: Priscilia Martin <Priscilia.Martin@health.govt.nz>

Sent: Thursday, 9 June 2022 2:00 pm

To: Jane Bodkin <Jane.Bodkin@health.govt.nz>; Nadine Gray <Nadine.Gray@health.govt.nz>; Clair Bosworth <Clair.Bosworth@health.govt.nz>; Tom Stephenson <Tom.Stephenson@health.govt.nz>

Subject: FW: Shortland Street Integration material

Hi everyone,

As discussed with Yvette they need the Ministry's approval for the 10 seconds and 15 seconds Shortland Street script. I've attached the presentation – please let me know your thoughts.

Note the quiz is designed to be fun and act as a catalyst for our target audience to browse the realnurses.co.nz website.

I think this looks good, I don't have further feedback re the script.

Also, once we're all happy we should make sure Lorraine, Andrew, Ailsa and Dale are comfortable with this.

Ngā mihi,

Priscilia Martin

Portfolio Manager – Health Workforce
Interim Health New Zealand

T s 9(2)(a)

E Priscilia.Martin@health.govt.nz

W <https://www.hnz.govt.nz>



From: Yvette Woods <yvette@curative.co.nz>

Sent: Tuesday, 7 June 2022 11:34 am

To: Jane Bodkin <Jane.Bodkin@health.govt.nz>; Nadine Gray <Nadine.Gray@health.govt.nz>; Priscilia Martin <Priscilia.Martin@health.govt.nz>

Subject: Shortland Street Integration material

Kia ora again

Thought I'd send this through as a separate email. We are making good progress with the Shortland Street integration I'm happy to report!

Attached is the current work in progress that TVNZ are making the campaign elements from. What we need from you is your okay, especially of the scripts (the 10 second opener, and the 15 second ad) as they are beginning production of those as of this week. And also your feedback on the quiz.

We can talk more on Thursday if that's helpful - but thought I'd send ahead of time so you can digest and share as appropriate internally!

One thing to note is that TVNZ are working on a lock up (which is essentially just how the Real Nurses logo can sit together with the Shortland Street logo to further emphasise our integration) and once that's done we'll share with you. And that will go across lots of these elements, to really bring home the integration between our campaign and Shortland Street. It'll be a great reminder for those watching the show that what they've seen in the show is linked to our broader, very real, campaign.

Any questions, as ever, just shout!!

Many thanks
yvette

Yvette Woods (She/Her)
Senior Project Manager
s 9(2)(a)
yvette@curative.co.nz

From: Yvette Woods <yvette@curative.co.nz>
Sent: Monday, 20 June 2022 9:58 am
To: Priscilia Martin
Cc: Jane Bodkin
Subject: Re: Additional creative for our soft launch for your approval

Follow Up Flag: Follow up
Flag Status: Completed

Thanks so much for this Priscilia, great news!!

Yvette Woods (She/Her)
Senior Project Manager
s 9(2)(a)
yvette@curative.co.nz
curative.co.nz

On Thu, 16 Jun 2022 at 10:56, Priscilia Martin <Priscilia.Martin@health.govt.nz> wrote:

Kia ora Yvette,

Just an update we have now received approvals required for the TVNZ scripts (the 10" opener and the 15" TV ad).

Ngā mihi,

Priscilia Martin

Portfolio Manager – Health Workforce

Interim Health New Zealand

T s 9(2)(a)

E Priscilia.Martin@health.govt.nz

W <https://www.hnz.govt.nz>

From: Yvette Woods <yvette@curative.co.nz>
Sent: Tuesday, 14 June 2022 4:17 pm
To: Jane Bodkin <Jane.Bodkin@health.govt.nz>; Priscilia Martin <Priscilia.Martin@health.govt.nz>
Subject: Additional creative for our soft launch for your approval

Kia ora Jane & Priscilia

Hope you're well!

Two things:

1. Have you had a chance to get final internal approval of the TVNZ scripts (the 10" opener and the 15" TV ad)? We can pick that conversation up again at WIP tomorrow, but thought I'd send a quick reminder on that.
2. So that our soft launch doesn't lose traction by having the same message served up repeatedly, we'll be refreshing the material next week. Attached is our recommendation (version 2). So it'll be a series of frames just like our first ad that you approved (that's also housed within this pdf). And the second one that we're proposing is a stronger, more confident call to action. Our hope is that our audience has seen the previous message and this is the final kick to encourage them to go to our site to find out more. We don't have to produce a certain number of frames - so while we had 3 the first time around, we're suggesting just two this time around. Does that make sense?

We need to supply material by this Friday so will need your okay or feedback before then. Any problems or questions just let me know!

Many thanks

yvette

Yvette Woods ([She/Her](#))

From: Yvette Woods <yvette@curative.co.nz>
Sent: Tuesday, 28 June 2022 12:34 pm
To: Priscilia Martin
Cc: Jane Bodkin; Clair Bosworth
Subject: Re: Agenda for WIP tomorrow - lots to get through!

Follow Up Flag: Follow up
Flag Status: Completed

And just as an additional note - had a very exciting message through to say that there could be some great PR for us with Seven Sharp and have asked for suggestions of a personable nurse - so we would suggest Franz who is both confident, but all about advocating for his community and shows ethnic diversity and is male. AND he is big and strong and a fantastic juxtaposition of what the public 'perceive a nurse to look like'. He would need PR training and speaking points from the MoH PR team so wondering if it's worth bringing Tom into the WIP tomorrow too if possible? We could always cover that point off first? (Though he may want to stay for the whole Shortland Street update!).

Many thanks
yvette

Yvette Woods (She/Her)
Senior Project Manager
s 9(2)(a)
yvette@curative.co.nz
curative.co.nz

On Tue, 28 Jun 2022 at 12:29, Priscilia Martin <Priscilia.Martin@health.govt.nz> wrote:

Sounds good Yvette – look forward to tomorrow’s catch up 😊

Ngā mihi,

Priscilia Martin

Portfolio Manager – Health Workforce

Interim Health New Zealand

T s 9(2)(a)

E Priscilia.Martin@health.govt.nz

W <https://www.hnz.govt.nz>

From: Yvette Woods <yvette@curative.co.nz>
Sent: Tuesday, 28 June 2022 11:55 am
To: Jane Bodkin <Jane.Bodkin@health.govt.nz>; Clair Bosworth <Clair.Bosworth@health.govt.nz>; Priscilia Martin <Priscilia.Martin@health.govt.nz>
Subject: Agenda for WIP tomorrow - lots to get through!

Kia ora e te whanau

Lots for us to get through tomorrow, so thought I'd send you an agenda ahead of time!

Shortland Street starts filming next week! So they've sent through final storylines for us to review. I'll send those through in a separate email so you can hopefully have a chance to read through before WIP and then we can discuss any concerns.

So agenda will be as follows from my end:

- Review of Shortland Street storyline
- Review of Shortland Street campaign components as they currently stand
- Review of Real Nurses poster we'll have featured in the background filming of Shortland Street
- Sharing all of the outdoor (Out Of Home) ads with you, ready for you to review and approve (doesn't need to be approved on the spot!)
- Review of presentation for Friday's steering group
- Farewell and thanks to Priscilia for her wonderful contributions to the campaign

How does that all sound? Let me know if there's anything to add but I have a feeling we'll need the full hour tomorrow sorry!

Thanks v much

yvette



Yvette Woods ([She/Her](#))

Senior Project Manager

s 9(2)(a)

yvette@curative.co.nz

curative.co.nz

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Proactively Released

From: Yvette Woods <yvette@curative.co.nz>
Sent: Thursday, 30 June 2022 10:18 am
To: Jane Bodkin; Clair Bosworth; Tom Stephenson; Priscilia Martin
Subject: Following on from our WIP - here's all the stuff!
Attachments: image010.png; Nurses Council Episode Breakdown Block 17 (002).docx; Nurses Update for Steering Group - June 2022 V2.pdf; NUR_OOH_Presentation_003.pdf
[image010.png out of scope]
Follow Up Flag: Follow up
Flag Status: Completed

Kia ora e te whānau

Below are some examples of the live June "soft launch" ads. I promised these a while back to Priscilia and have just got them through from our media partners.

Here is the link to the TVNZ presentation I took you through yesterday with each of the elements in it:

<https://tvnz.sharefile.com/d-sbc3026c288bf4ef0a4f47fb2d628ea79>

Attached is the in-show storyline I briefly ran you through yesterday. I've had confirmation that they will indeed change the reference to 'Nurses/Nursing Board' for the two weeks that we are integrated into Shortland Street, but wanted to flag that they always refer to the Nurses/Nursing Bureau at all other times in show. So they'll be doing that as usual before our 2 week integration - then will swap to Nurses/Nursing Board - and then back to Nursing Bureau once our integration ends.

They've also confirmed they'll change the Pop Up to add 'real' as we chatted yesterday.

Also attached is the Out Of Home which we are 100% agreed that some of the images need to be treated to ensure the copy on top is super clear and easy to read. I'm working on the basis this is otherwise all approved - please shout if that's not the case!

And finally attached is a pdf of the steering group preso I took you through yesterday. I've sent it through as a pdf but let me know if you want me to email through the google slides version for you to amend / or tell me anything you want changed and I'll happily oblige. I'll be adding in the visual aids we talked about where there are currently blank slides, have deleted the Shortland Street content detail as discussed, and then have added live dates at the end of the deck so that you have that Claire.

Tom - I'll get a full media schedule over to you as well as a copy of the work in progress 30" TVC!

Phew! Think that's it.

We'll miss you Priscilia! Please holla if there's anything I've missed or you need anything else from me.

