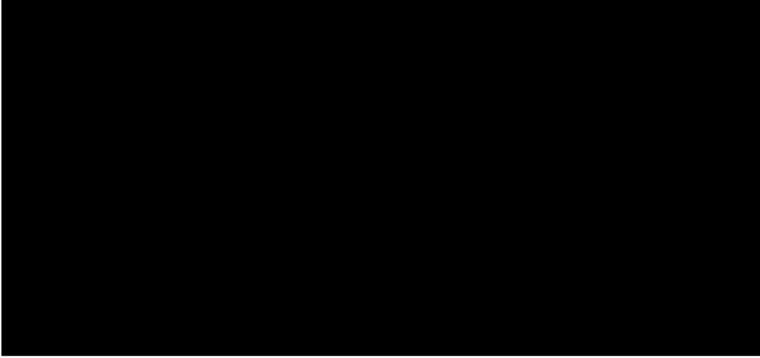


18 July 2019



Response to your request for official information

Thank you for your request for information under the Official Information Act 1982 (the Act) on 20 June 2019 for:

“Can I please have a copy of the GSK media analysis (Isentia; 2017) that's referred to in the Ministry's review into the research on Māori vaccination rates if possible, please?”

A copy of the report *Isentia media insights* (commissioned by GlaxoSmithKline) is attached to this letter.

I trust that this information fulfils your request.

Please note that this response, with your personal details removed, may be published on the Ministry of Health website.

Yours sincerely



Deborah Woodley
**Deputy Director-General
Population Health and Prevention**



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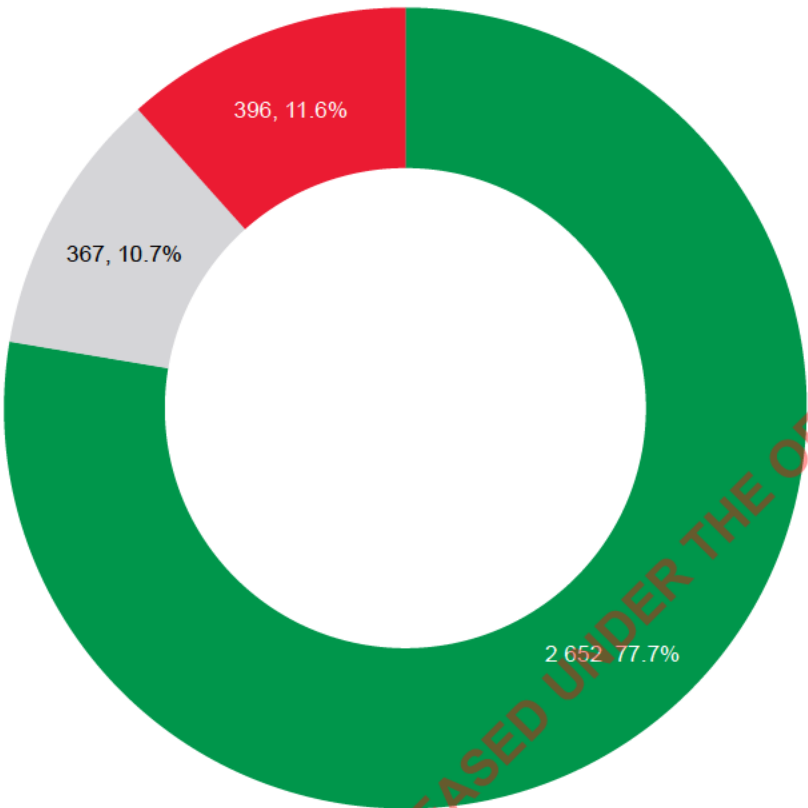
Isentia media insights