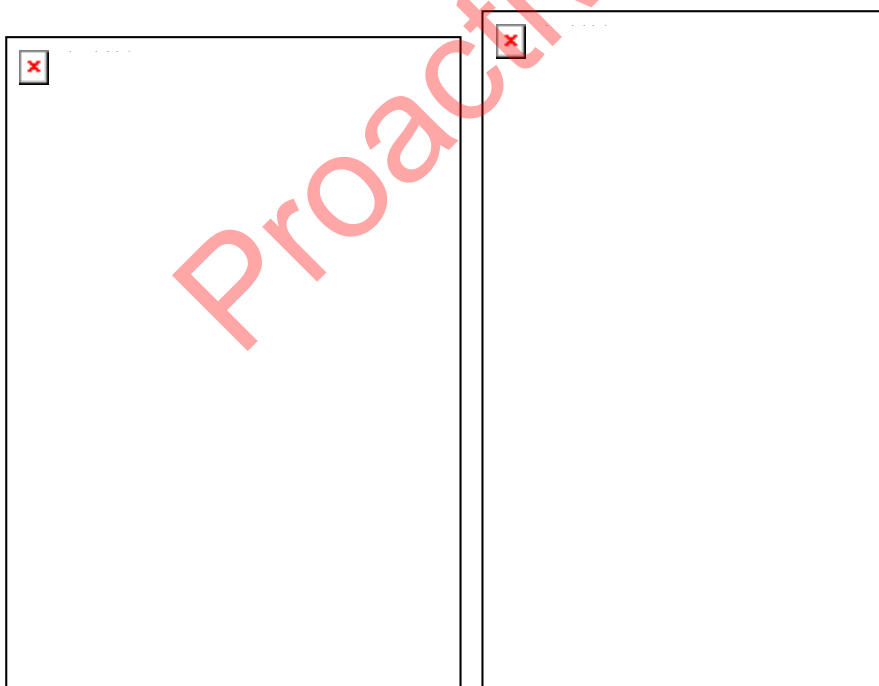
Best

yvette

—

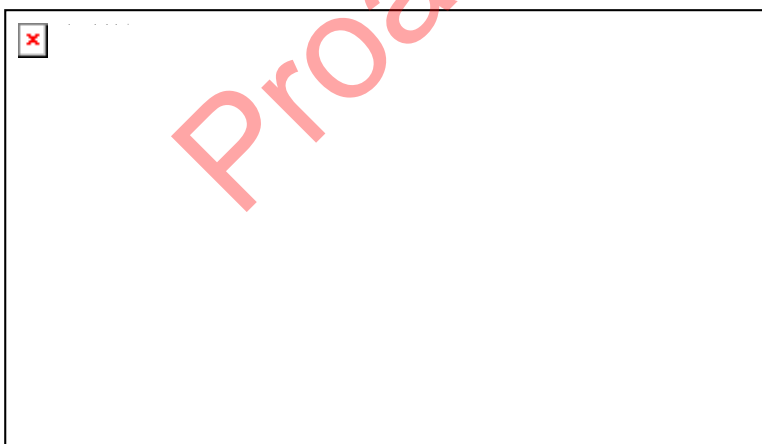
Yvette Woods (She/Her)
Senior Project Manager
s 9(2)(a)
yvette@curative.co.nz
curative.co.nz

Google Native below:

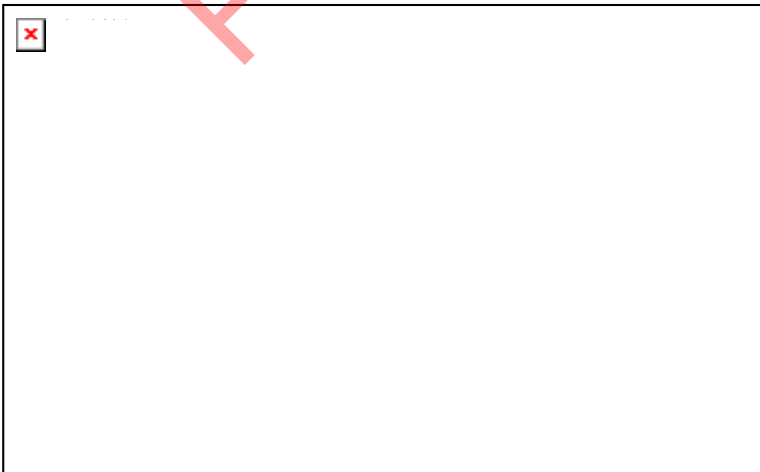
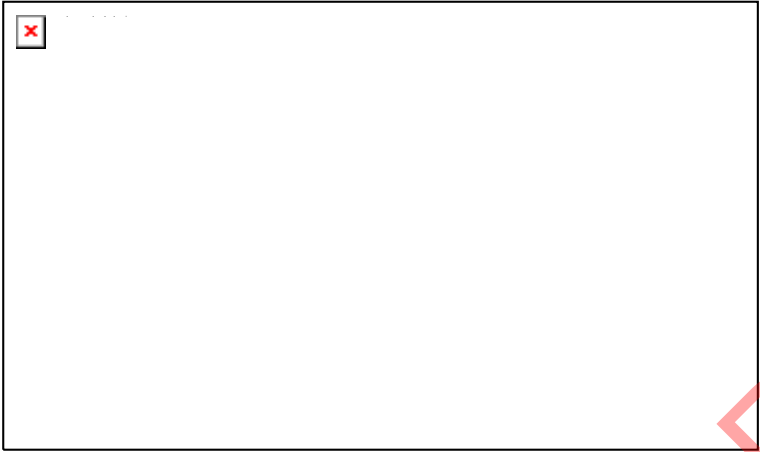
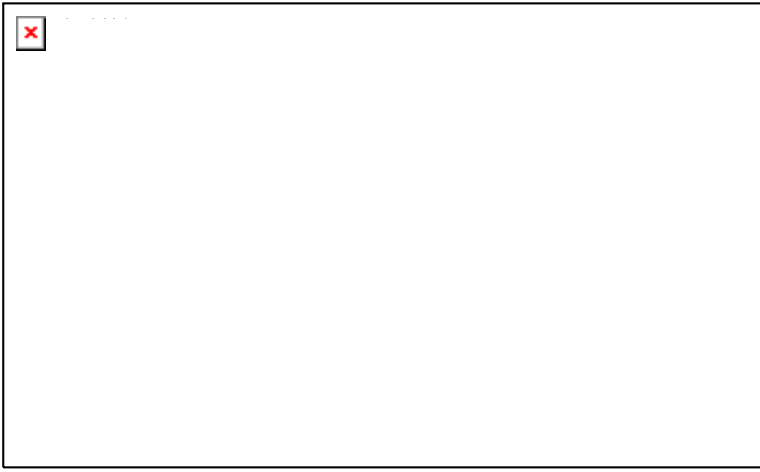


Here is the preview [link](#) in case if you need it.

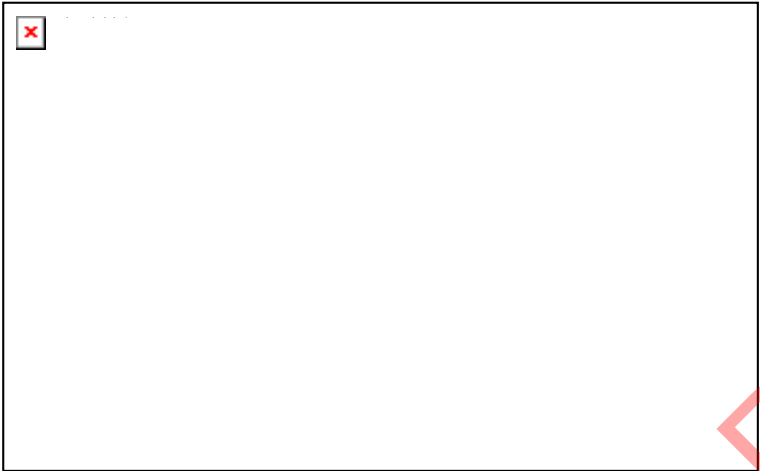
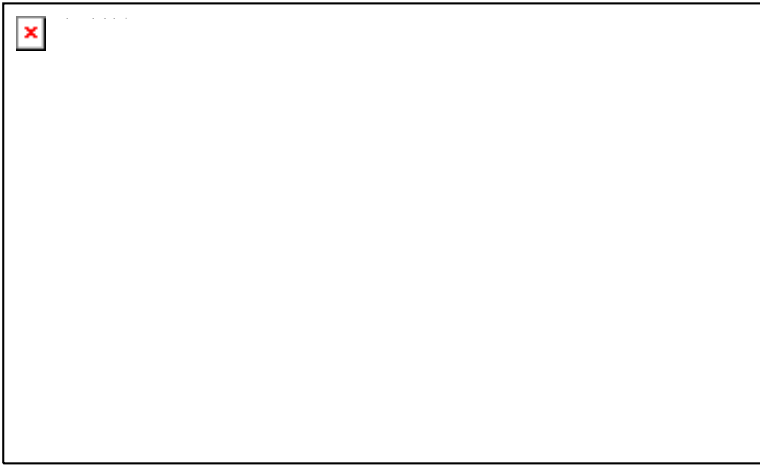
Ad previews for the current Search Nurses campaigns – 11 in total.



Proactively Released



Proactively Released



Proactively Released

From: Yvette Woods <yvette@curative.co.nz>
Sent: Wednesday, 6 July 2022 11:33 am
To: Clair Bosworth; Jane Bodkin
Subject: Agenda for WIP today
Attachments: Franz Arevalo _ Nursing Council.pdf
Attachment withheld in full under section 9(2)(a) of the Act
Follow Up Flag: Follow up
Flag Status: Completed

Kia ora both

Hope you're well - especially you Clair having been sick last week! Hopefully you're loads better now.

Here's my proposed agenda for today - I reckon a max 30 min session, maybe less!!

1. Chat with Hannah from TVNZ re: Shortland Street
2. Franz, vetting and making progress on the PR front
3. Wider chat on strategy around PR and supporting Tom and what you might need from me for that
4. Feedback from the pipeline meeting

How does that sound? Let me know if there's anything else you want to add!

Attached is all I was able to source re: Franz's record. Hoping you may have access to better intel than me!!

Thanks and see you soon
yvette

Yvette Woods ([She/Her](#))
Senior Project Manager
s 9(2)(a)
yvette@curative.co.nz
curative.co.nz

From: Yvette Woods <yvette@curative.co.nz>
Sent: Thursday, 7 July 2022 3:16 pm
To: Jane Bodkin
Subject: Re: FW: Nurse recruitment campaign

Follow Up Flag: Follow up
Flag Status: Completed

Kia ora Jane

Thanks for this and reaching out to your team internally. I really appreciate it, as I'm sure Tom will once he's back from sick leave! I've shared on this trail of comms with Eddy (who founded and runs Curative) as when I talked to her about Franz being on Seven Sharp she was clear that the media prep and vetting of Franz would all be under the management of MoH rather than us. Unfortunately she's out of the office in meetings in Wellington today, so I've emailed her and while I'm not meant to work Friday's, will pop into the office tomorrow morning to have a chat with her and make a plan. Rest assured we'll figure out a solve - and this contact Anna sounds great! I think not rushing through the certificate is probably very sensible too! TVNZ have asked us to come up with a few key messages which we'll write and share with you and get your okay/builds on, and then my feeling is that that's what Anna would use as a platform to train Franz from.

Will come back to you on Monday with a plan - as well as costs for the website amends - does that sound okay?

Thanks lots
yvette

Yvette Woods (She/Her)
Senior Project Manager
s 9(2)(a)
yvette@curative.co.nz
curative.co.nz

On Thu, 7 Jul 2022 at 13:13, Jane Bodkin <Jane.Bodkin@health.govt.nz> wrote:

Kia ora Yvette,

Please see the email from Peter below. Happy to chat about this further. Let me know.

Aware that this is in Tom's area and that he is sick – happy to put you in touch with Blair if its helpful Yvette.

Ngā mihi

Jane

Jane Bodkin (she/her)

Clinical Chief Advisor, Nursing | Office of the Chief Clinical Officers | Manatū Hauora

E: jane.bodkin@health.govt.nz | M: s 9(2)(a)

From: Blair Cunningham <Blair.Cunningham@health.govt.nz>

Sent: Thursday, 7 July 2022 1:05 pm

To: Peter Abernethy <peter.abernethy@health.govt.nz>; Jane Bodkin <Jane.Bodkin@health.govt.nz>

Subject: RE: Nurse recruitment campaign

Thanks Peter and Jane...

Campaign sounds great and good idea Peter re getting Anna involved. Happy to help any way I can too....

Blair Cunningham | Senior Advisor

Communications and Engagement

Office of the Director-General

s 9(2)(a)

blair.cunningham@health.govt.nz (for media issues, please copy in media@health.govt.nz)

Ministry of Health, 133 Molesworth Street Thorndon, Wellington 6011



From: Peter Abernethy <peter.abernethy@health.govt.nz>

Sent: Thursday, 7 July 2022 12:57 pm

To: Jane Bodkin <Jane.Bodkin@health.govt.nz>
Cc: Blair Cunningham <Blair.Cunningham@health.govt.nz>
Subject: Nurse recruitment campaign

Hi Jane,

The nurses recruitment campaign is just what the health professional ordered! It's a coup to get a Shorty St campaign within a campaign and also a coup to get 7 Sharp to be in the process of agreeing to talk to one of the nurses supporting the campaign to coincide with the coverage on Shorty St.

I'd recommend that the agency coordinating the campaign arrange for someone familiar with news media to have a familiarisation session with the nurse who'll end up being interviewed on 7 Sharp. The purpose of the session will be to prepare the nurse; familiarise them with the way media operate; talk about the range of questions they may face - so they can prepare in advance; and discuss options for keeping the focus on the campaign.

We do have someone we've worked with before who'd be good for this - independent of the Ministry (now); knows the health / media environment and is very experienced in this area - Anna Kenna on 027 476 5046. Anna's Wellington based but fine on working with someone in Ak through Teams / Zoom.

If you've got any background on this please send on and I'll send on to Anna (I've rung to check availability).

Let me know if you'd like any further advice or help in progressing this.

I've copied in Blair as he always likes to be up on anything nursing related.

Regards Peter

Peter Abernethy (he/him)

Media Relations Manager

Office of the Director-General

s 9(2)(a)

email@health.govt.nz

Manatū Hauora, 133 Molesworth Street
Thorndon, Wellington 6011



From: Jane Bodkin
Sent: Thursday, 7 July 2022 12:07 pm
To: Yvette Woods
Cc: Tom Stephenson; Clair Bosworth
Subject: re potential Seven Sharp segment with F

Follow Up Flag: Follow up
Flag Status: Completed

Kia ora Yvette,

I have spoken to Peter Abernathy Manager of our Media team. He is going to have a think then write some advice (very shortly) around the process for preparing for the interview (including suggestion of someone to talk to Franz) then we can take it from there.

Re the vetting process – he asked whether there is a standard background check that you would use in this situation. Suggest talk to employer and a police check at minimum. (I'm not sure how long a police check takes but we can find some contact that could speed the process up.)

Also I think asking Franz to apply for a 'Certificate of Good Standing'. You do this through the Nursing Council website and it will cost \$70 . We can ask NC to speed the application up.

How does that sound?

Ngā mihi nui

Jane

Jane Bodkin ([she/her](#))

Clinical Chief Advisor, Nursing | Office of the Chief Clinical Officers | Manatū Hauora

E: jane.bodkin@health.govt.nz | M: s 9(2)(a)

From: Jane Bodkin
Sent: Monday, 18 July 2022 10:40 am
To: Yvette Woods; Clair Bosworth
Cc: Nadine Gray
Subject: RE: Shorty Nurses Quiz - having your eyes look over the copy for the specialisations!
Attachments: MoH Quiz_002 JB.docx

Follow Up Flag: Follow up
Flag Status: Completed

Kia ora Yvette,

Thanks for the quiz text. The words look ok to me but not the groupings. I've asked Nadine to take a look too. Talk soon.
Jane

Jane Bodkin ([she/her](#))

Clinical Chief Advisor, Nursing | Office of the Chief Clinical Officers | Manatū Hauora
E: jane.bodkin@health.govt.nz | M: s 9(2)(a)

From: Yvette Woods <yvette@curative.co.nz>
Sent: Sunday, 17 July 2022 7:22 pm
To: Jane Bodkin <Jane.Bodkin@health.govt.nz>; Clair Bosworth <Clair.Bosworth@health.govt.nz>
Subject: Shorty Nurses Quiz - having your eyes look over the copy for the specialisations!

Mōrena e te whānau

Hope you had wonderful weekends!

Looking forward to a catch up shortly. Thought I'd send this through this morning though as TVNZ are keen for feedback as quickly as we're able to give it. We've given it the once over and are happy with where it's currently sitting, but want your final okay / eyes on it, especially from the CCA of Nursing, Jane!

So this is what will get served up to people based on the answers to the questions you've seen on the Quiz. And what I'd love your okay of is both the groupings of nurses (some are just one specialisation, others are grouped together) and then the copy associated with those nursing specialties. Then once they get served these answers, they'll then get served the link to our realnurses.co.nz site and can find out more there.

I'll make sure to remember to talk about it during our call this morning, but thought I'd send it through in advance!

Best
yvette

Yvette Woods ([She/Her](#))
Senior Project Manager
s 9(2)(a)

From: Yvette Woods <yvette@curative.co.nz>
Sent: Monday, 18 July 2022 1:32 pm
To: Tom Stephenson; Jane Bodkin; Nadine Gray; Clair Bosworth
Subject: All the links/work following this morning's meeting!
Attachments: Curative_Recruiting Nurses_Media Schedule_Approved_for Client 14.07.pdf
Attachment withheld in full under section 9(2)(b)(ii) and section 9(2)(i) of the Act.
Follow Up Flag: Follow up
Flag Status: Completed

Kia ora team!

Thanks so much for your time earlier. Loads of content for you...

Here's the link to TVNZ's latest Shorty Street content update so you can look through in a little more detail if you like. All assets are essentially approved and good to go at this point, but if you see anything drastic then please let me know ASAP and I'll do what I can!!

<https://tvnz.sharefile.com/d-s8fe7018b97b747b7b297509a3a4a08f1>

This link is for the content running on Meta and Tiktok which is live 17th July [HERE](#), and are our first lot of Real Nurses digital ads with their 'Real lock ups'. eg. Real Skill. Real Mana.

The copy that sits with all of the posts is as follows:

Think you know nursing? Find out if you've got what it takes. Realnurses.co.nz

And then our 3 x nurse moving footage ads which are currently running as Youtube Masthead content can be found [here](#).

And the media schedule is attached.

Let me know if you run into any problems! Think that's everything! Will wait to hear from you Nadine/Jane re: final preference (you're welcome to hack away and move copy around until you're happy with the 'specialisation' splits / associated copy! They need to get the final part of the build happening ASAP, so the sooner we can get this through to TVNZ the better.

@Tom - sent you a separate email re: the google documentation!

Thanks lots
yvette

Yvette Woods (She/Her)
Senior Project Manager
s 9(2)(a)
yvette@curative.co.nz
curative.co.nz

From: Jane Bodkin
Sent: Tuesday, 19 July 2022 12:46 pm
To: Yvette Woods; Nadine Gray
Subject: RE: How're you getting on with the quiz groupings/copy?
Attachments: MoH Quiz_002 JB with comments.docx

Follow Up Flag: Follow up
Flag Status: Completed

Hi Yvette,
Nadine and I did agree on the groupings. Let me know if you can't see the (last) comments

Thanks
Jane

Jane Bodkin ([she/her](#))

Clinical Chief Advisor, Nursing | Office of the Chief Clinical Officers | Manatū Hauora
E: jane.bodkin@health.govt.nz | M: s 9(2)(a)

From: Yvette Woods <yvette@curative.co.nz>
Sent: Tuesday, 19 July 2022 12:12 pm
To: Jane Bodkin <Jane.Bodkin@health.govt.nz>; Nadine Gray <Nadine.Gray@health.govt.nz>
Subject: How're you getting on with the quiz groupings/copy?

Kia ora e te whānau

Hope your day's are going well!

I'm being chased by TVNZ on the quiz stuff, so thought I'd check in to see how you're going with deciding on groupings and then associated copy you're happy with - or where we need to change copy!

Sorry to hassle, I know you've got loads on!

Thanks lots
yvette

Yvette Woods ([She/Her](#))
Senior Project Manager
s 9(2)(a)
yvette@curative.co.nz
curative.co.nz

From: Yvette Woods <yvette@curative.co.nz>
Sent: Wednesday, 20 July 2022 12:37 pm
To: Tom Stephenson
Cc: Jane Bodkin; Nadine Gray; Clair Bosworth
Subject: Re: Oh and I promised you the spotlist, didn't I!
Attachments: a6e92a25-fe3f-45ca-8d1d-3aafdeabab13.jpg; Using the Te Whatu Ora logo with other logos (1).pdf [attachments out of scope]

Follow Up Flag: Follow up
Flag Status: Completed

Amazing, thanks for this Tom.

I met with Clair yesterday and she said there could be a few further amends, so am waiting to hear on those before we finalise a quote and then kick start the work required!

I also wanted to flag that I've just seen TVNZ's press release that they'd like your approval of, and also a quote from you too. When I say 'you', I mean, whomever we want it to come from within the Ministry. OR, whether we now need to say that it's a Health NZ driven initiative? I'm assuming yes? And then do we need to make a nod to MoH and NZNO? Don't need to answer that now, before I send it through I've asked for clarity on a few things:

1. Where they're planning on releasing it
2. Who they're hoping will pick it up etc

I feel that that's important info! In the first instance after I asked those q's they've come back with two different approaches, so I've asked for further detail, which will hopefully enable easier conversations internally once it gets to you!

Tom, so sorry to be adding another thing to your plate as you're heading off. This arrived in my inbox out of the blue this morning, had I known it was coming I would've given you the heads up! I'll keep pushing for that info today, so will send through the release with the info as soon as I get it.

Any q's just let me know.

Thanks lots
yvette

Yvette Woods (She/Her)
Senior Project Manager
s 9(2)(a)
yvette@curative.co.nz
curative.co.nz

From: Yvette Woods <yvette@curative.co.nz>
Sent: Monday, 25 July 2022 10:02 am
To: Jane Bodkin; Clair Bosworth; Nadine Gray
Subject: Fwd: Recommended TVNZ Press Release - attached
Attachments: Nursing Recruitment Campaign Media Release - 22 July.docx

Follow Up Flag: Follow up
Flag Status: Completed

Ata mārie e te whānau

Hope you had great weekends!

Jane, I've just seen your note re graphics and Tom had all of the campaign assets with him but looks like maybe they weren't on-shared? I can reply to that message and say if someone wants to let me know what it is you might be looking for then I'll pull something together if that would help?

Not sure if you've had an opportunity to review the release Tom shared with us on Friday? I thought it was reading really well and does a great job of explaining what we've been working towards! I did wonder, however, whether the reference to the NZNO downplayed the integral work they actually did in developing the campaign idea, as well as helping us recruit nurses? I thought I'd address that with this group and then Jane, happy to reply all to the comms email you sent through this morn gently outlining the same thing if that's helpful?

Finally, Clair's asked if we could shift WIP because she has an ongoing clash, which is all good with me! I can't do 3pm on Weds unfortunately, as that's school pick up for me. I could do 4pm Weds? Or could swap to another day of the week if that's easier!

Thanks lots
yvette

Yvette Woods (She/Her)
Senior Project Manager
s 9(2)(a)
yvette@curative.co.nz
curative.co.nz

----- Forwarded message -----

From: Tom Stephenson <Tom.Stephenson@health.govt.nz>
Date: Fri, 22 Jul 2022 at 13:25
Subject: RE: Recommended TVNZ Press Release - attached
To: Yvette Woods <yvette@curative.co.nz>
Cc: Jane Bodkin <Jane.Bodkin@health.govt.nz>, Nadine Gray <Nadine.Gray@health.govt.nz>, Clair Bosworth <Clair.Bosworth@health.govt.nz>

Hi Yvette – I have some updates for you before I go!

Please see attached (and please treat it as confidential, as this hasn't been made public yet) for the media release I've written. And yes, anything you're able to do in order to push TVNZ towards mentioning the wider campaign would be greatly appreciated!

I just got an email back today about someone at MOH who may be able to help re: the Google issue... but he is back from leave on Monday. Not ideal, but hopefully he has the answers. If so, we can put you two in contact to get it addressed. I'll make sure Jane Nadine and Clair are up to speed with where I am on this and who to talk to while I'm out.

I'd suggest as a plan B that we just keep an eye on the social banners that are performing well, and any money we couldn't spend on Google Ads while we wait for the paperwork to go through could be used to boost some of the better-performing social ads further down the track? If that works, we can work out how we redistribute the spend after I'm back. That would be my recommendation.

I'm fully aware of the huge risk involved with not having a Google Search Ads presence, and having anyone be able to target our campaign keywords in a climate like this, so I'll make sure that's made 100% clear to the team, and that this pretty urgently needs to be addressed.

Thanks!

Tom

--

Tom Stephenson (he/him)

Principal Advisor, Comms and Engagement | Kaitohutohu Mātāmua

People and Capability

waea pūkoro: 04 907 5001 | īmēra: tom.stephenson@health.govt.nz

133 Molesworth Street, Wellington, 6011



Te Whatu Ora – Health New Zealand

TeWhatuOra.govt.nz

From: Yvette Woods <yvette@curative.co.nz>

Sent: Friday, 22 July 2022 11:15 am

To: Tom Stephenson <Tom.Stephenson@health.govt.nz>

Cc: Jane Bodkin <Jane.Bodkin@health.govt.nz>; Nadine Gray <Nadine.Gray@health.govt.nz>; Clair Bosworth

<Clair.Bosworth@health.govt.nz>

Subject: Re: Recommended TVNZ Press Release - attached

Magic, thanks for this Tom. You must be counting down the minutes!!

I'll go back with these amends and say that we're happy with the broader approach to disseminating this release. I'm in complete agreement that the risk is much less on this than putting Franz on Seven Sharp! I'll also say that if there's any way that they'd be comfortable in weaving in 'Real Nurses' in some natural way then that would be great too.

Are you in a position to share the Te Whata Ora / MoH release - will they be one and the same thing? Anything you're able to share ahead of time would be great.

Finally, just wondering how you're getting on with the Google documentation? If you're unable to sort before you go, is there a plan B?

Thanks so much, safe travels and enjoy being home! Well, your other home!

Best

yvette

Yvette Woods ([She/Her](#))

Senior Project Manager

s 9(2)(a)

yvette@curative.co.nz

curative.co.nz

On Thu, 21 Jul 2022 at 18:51, Tom Stephenson <Tom.Stephenson@health.govt.nz> wrote:

Thanks Yvette, still here! 😊

I'm here for most of tomorrow as well, but trying to wrap some things up tonight. We are referencing NZNO when we talk about the wider campaign, but as this just covers the Shorty Street content, we should probably leave a reference out here (but they are being covered elsewhere, promise!)

We do need to ensure we mention Te Whatu Ora alongside MOH though as well, I've marked that up in the attached, as well as added a quote from Lorraine Hetaraka about the Shortland Street portion that can be used here as well.

Based on the wording, it looks like this PR will be going out after the first integrated episode has aired, so we could potentially pick this conversation up when I'm back, but in terms of the two options, my view is the wider the better, and agree with using option 1.

The PR is talking pretty positively and factually about the campaign, so in my view, there's no additional risk to pushing the PR out to a wider audience – while we can't control how the story will be picked up, we can't control how the Shorty Street integration itself will be picked up either – anything said that is positive or negative about the campaign can only be based on somebody's opinion, and it all generates conversation around the campaign, which is what we're after. It's nowhere near the risk level of using Franz on Seven Sharp for example...

My two cents anyway. Can chat tomorrow (before 2) if need be!

Thanks,

Tom

--

Tom Stephenson (he/him)

Principal Advisor, Comms and Engagement | Kaitohutohu Mātāmua

People and Capability

waea pūkoro: 04 907 5001 | īmēra: tom.stephenson@health.govt.nz

133 Molesworth Street, Wellington, 6011



Te Whatu Ora – Health New Zealand

[TeWhatuOra.govt.nz](https://www.TeWhatuOra.govt.nz)

From: Yvette Woods <yvette@curative.co.nz>

Sent: Thursday, 21 July 2022 5:05 pm

To: Tom Stephenson <Tom.Stephenson@health.govt.nz>; Jane Bodkin <Jane.Bodkin@health.govt.nz>; Nadine Gray <Nadine.Gray@health.govt.nz>; Clair Bosworth <Clair.Bosworth@health.govt.nz>

Subject: Recommended TVNZ Press Release - attached

Kia ora Tom and team

We think this is looking good!

As per my email yesterday, expecting amends re: framing from Te Whata Ora and potentially referencing NZNO?

We also think the quote from Te Whata Ora or MoH could usefully reference the 'Real Nurses' campaign just to reinforce the campaign idea. So something along the lines of we're delighted to have partnered with TVNZ as part of our Real Nurses campaign where we are showcasing the diversity in skill and specialisation of New Zealand's real nurses. Tom I know you're already working on a quote, so let me know how you think you may get on shoe-horning in the 'Real Nurse' piece. It's probably not something we can expect from TVNZ but if it's part of a quote then it's a great opportunity to emphasise the broader campaign.

In terms of approach around sharing this release, TVNZ have two options on two different scales of potential noise generation:

1. Utilise their corporate communications media release distribution list consisting of approx. 60 recipients for some of the announcements. This covers Trade media, business journalists, some entertainment media and **news desks**.
2. More targeted release to Trade media and business journos. They do this often with their commercial announcements and see good **pick up**. It's a list which covers about five or so outlets – Stoppess, M+Ad Daily, Business Desk, NZ Herald Business

Their preference is to run through broader (bigger) media outlets (option 1), however they are very mindful of the potential risks associated so have factored this into how it has been written, trying to pitch in a positive light, and written it up to focus on the campaign and recruitment story within Shortland Street.

Ultimately, who it goes to does sit with the confidence levels with MoH/Te Whata Ora – as with all things PR, they can't control how it will be picked up ***but*** feel it is written to get a good story across.

While I don't officially work Friday's, I'll check in on my emails tomorrow and always happy to field a call if you need me!

TVNZ are keen to have it approved or feedback given ASAP. But recognise with you finishing up tomorrow Tom, that may not be feasible! So be great if you could let me know where you get to tomorrow and I'll of course support Jane & Nadine in any way I can in your absence!

Many thanks

yvette

Yvette Woods ([She/Her](#))

Senior Project Manager

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If you have received this message in error, please notify the sender

From: Yvette Woods <yvette@curative.co.nz>
Sent: Wednesday, 27 July 2022 10:11 am
To: Clair Bosworth
Cc: Jane Bodkin; Nadine Gray
Subject: Re: Recommended TVNZ Press Release - attached

Thanks so much Clair

We have almost all of these amends, so I'll get those underway. We don't have the Te Aka Whai Ora logo though - Tom only sent through the Te Whatu Ora logo, so we'll need someone to source that for us!

And then on the NZNO piece, we did actually approach them (I think it might've been via Jane?) to ask if they'd be happy to have their logo on there. So if we're wanting to remove it, might need to consider how we manage it in terms of communicating with NZNO? We can problem solve that at WIP today!

Don't think it'll be a long one, but be great to catch up a little later today!

Best
yvette

Yvette Woods (She/Her)
Senior Project Manager
s 9(2)(a)
yvette@curative.co.nz
curative.co.nz

On Tue, 26 Jul 2022 at 18:05, Clair Bosworth <Clair.Bosworth@health.govt.nz> wrote:

Hi Yvette,

Ok website changes you may already have these but in one list:

- changing from “training provider” to “education provider”
- Acknowledge Tu Pukenga (in a way that is not confusing or over the top) – Could be the logo?
- Adding Massey University to the Auckland section to the “Find somewhere to train” section, with the URL link below:
<https://www.massey.ac.nz/study/all-qualifications-and-degrees/bachelor-of-nursing-UBNRS/>
- Changing “Whitireia Institute of Technology” to “Whitireia Community Polytechnic” in the Wellington part of the “find someone to train” section
- Add logos (Te Whatu Ora and Te Aka Whai Ora)

- Need to have a nod here to NZNO somehow but we don't think it should be their logo, thoughts welcome



See you at 4 tomorrow.

Thanks

Clair

From: Yvette Woods <yvette@curative.co.nz>
Sent: Monday, 25 July 2022 12:35 pm
To: Jane Bodkin <Jane.Bodkin@health.govt.nz>
Cc: Clair Bosworth <Clair.Bosworth@health.govt.nz>; Nadine Gray <Nadine.Gray@health.govt.nz>
Subject: Re: Recommended TVNZ Press Release - attached

Wow! What a start to a Monday morning Jane! Out of scope

Thanks for all the feedback and notes. Will leave you to it on all things PR and know you'll holla if you need me!

I haven't heard about any subsequent website changes, so should we just go ahead with the ones we have in hand? Clair, I know you said Tom had some extra ones? Let me know if you want me to continue to hold off, or else we'll get started on the amends now.

And I'll shift WIP to 4pm Weds.

Hope the weather in Wellington is better than it is in Auckland. It is wild, wet and windy here. Yuck!

See you Weds arvo!

yvette

—
Yvette Woods ([She/Her](#))

Senior Project Manager

s 9(2)(a)

yvette@curative.co.nz

curative.co.nz

On Mon, 25 Jul 2022 at 12:31, Jane Bodkin <Jane.Bodkin@health.govt.nz> wrote:

Mōrena Yvette,

I've asked specifically what the media team are wanting in terms of graphics. I suspect Tom has passed them on but that there are different people involved. I'll let you know if and what we need shortly.

Re the PR yes I think it looks good. Tom talked to me about the NZNO aspect and I was happy with what he had added -so long as they are acknowledged.

Thirdly – Please ignore my last email- Out of scope

4 pm Wednesday is fine for me and Nadine too.

Ngā mihi

Jane

Jane Bodkin ([she/her](#))

Clinical Chief Advisor, Nursing | Office of the Chief Clinical Officers | Manatū Hauora

E: jane.bodkin@health.govt.nz | M: s 9(2)(a)

From: Yvette Woods <yvette@curative.co.nz>

Sent: Monday, 25 July 2022 10:02 am

To: Jane Bodkin <Jane.Bodkin@health.govt.nz>; Clair Bosworth <Clair.Bosworth@health.govt.nz>; Nadine Gray <Nadine.Gray@health.govt.nz>

Subject: Fwd: Recommended TVNZ Press Release - attached

Ata mārie e te whānau

Hope you had great weekends!

Jane, I've just seen your note re graphics and Tom had all of the campaign assets with him but looks like maybe they weren't on-shared? I can reply to that message and say if someone wants to let me know what it is you might be looking for then I'll pull something together if that would help?

Not sure if you've had an opportunity to review the release Tom shared with us on Friday? I thought it was reading really well and does a great job of explaining what we've been working towards! I did wonder, however, whether the reference to the NZNO downplayed the integral work they actually did in developing the campaign idea, as well as helping us recruit nurses? I thought I'd address that with this group and then Jane, happy to reply all to the comms email you sent through this morn gently outlining the same thing if that's helpful?

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Thanks lots

yvette

Yvette Woods ([She/Her](#))

Senior Project Manager

s 9(2)(a)

yvette@curative.co.nz

curative.co.nz

----- Forwarded message -----

From: **Tom Stephenson** <Tom.Stephenson@health.govt.nz>

Date: Fri, 22 Jul 2022 at 13:25

Subject: RE: Recommended TVNZ Press Release - attached

To: Yvette Woods <yvette@curative.co.nz>

Cc: Jane Bodkin <Jane.Bodkin@health.govt.nz>, Nadine Gray <Nadine.Gray@health.govt.nz>, Clair Bosworth <Clair.Bosworth@health.govt.nz>

Hi Yvette – I have some updates for you before I go!

Please see attached (and please treat it as confidential, as this hasn't been made public yet) for the media release I've written. And yes, anything you're able to do in order to push TVNZ towards mentioning the wider campaign would be greatly appreciated!

I just got an email back today about someone at MOH who may be able to help re: the Google issue... but he is back from leave on Monday. Not ideal, but hopefully he has the answers. If so, we can put you two in contact to get it addressed. I'll make sure Jane Nadine and Clair are up to speed with where I am on this and who to talk to while I'm out.

I'd suggest as a plan B that we just keep an eye on the social banners that are performing well, and any money we couldn't spend on Google Ads while we wait for the paperwork to go through could be used to boost some of the better-performing social ads further down the track? If that works, we can work out how we redistribute the spend after I'm back. That would be my recommendation.

I'm fully aware of the huge risk involved with not having a Google Search Ads presence, and having anyone be able to target our campaign keywords in a climate like this, so I'll make sure that's made 100% clear to the team, and that this pretty urgently needs to be addressed.

Thanks!

Tom

--

Tom Stephenson (he/him)

Principal Advisor, Comms and Engagement | Kaitohutohu Mātāmua

People and Capability

waea pūkoro: 04 907 5001 | īmēra: tom.stephenson@health.govt.nz

133 Molesworth Street, Wellington, 6011



Te Whatu Ora – Health New Zealand

[TeWhatuOra.govt.nz](https://www.TeWhatuOra.govt.nz)

From: Yvette Woods <yvette@curative.co.nz>

Sent: Friday, 22 July 2022 11:15 am

To: Tom Stephenson <Tom.Stephenson@health.govt.nz>

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Finally, just wondering how you're getting on with the Google documentation? If you're unable to sort before you go, is there a plan B?

Thanks so much, safe travels and enjoy being home! Well, your other home!

Best

yvette

Yvette Woods ([She/Her](#))

Senior Project Manager

s 9(2)(a)

yvette@curative.co.nz

curative.co.nz

On Thu, 21 Jul 2022 at 18:51, Tom Stephenson <Tom.Stephenson@health.govt.nz> wrote:

Thanks Yvette, still here! 😊

I'm here for most of tomorrow as well, but trying to wrap some things up tonight. We are referencing NZNO when we talk about the wider campaign, but as this just covers the Shorty Street content, we should probably leave a reference out here (but they are being covered elsewhere, promise!)

We do need to ensure we mention Te Whatu Ora alongside MOH though as well, I've marked that up in the attached, as well as added a quote from Lorraine Hetaraka about the Shortland Street portion that can be used here as well.

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My two cents anyway. Can chat tomorrow (before 2) if need be!

Thanks,

Tom

--

Tom Stephenson (he/him)

Principal Advisor, Comms and Engagement | Kaitohutohu Mātāmua

People and Capability

waea pūkoro: 04 907 5001 | imēra: tom.stephenson@health.govt.nz

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Te Whatu Ora – Health New Zealand

TeWhatuOra.govt.nz

From: Yvette Woods <yvette@curative.co.nz>

Sent: Thursday, 21 July 2022 5:05 pm

To: Tom Stephenson <Tom.Stephenson@health.govt.nz>; Jane Bodkin <Jane.Bodkin@health.govt.nz>; Nadine Gray <Nadine.Gray@health.govt.nz>; Clair Bosworth <Clair.Bosworth@health.govt.nz>

Subject: Recommended TVNZ Press Release - attached

Kia ora Tom and team

We think this is looking good!

As per my email yesterday, expecting amends re: framing from Te Whata Ora and potentially referencing NZNO?

We also think the quote from Te Whata Ora or MoH could usefully reference the 'Real Nurses' campaign just to reinforce the campaign idea. So something along the lines of we're delighted to have partnered with TVNZ as part of our Real Nurses campaign where we are showcasing the diversity in skill and specialisation of New Zealand's real nurses. Tom I know you're already working on a quote, so let me know how you think you may get on shoe-horning in the 'Real Nurse' piece. It's probably not something we can expect from TVNZ but if it's part of a quote then it's a great opportunity to emphasise the broader campaign.

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1. Utilise their corporate communications media release distribution list consisting of approx. 60 recipients for some of the announcements. This covers Trade media, business journalists, some entertainment media and **news desks**.
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Their preference is to run through broader (bigger) media outlets (option 1), however they are very mindful of the potential risks associated so have factored this into how it has been written, trying to pitch in a positive light, and written it up to focus on the campaign and recruitment story within Shortland Street.

Ultimately, who it goes to does sit with the confidence levels with MoH/Te Whata Ora – as with all things PR, they can't control how it will be picked up ***but*** feel it is written to get a good story across.

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Many thanks

yvette

Yvette Woods ([She/Her](#))

Senior Project Manager

s 9(2)(a)

yvette@curative.co.nz

From: Yvette Woods <yvette@curative.co.nz>
Sent: Thursday, 21 July 2022 5:05 pm
To: Tom Stephenson; Jane Bodkin; Nadine Gray; Clair Bosworth
Subject: Recommended TVNZ Press Release - attached
Attachments: TVNZ + Shorty Nurses PR Release Draft 18.07.22.docx
[final PR provided]
Follow Up Flag: Follow up
Flag Status: Completed

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We think this is looking good!

As per my email yesterday, expecting amends re: framing from Te Whata Ora and potentially referencing NZNO?

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2. More targeted release to Trade media and business journals. They do this often with their commercial announcements and see good pick up. It's a list which covers about five or so outlets – Stoppess, M+Ad Daily, Business Desk, NZ Herald Business

Their preference is to run through broader (bigger) media outlets (option 1), however they are very mindful of the potential risks associated so have factored this into how it has been written, trying to pitch in a positive light, and written it up to focus on the campaign and recruitment story within Shortland Street.

Ultimately, who it goes to does sit with the confidence levels with MoH/Te Whata Ora – as with all things PR, they can't control how it will be picked up ***but*** feel it is written to get a good story across.

While I don't officially work Friday's, I'll check in on my emails tomorrow and always happy to field a call if you need me!

TVNZ are keen to have it approved or feedback given ASAP. But recognise with you finishing up tomorrow Tom, that may not be feasible! So be great if you could let me know where you get to tomorrow and I'll of course support Jane & Nadine in any way I can in your absence!

Many thanks

yvette

Yvette Woods (She/Her)
Senior Project Manager
s 9(2)(a)
yvette@curative.co.nz
curative.co.nz

Proactively Released

From: Yvette Woods <yvette@curative.co.nz>
Sent: Thursday, 28 July 2022 3:57 pm
To: Jane Bodkin; Nadine Gray; Clair Bosworth
Subject: Shortland Street social content

Follow Up Flag: Follow up
Flag Status: Completed

Kia ora e te whānau

Hope you're having great days!

As briefly mentioned yesterday, I've got an outline of what we can expect from the 4 x social media posts that'll be made over the 2 week duration of the in-show integration.

Below is a note from our TVNZ partners, giving you a steer on what we can further expect, and also managing expectations around level of control! We think they do a nice job of extending what's happening in-show, linking to our real nurses campaign and the plug to do the quiz is a nice way to round it out.

Please let me know if you have any feedback!!

We are currently still waiting on social copy and accompanying imagery from SPP. Below are the social posts that they will be doing, once we have more details on dates and copy I will send over. Social copy and posts are at SPPs discretion, we don't have any control our side over the Shortland Street Facebook page, pretty off limits. Of course always happy to take suggestions back but we can't make any guarantees they will be made.

Post One:

- *Behind the scenes Vs Actual Screen – this is footage of how we filmed the scene of Madonna making the TVC within the show vs actual footage.*

Post two:

- *Static of Madonna and Leanne on set. This is when Leanne is teaching Madonna on how to film a commercial. Or alternatively just that scene teasing what is to come.*

Post Three:

- *Behind the scenes of talent who play nurses on what they have in common with their character. I.e. Nicole talks about Cece's characteristics, Marianne with Madonna and Rebekah re Dawn.*

Post 4:

- *Quiz Plug*

Hope that's feeling good, but as I say just shout if there's anything you're not comfortable with!

Best

yvette


Yvette Woods ([She/Her](#))
Senior Project Manager
s 9(2)(a)
yvette@curative.co.nz
curative.co.nz

Proactively Released

From: Jane Bodkin
Sent: Tuesday, 2 August 2022 9:09 am
To: Kanchan Sharma
Cc: Clair Bosworth; Charlotte Gendall
Subject: FW: Following on from our WIP - here's all the stuff!
Attachments: image010.png; Nurses Council Episode Breakdown Block 17 (002).docx; Nurses Update for Steering Group - June 2022 V2.pdf; NUR_OOH_Presentation_003.pdf
image010.png out of scope

Mōrena Kanchen,

Charlotte has asked me to send this package to you. The word document has the storyline for each relevant episode. The creative material for the campaign is confidential/sensitive,. Yvette (Project lead from Curative) was clear with us that TVNZ would not be sharing the actual script.

Ngā mihi nui
Jane

Jane Bodkin (she/her)

Clinical Chief Advisor, Nursing | Office of the Chief Clinical Officers | Manatū Hauora
E: jane.bodkin@health.govt.nz | M: s 9(2)(a)

From: Yvette Woods <yvette@curative.co.nz>
Sent: Thursday, 30 June 2022 10:18 am
To: Jane Bodkin <Jane.Bodkin@health.govt.nz>; Clair Bosworth <Clair.Bosworth@health.govt.nz>; Tom Stephenson <Tom.Stephenson@health.govt.nz>; Priscilia Martin <Priscilia.Martin@health.govt.nz>
Subject: Following on from our WIP - here's all the stuff!

Kia ora e te whānau

Below are some examples of the live June "soft launch" ads. I promised these a while back to Priscilia and have just got them through from our media partners.

Here is the link to the TVNZ presentation I took you through yesterday with each of the elements in it:

<https://tvnz.sharefile.com/d-sbc3026c288bf4ef0a4f47fb2d628ea79>

Attached is the in-show storyline I briefly ran you through yesterday. I've had confirmation that they will indeed change the reference to 'Nurses/Nursing Board' for the two weeks that we are integrated into Shortland Street, but wanted to flag that they always refer to the Nurses/Nursing Bureau at all other times in show. So they'll be doing that as usual before our 2 week integration - then will swap to Nurses/Nursing Board - and then back to Nursing Bureau once our integration ends.

They've also confirmed they'll change the Pop Up to add 'real' as we chatted yesterday.

Also attached is the Out Of Home which we are 100% agreed that some of the images need to be treated to ensure the copy on top is super clear and easy to read. I'm working on the basis this is otherwise all approved - please shout if that's not the case!

And finally attached is a pdf of the steering group preso I took you through yesterday. I've sent it through as a pdf but let me know if you want me to email through the google slides version for you to amend / or tell me anything you want changed and I'll happily oblige. I'll be adding in the visual aids we talked about where there are currently blank slides, have deleted the Shortland Street content detail as discussed, and then have added live dates at the end of the deck so that you have that Claire.

Tom - I'll get a full media schedule over to you as well as a copy of the work in progress 30" TVC!

Phew! Think that's it.

We'll miss you Priscilia! Please holla if there's anything I've missed or you need anything else from me.

Best

yvette

Yvette Woods ([She/Her](#))
Senior Project Manager
s 9(2)(a)
yvette@curative.co.nz
curative.co.nz

Google Native below:

From: Charlotte Gendall
Sent: Tuesday, 2 August 2022 1:02 pm
To: Clair Bosworth
Cc: Jane Bodkin
Subject: FW: shorty stuff - jason walls

Hi Clair likely media response going soon See in red

Charlotte Gendall
Media Lead, Te Whatu Ora - Health New Zealand
M § 9(2)(a)

From: Charlotte Gendall
Sent: Tuesday, 2 August 2022 1:00 pm
To: 'Talisa Kupenga-EXT' <talisa.kupenga@parliament.govt.nz>
Cc: Kanchan Sharma <Kanchan.Sharma@parliament.govt.nz>; Jane Bodkin <Jane.Bodkin@health.govt.nz>
Subject: RE: shorty stuff - jason walls

Hi Talisa, some slight tweaking

Charlotte Gendall
Media Lead, Te Whatu Ora - Health New Zealand
M § 9(2)(a)

From: Charlotte Gendall
Sent: Tuesday, 2 August 2022 12:08 pm
To: 'Talisa Kupenga-EXT' <talisa.kupenga@parliament.govt.nz>
Cc: Kanchan Sharma <Kanchan.Sharma@parliament.govt.nz>; Jane Bodkin <Jane.Bodkin@health.govt.nz>
Subject: FW: shorty stuff - jason walls

Do you want me to pick this up in the short term - I could go back with the following? This is from the material supplied by the creative team and has been sighted by TVNZ

- **It is standard practice for creative and media agencies to work in partnership to** make decisions about how best to engage a broad and diverse audience, to inspire a new generation of New Zealanders to become nurses.
- This included contracting Shortland Street and TVNZ Blacksand Partnerships to deliver a range of marketing material including an interactive quiz, social media content, promotional videos and a brief storyline to feature within the show.
- This strategic marketing investment sits within a broader media campaign focused on addressing New Zealand's nursing shortage including digital and out of home media.
- The campaign is underpinned by the goal of inspiring a new generation of nurses and we are looking forward to seeing it go live in two weeks time.
- **The Ministry worked with both the** creative and media agencies, and any funding provided from the Ministry or Te Whatu Ora followed all appropriate practices.

- Specific funding arrangements are commercially sensitive however we can say that this is one component of a wider piece of work which includes a website, posters and social media content.

Charlotte Gendall

Media Lead, Te Whatu Ora - Health New Zealand

M s 9(2)(a)

From: Jason Walls <jason.walls@nzme.co.nz>
Sent: Tuesday, 2 August 2022 12:03 pm
To: Charlotte Gendall <Charlotte.Gendall@health.govt.nz>
Cc: Health New Zealand Media <h.nzmedia@health.govt.nz>
Subject: Re: shorty stuff

Hello - any chance I could get more info on this?

Thanks

JASON WALLS

Deputy Political Editor | Press Gallery

M: s 9(2)(a) P: 04 817 9337

E: jason.walls@nzme.co.nz

From: Charlotte Gendall <Charlotte.Gendall@health.govt.nz>
Sent: 01 August 2022 17:52
To: Jason Walls <jason.walls@nzme.co.nz>
Cc: Health New Zealand Media <h.nzmedia@health.govt.nz>
Subject: RE: shorty stuff

Hi Jason, here you go with some images. I am still checking off on funding, if I can possibly get you that tonight, I will.

Charlotte Gendall

Media Lead, Te Whatu Ora - Health New Zealand

M s 9(2)(a)

From: Charlotte Gendall
Sent: Monday, 1 August 2022 4:21 pm
To: jason.walls@nzherald.co.nz
Cc: Health New Zealand Media <h.nzmedia@health.govt.nz>
Subject: shorty stuff

Hi Jason, I am working to get you some images of posters which will be used in the campaign and also used as part of the Shortland St angle.

Without giving anything away, we can say that the campaign will be integrated into the show's storyline, a first in its 30 year career.

Also a line on the question you asked about funding.

Will come back to you.

Charlotte Gendall

Media Lead

waea pūkoro: S 9(2)(a)

Level 6, Spark Building, Willis St, Wellington

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Te Whatu Ora – Health New Zealand

TeWhatuOra.govt.nz

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NZME Ltd / NZME Holdings Ltd / NZME Publishing Ltd / NZME Radio Ltd / NZME Educational Media Ltd

From: Kanchan Sharma <Kanchan.Sharma@parliament.govt.nz>
Sent: Tuesday, 2 August 2022 11:38 am
To: Clair Bosworth
Subject: RE: Lines for today - general

Thanks Clair

Ngā mihi nui,

Kanchan Sharma (PhD)

Private Secretary (Health) to Hon Andrew Little MP

Mobile s 9(2)(a) | Email kanchan.sharma@parliament.govt.nz

Office of Hon Andrew Little MP, Minister of Health, Lead Coordination Minister for the Government's Response to The Royal Commission's Report into the Terrorist Attack on the Christchurch Mosques, Minister for Treaty of Waitangi Negotiations, Minister Responsible for the NZSIS, Minister Responsible for the GCSB, Minister Responsible for Pike River Re-entry Reception +64 4 817 8707 | Ministerial Email a.little@ministers.govt.nz | Web beehive.govt.nz | Postal Freepost Parliament, Private Bag 18 041, Parliament Buildings, Wellington 6160, New Zealand

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Authorised by Hon Andrew Little MP, Parliament Buildings, Wellington 6160, New Zealand

From: Clair Bosworth [mailto:Clair.Bosworth@health.govt.nz]
Sent: Tuesday, 2 August 2022 11:30 AM
To: Kanchan Sharma <Kanchan.Sharma@parliament.govt.nz>; Jane Bodkin <Jane.Bodkin@health.govt.nz>; Charlotte Gendall <Charlotte.Gendall@health.govt.nz>; Talisa Kupenga <Talisa.Kupenga@parliament.govt.nz>; Adelia Hallett <Adelia.Hallett@parliament.govt.nz>
Cc: Emma Blackmore <Emma.Blackmore@health.govt.nz>; Nicole Salmon <Nicole.Salmon@health.govt.nz>; Allison Plumridge <allison.plumridge@tas.health.nz>; Andrew Wilson <Andrew.Wilson@health.govt.nz>
Subject: RE: Lines for today - general

Hi Kanchan,

The contract value is commercial in confidence but for Ministers reference.

Total contract value is s 9(2)(b)

Amount provided to TVNZ via Curative is s 9(2)(b)

Thanks

Clair

From: Kanchan Sharma <Kanchan.Sharma@parliament.govt.nz>
Sent: Tuesday, 2 August 2022 11:17 am

To: Jane Bodkin <Jane.Bodkin@health.govt.nz>; Charlotte Gendall <Charlotte.Gendall@health.govt.nz>; Talisa Kupenga-EXT <talisa.kupenga@parliament.govt.nz>; Adelia Hallett-Ext <Adelia.Hallett@parliament.govt.nz>
Cc: Emma Blackmore <Emma.Blackmore@health.govt.nz>; Nicole Salmon <Nicole.Salmon@health.govt.nz>; Clair Bosworth <Clair.Bosworth@health.govt.nz>; Allison Plumridge <allison.plumridge@tas.health.nz>
Subject: RE: Lines for today - general
Importance: High

Thanks Jane. Can I please have high level figures on \$\$ given to Curative and \$\$ given to TVZ for Shortland St piece.

Ngā mihi nui,

Kanchan Sharma (PhD)

Private Secretary (Health) to Hon Andrew Little MP

Mobile 9(2)(a) | Email kanchan.sharma@parliament.govt.nz

Office of Hon Andrew Little MP, Minister of Health, Lead Coordination Minister for the Government's Response to The Royal Commission's Report into the Terrorist Attack on the Christchurch Mosques, Minister for Treaty of Waitangi Negotiations, Minister Responsible for the NZSIS, Minister Responsible for the GCSB, Minister Responsible for Pike River Re-entry
Reception +64 4 817 8707 | Ministerial Email a.little@ministers.govt.nz | Web beehive.govt.nz | Postal Freepost Parliament, Private Bag 18 041, Parliament Buildings, Wellington 6160, New Zealand

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Authorised by Hon Andrew Little MP, Parliament Buildings, Wellington 6160, New Zealand

From: Jane Bodkin [<mailto:Jane.Bodkin@health.govt.nz>]

Sent: Tuesday, 2 August 2022 10:43 AM

To: Charlotte Gendall <Charlotte.Gendall@health.govt.nz>; Talisa Kupenga <Talisa.Kupenga@parliament.govt.nz>; Kanchan Sharma <Kanchan.Sharma@parliament.govt.nz>; Adelia Hallett <Adelia.Hallett@parliament.govt.nz>

Cc: Emma Blackmore <Emma.Blackmore@health.govt.nz>; Nicole Salmon <Nicole.Salmon@health.govt.nz>; Clair Bosworth <Clair.Bosworth@health.govt.nz>; Allison Plumridge <allison.plumridge@tas.health.nz>

Subject: RE: Lines for today - general

Hi Kanchan,

Here is some additional information.

Ngā mihi nui

Jane

Can we please have more information on the agreement with the producers of show, ,

The Ministry of Health contracted Curative to undertake further development of the nursing recruitment campaign following prior work that was commissioned by NZNO.

The campaign was to be a multi-stage campaign that included creating material for various channels. The TVNZ opportunity was brought to us by Creative as an option to provide more reach than standard media channels. Curative is on the AoG Consultancy panel, and our procurement is consistent with our obligations under the Government Procurement Rules and with Ministry Procurement Policy. Curative holds the relationship with TVNZ.

For noting only: due to the value an exemption under criteria set out in Rule 14 was agreed by Fergus Welsh:

- Exemption from open advertising based on Item: 9(c)(ii) the procurement relates to the acquisition of intellectual property or rights to intellectual property (including patents or copyrights), or other exclusive rights.

if HNZ will be assisting or providing input and any caveats etc in place.

A project team from the Ministry and HNZ have been working closely with Curative on the recruitment campaign since December 2021. Project sponsors are Lorraine Hetaraka and Andrew Wilson. Clinical nursing input from the project team has been ongoing during this time into the website development and the Shortland St integration. In addition the Nursing Pipeline Group (which has cross sector nursing leadership and includes NZNO) has been kept abreast of the project and has given clinical advice.

details of how the recruitment will be built into the story line

The storyline acts like a 'mirror' of the real life campaign within Shortland St. A nursing shortage is outlined over a couple of weeks (currently). From approximately 14th August the character Madonna (acting Director of Nursing at Shortland St) agrees to present/film an ad for a nursing recruitment campaign. (Real materials from the campaign are in the background sets). At the same time another character Steph is encouraged by nursing staff to become a nurse, goes through the application process and starts studying. The ad that Madonna makes is shown in the following episode and is well received.

Over the two week period that the storyline TV ads promoting nursing are aired (featuring Shortland St actors) and a light hearted quiz integrated aimed at encouraging fans to find out if they'd be a great nurse.

Jane Bodkin (she/her)

Clinical Chief Advisor, Nursing | Office of the Chief Clinical Officers | Manatū Hauora

E: jane.bodkin@health.govt.nz | M: s 9(2)(a)

From: Charlotte Gendall <Charlotte.Gendall@health.govt.nz>

Sent: Tuesday, 2 August 2022 9:28 am

To: Talisa Kupenga-EXT <talisa.kupenga@parliament.govt.nz>; Kanchan Sharma-EXT <Kanchan.Sharma@parliament.govt.nz>; Adelia Hallett-Ext <Adelia.Hallett@parliament.govt.nz>

Cc: Jane Bodkin <Jane.Bodkin@health.govt.nz>; Emma Blackmore <Emma.Blackmore@health.govt.nz>; Nicole Salmon <Nicole.Salmon@health.govt.nz>

Subject: Lines for today - general

Hi and apologies for the formatting here and I will also get you the funding overview lines a bit later this morning

Cheers Charlotte

If there is a suggestion that NZNO didn't know about / doesn't support this campaign:

- HNZ has been working closely with NZNO on the real.nurses campaign.
- The campaign features NZNO members.
- NZNO developed the original campaign concepts as part of their response to the Nursing Accord in 2019 to encourage people to enter the nursing profession. As part of this, the NZNO contracted creative agency Curative.

- NZNO met with the Ministry in August 2021 to share their work so far and to seek support from the Ministry in collaborating on the next stages to move the campaign to a live format.
- NZNO has been kept informed as the work has developed and acknowledged for their original work on the campaign. The updated realnurses. website will feature the NZNO logo

Funding of Shortland St

- We are proud of the national campaign and of the way it's going to be integrated into the storyline
- Its certainly exciting to be part of "Shorty" but there's more – the wider campaign to help boost our workforce will also roll out across TV, digital and social channels
- **In respect to the show, we can't share the storyline ahead of time , but we can say that it will be on screen as part of our broader campaign between 15 and 26 August.**
- My understanding is that any funding around the Shortland St component would have followed all normal processes
- Any campaign funding in that regard would have been handled by our creative agency, working on behalf of MoH and Te Whatu Ora

Charlotte Gendall
 Media Lead
 Te Whatu Ora - Health NZ
 s 9(2)(a)

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From: Jane Bodkin
Sent: Tuesday, 2 August 2022 10:28 am
To: Clair Bosworth
Subject: RE: Shortland St questions for review

Importance: High

Can we please have more information on the agreement with the producers of show, ,

The Ministry of Health contracted Curative to undertake further development of the nursing recruitment campaign following prior work that was commissioned by NZNO.

The campaign was to be a multi-stage campaign that included creating material for various channels. The TVNZ opportunity was brought to us by Creative as an option to provide more reach than standard media channels. Curative is on the AoG Consultancy panel, and our procurement is consistent with our obligations under the Government Procurement Rules and with Ministry Procurement Policy. Curative holds the relationship with TVNZ.

For noting only: due to the value an exemption under criteria set out in Rule 14 was agreed by Fergus Welsh:

- Exemption from open advertising based on Item: 9(c)(ii) the procurement relates to the acquisition of intellectual property or rights to intellectual property (including patents or copyrights), or other exclusive rights.

Total value of the contract **§ 9(2)**

Shortland St component **xxxx**

if HNZ will be assisting or providing input and any caveats etc in place.

A project team from the Ministry and HNZ have been working closely with Curative on the recruitment campaign since December 2021. Project sponsors are Lorraine Hetaraka and Andrew Wilson. Clinical nursing input from the project team has been ongoing during this time into the website development and the Shortland St integration. In addition the Nursing Pipeline Group (which has cross sector nursing leadership and includes NZNO) has been kept abreast of the project and has given clinical advice.

details of how the recruitment will be built into the story line

The storyline acts like a 'mirror' of the real life campaign within Shortland St. A nursing shortage is outlined over a couple of weeks (currently). From approximately 14th August the character Madonna (acting Director of Nursing at Shortland St) agrees to present/film an ad for a nursing recruitment campaign. (Real materials from the campaign are in the background sets). At the same time another character Steph is encouraged by nursing staff to become a nurse, goes through the application process and starts studying. The ad that Madonna makes is shown in the following episode and is well received.

Over the two week period that the storyline TV ads promoting nursing are aired (featuring Shortland St actors) and a light hearted quiz integrated aimed at encouraging fans to find out if they'd be a great nurse.

Jane Bodkin (she/her)

Clinical Chief Advisor, Nursing | Office of the Chief Clinical Officers | Manatū Hauora

E: jane.bodkin@health.govt.nz | M: **§ 9(2)(a)**

From: Charlotte Gendall <Charlotte.Gendall@health.govt.nz> **On Behalf Of** Health New Zealand Media
Sent: Tuesday, 2 August 2022 8:54 am
To: Allison Plumridge <allison.plumridge@tas.health.nz>; Charlotte Gendall <Charlotte.Gendall@health.govt.nz>; Jane Bodkin <Jane.Bodkin@health.govt.nz>; Kanchan Sharma-EXT <Kanchan.Sharma@parliament.govt.nz>
Cc: Nicole Salmon <Nicole.Salmon@health.govt.nz>
Subject: Re: Shortland St agreement

Jane can you respond in first instance please? will have some other info also

Charlotte Gendall
Media Lead
Te Whatu Ora - Health NZ
s 9(2)(a)

From: Kanchan Sharma <Kanchan.Sharma@parliament.govt.nz>
Sent: Tuesday, August 2, 2022 8:46:39 AM
To: Allison Plumridge <allison.plumridge@tas.health.nz>; Charlotte Gendall <Charlotte.Gendall@health.govt.nz>
Cc: Nicole Salmon <Nicole.Salmon@health.govt.nz>; Health New Zealand Media <h.nzmedia@health.govt.nz>
Subject: Shortland St agreement

Morena Allison and Charlotte

As you may be aware there is a lot of interest in the Shortland St deal for nursing recruitment. We are having a number of media enquiries on this and we expect questions in the House and during bridge runs today.

Can we please have more information on the agreement with the producers of show, details of how the recruitment will be built into the story line, if HNZ will be assisting or providing input and any caveats etc in place. Will be great to see the agreement.

Due 10.30am today.

Ngā mihi nui,

Kanchan Sharma (PhD)

Private Secretary (Health) to Hon Andrew Little MP

Mobile s 9(2)(a) | Email kanchan.sharma@parliament.govt.nz

Office of Hon Andrew Little MP, Minister of Health, Lead Coordination Minister for the Government's Response to The Royal Commission's Report into the Terrorist Attack on the Christchurch Mosques, Minister for Treaty of Waitangi Negotiations, Minister Responsible for the NZSIS, Minister Responsible for the GCSB, Minister Responsible for Pike River Re-entry
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Authorised by Hon Andrew Little MP, Parliament Buildings, Wellington 6160, New Zealand*

From: Yvette Woods <yvette@curative.co.nz>
Sent: Monday, 8 August 2022 6:40 pm
To: Jane Bodkin; Clair Bosworth; Nadine Gray; Tom Stephenson
Cc: Red Nicholson
Subject: Re: Real Nurses nurse recruitment campaign query

Follow Up Flag: Follow up
Flag Status: Completed

Kia ora folks and welcome back Tom!

You missed some exciting stuff last week, ha. No doubt your inbox is chocka!!

In regards to posting our social media content on the MoH and Te Whatu Ora pages, I'm happy to jump on a call or zoom tomorrow if that's helpful! I'm not in the office on Weds unfortunately, but back in Thurs. So you just let me know what suits there.

I did want to touch base as a smaller group on the hosting of the paid social media content. I know Samme has said she'd like it hosted off the MoH page. We feel strongly that strategically we made a collective decision up front to build a Real Nurses facebook page that would enable us to buy social media advertising space. We were intentional about not utilising the MoH page to do so for several reasons:

1. We have chosen not to brand any of our comms for this campaign with either MoH or Te Whatu Ora logos
2. We want to encourage as much interest and engagement as possible in the campaign, and felt that having either of those logos could be deterrents or distracting from the job at hand (as per point 1)
3. The only space where the content is supported publicly by MoH has now been changed to Te Whatu Ora and that's on our realnurses.co.nz website. So MoH absolutely doesn't feel the right space now.

We would really strongly suggest sticking with this strategy of having a realnurses page as we still feel it's the right approach. And in doing so removes the added problems around changing part way through a campaign.

As we've said all the way through though, while Curative managing the social media community hasn't ever been part of the scope of work, nor is it a space we wanted to encourage chat anyway at this stage. We ultimately just want to drive everyone to the realnurses website to find out more info. However, we are also working alongside Together to find out how we best manage any comments made on any posts (and indeed where those posts will live / how we access and keep an eye on any comments. As previously discussed, where possible we'll be turning off the comments section!)

Let us know what you think. I thought given how much had been on, it might be useful to remind ourselves why we took this approach in the first place! Tom, super happy for you to pick up the phone at any stage for us to have a chat about things. Let me know if you think it'd be helpful for me to convey this to Samme within the group email context / whether we all jump on a quick zoom tomorrow to round out the conversation.

Many thanks indeed
yvette

Yvette Woods (She/Her)
Senior Project Manager
s 9(2)(a)
yvette@curative.co.nz
curative.co.nz

On Mon, 8 Aug 2022 at 15:17, Jane Bodkin <Jane.Bodkin@health.govt.nz> wrote:

Welcome back Tom!

Jane Bodkin (she/her)

Clinical Chief Advisor, Nursing | Office of the Chief Clinical Officers | Manatū Hauora

E: jane.bodkin@health.govt.nz | M: s 9(2)(a)

From: Tom Stephenson <Tom.Stephenson@health.govt.nz>

Sent: Monday, 8 August 2022 2:15 pm

To: Samme Moore <Samme.Moore@health.govt.nz>; Yvette Woods <yvette@curative.co.nz>

Cc: Melissa Brenzinger <Melissa.Brenzinger@health.govt.nz>; Clair Bosworth <Clair.Bosworth@health.govt.nz>;

Patricia Canlas <Patricia.Canlas@health.govt.nz>; Nadine Gray <Nadine.Gray@health.govt.nz>; Jane Bodkin

<Jane.Bodkin@health.govt.nz>; Jaimie Crawford | Together <jaimie@wearetogether.co.nz>; Red Nicholson

<red@curative.co.nz>

Subject: RE: Real Nurses nurse recruitment campaign query

Hi all – I'm back now (and am gradually getting through all the emails!) if that means we can have a meeting before Thursday? Would be good to connect up and make sure we can run our ads through the MOH account ASAP!

Thanks,

Tom

--

Tom Stephenson (he/him)

Principal Advisor, Comms and Engagement | Kaitohutohu Mātāmua

People and Capability

waea pūkoro: 04 907 5001 | tīmēra: tom.stephenson@health.govt.nz

133 Molesworth Street, Wellington, 6011

From: Samme Moore <Samme.Moore@health.govt.nz>
Sent: Monday, 8 August 2022 1:36 pm
To: Yvette Woods <yvette@curative.co.nz>
Cc: Melissa Brenzinger <Melissa.Brenzinger@health.govt.nz>; Clair Bosworth <Clair.Bosworth@health.govt.nz>; Patricia Canlas <Patricia.Canlas@health.govt.nz>; Nadine Gray <Nadine.Gray@health.govt.nz>; Jane Bodkin <Jane.Bodkin@health.govt.nz>; Jaimie Crawford | Together <jaimie@wearetogether.co.nz>; Tom Stephenson <Tom.Stephenson@health.govt.nz>; Red Nicholson <red@curative.co.nz>
Subject: RE: Real Nurses nurse recruitment campaign query

Kia ora Yvette,

Unfortunately I am on leave on Thursday & Friday this week, as I am moving house. I will be back the following Monday (15th) if we can schedule something for that week?

Is it too late to instead request that you advertise on the Ministry of Health FB page instead? We advise against setting up campaign specific FB pages for a variety of reasons, including lack of audience trust. Advertising via our FB page also means that my team can monitor the comments and respond where required.

Together already have access to our FB page, but I can grant Curative access ASAP too.

Ngā mihi,

Samme

My office hours are predominantly 7.30am – 3.30pm Monday to Friday. For anything urgent outside of these hours, please send me a txt or email socialmedia@health.govt.nz.

From: Yvette Woods <yvette@curative.co.nz>
Sent: Monday, 8 August 2022 1:19 pm
To: Samme Moore <Samme.Moore@health.govt.nz>

Cc: Melissa Brenzinger <Melissa.Brenzinger@health.govt.nz>; Clair Bosworth <Clair.Bosworth@health.govt.nz>; Patricia Canlas <Patricia.Canlas@health.govt.nz>; Nadine Gray <Nadine.Gray@health.govt.nz>; Jane Bodkin <Jane.Bodkin@health.govt.nz>; Jaimie Crawford | Together <jaimie@wearetogether.co.nz>; Tom Stephenson <Tom.Stephenson@health.govt.nz>; Red Nicholson <red@curative.co.nz>

Subject: Re: Real Nurses nurse recruitment campaign query

Kia ora Samme

Hope you're well!

I'm wondering if we try to schedule something in for Thursday? I'm hopeful that Tom may be back from his holiday by then, but will also add our key contacts (Jane, Nadine & Clair) on the contact list too. Would 1.30pm on Thurs 11th work? If so I'll send out an invite with a zoom link.

We also have an issue we're hoping you're able to help with: We have created a Real Nurses Facebook page, so that we can advertise with paid media on Meta. But to make sure our Facebook page stays up, we need to provide a 'disclaimer' proving who we are advertising on behalf of. This requires us to include an MoH / Te Whatu Ora email address, which will be listed publicly if people go searching for it. We need to get it sorted ASAP, or else we'll be prevented from continuing our advertising. Yikes! I wondered whether your socials email might be a feasible option? Then it doesn't have a name attached to it? It's relatively easy to sort, but once we add that email in, you'd get a code which you'd have to share with us, so that we can log in and make it all legit.

Let me know what you think, and if the socials email wouldn't be right, whose we could use?

Many thanks indeed

yvette

Yvette Woods ([She/Her](#))

Senior Project Manager

s 9(2)(a)

yvette@curative.co.nz

curative.co.nz

On Fri, 5 Aug 2022 at 09:27, Samme Moore <Samme.Moore@health.govt.nz> wrote:

Thank you, Yvette!

Definitely a good idea to jump on a call and chat things through with @Melissa (who manages the Te Whatu Ora social) and myself. How are you placed for the first half of next week?

Ngā mihi,

Samme

My office hours are predominantly 7.30am – 3.30pm Monday to Friday. For anything urgent outside of these hours, please send me a txt or email socialmedia@health.govt.nz.

From: Yvette Woods <yvette@curative.co.nz>

Sent: Friday, 5 August 2022 9:05 am

To: Samme Moore <Samme.Moore@health.govt.nz>

Cc: Clair Bosworth <Clair.Bosworth@health.govt.nz>; Patricia Canlas <Patricia.Canlas@health.govt.nz>; Nadine Gray <Nadine.Gray@health.govt.nz>; Jane Bodkin <Jane.Bodkin@health.govt.nz>; Jaimie Crawford | Together <jaimie@wearetogether.co.nz>

Subject: Re: Real Nurses nurse recruitment campaign query

Ata mārie Samme,

Nice to e-meet you!

We have a large digital campaign rolling, of which social media comms is a component. Primarily our media is programmatic buy, so our media partners have been working hard to match our Real Nurses up with audiences that they'll particularly resonate with.

I spoke briefly with the team about our campaign running off both the MoH and te Whatu Ora social media pages. So feels like maybe it'd be worth all collectively meeting and discussing an approach? Is that something you'd be

able to arrange? I think it'd make most sense to universally agree how and when we post, alongside the paid media. I've copied in our media partners, Together. As we'll want them to be part of the conversation too.

Meanwhile, here's two folders where you can find all our content:

We're launching with these first:

[https://www.dropbox.com/scl/fo/addl8r7kfj4zdn9kqbti/h?dl=0&preview=1-1 Personality REAL Grace FB Insta.mp4&rlkey=iu2yryhf8lba2a4c1v956vkf](https://www.dropbox.com/scl/fo/addl8r7kfj4zdn9kqbti/h?dl=0&preview=1-1%20Personality%20REAL%20Grace%20FB%20Insta.mp4&rlkey=iu2yryhf8lba2a4c1v956vkf)

And will then follow up with these:

<https://www.dropbox.com/scl/fo/wf1d4ghu7y6wgqn1a200a/h?dl=0&rlkey=f2frbspfclfi64qu0ps27m4e1>

Look forward to hearing from you.

Best

yvette

—

Yvette Woods ([She/Her](#))

Senior Project Manager

s 9(2)(a)

yvette@curative.co.nz

curative.co.nz

On Thu, 4 Aug 2022 at 10:55, Samme Moore <Samme.Moore@health.govt.nz> wrote:

Perfect, thank you, Clair!

Yvette, nice to meet you. Keen to understand the plan for the social media advertising portion of the Real Nurses campaign. Or keen to be involved if this is still in concept stage.

There are some guidelines we must follow when working with agencies for social media campaigns promoted via MoH channels, so happy to jump on a call and chat through these if that's easier.

Ngā mihi,

Samme

My office hours are predominantly 7.30am – 3.30pm Monday to Friday. For anything urgent outside of these hours, please send me a txt or email socialmedia@health.govt.nz.

From: Clair Bosworth <Clair.Bosworth@health.govt.nz>

Sent: Wednesday, 3 August 2022 7:00 pm

To: Samme Moore <Samme.Moore@health.govt.nz>; Patricia Canlas <Patricia.Canlas@health.govt.nz>; Nadine Gray <Nadine.Gray@health.govt.nz>; Jane Bodkin <Jane.Bodkin@health.govt.nz>

Cc: Yvette Woods <yvette@curative.co.nz>

Subject: RE: Real Nurses nurse recruitment campaign query

Hi Samme,

Yvette at Curative is more than happy to talk to you I have copied her into this.

Tom when he is back from leave will also want to be involved or over any planning.

Thanks

Clair

From: Samme Moore <Samme.Moore@health.govt.nz>
Sent: Wednesday, 3 August 2022 11:19 am
To: Patricia Canlas <Patricia.Canlas@health.govt.nz>; Nadine Gray <Nadine.Gray@health.govt.nz>; Clair Bosworth <Clair.Bosworth@health.govt.nz>
Subject: RE: Real Nurses nurse recruitment campaign query

Thank you, Patricia! I appreciate your help.

Ngā mihi,

Samme

My office hours are predominantly 7.30am – 3.30pm Monday to Friday. For anything urgent outside of these hours, please send me a txt or email socialmedia@health.govt.nz.

From: Patricia Canlas <Patricia.Canlas@health.govt.nz>
Sent: Wednesday, 3 August 2022 10:30 am
To: Samme Moore <Samme.Moore@health.govt.nz>; Nadine Gray <Nadine.Gray@health.govt.nz>; Clair Bosworth <Clair.Bosworth@health.govt.nz>
Subject: RE: Real Nurses nurse recruitment campaign query

Kia ora Samme – I'm connecting you with @Nadine Gray and @Clair Bosworth who will be able to provide information on the Real Nurses campaign (or point you in the right direction).

Ngā mihi,

Patricia

From: Samme Moore <Samme.Moore@health.govt.nz>
Sent: Wednesday, 3 August 2022 10:23 am
To: Patricia Canlas <Patricia.Canlas@health.govt.nz>
Subject: Real Nurses nurse recruitment campaign query

Kia ora Patricia,

Hoping you might be able to help me with a query in Tom's absence. I was wanting a bit more information about the '[Real Nurses](#)' nurse recruitment campaign, and the social media/ paid advertising that will be part of the campaign. I've been told Curative is the media agency, but not sure if I am able to speak to them directly?

I am keen to understand their plan for the social media advertising. If they want to promote this via the Ministry's Facebook page, I will need to give them advertising access, and work with them on the ad schedule to ensure we have team members on board to manage the comments on the queries.

Ngā mihi,

Samme Moore (she/her) | Social Media Lead

Mobile: s 9(2)(a)

samme.moore@health.govt.nz

www.health.govt.nz

Manatū Hauora, 133 Molesworth Street, Thorndon, Wellington 6011