Kania Sugandi, Media Analyst

An analysis commissioned and funded by GlaxoSmithKline New Zealand Ltd

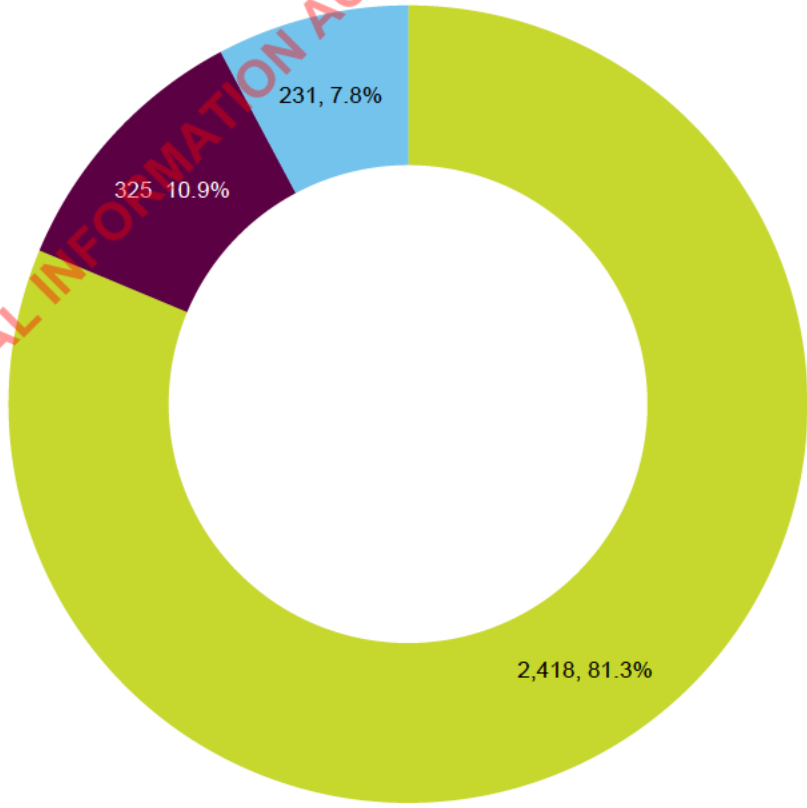


Coverage by Favourability



● FAVOURABLE ● NEUTRAL ● UNFAVOURABLE

Coverage by View on Vaccination

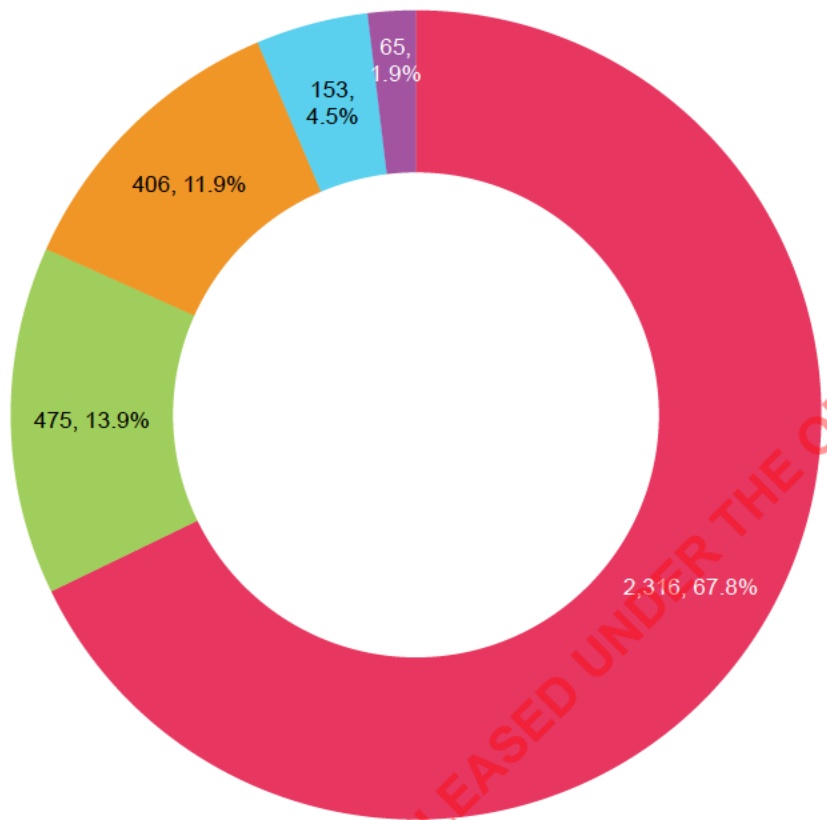


● SUPPORTS VACCINATION ● AGAINST VACCINATION ● NO STRONG OPINION/UNDECIDED

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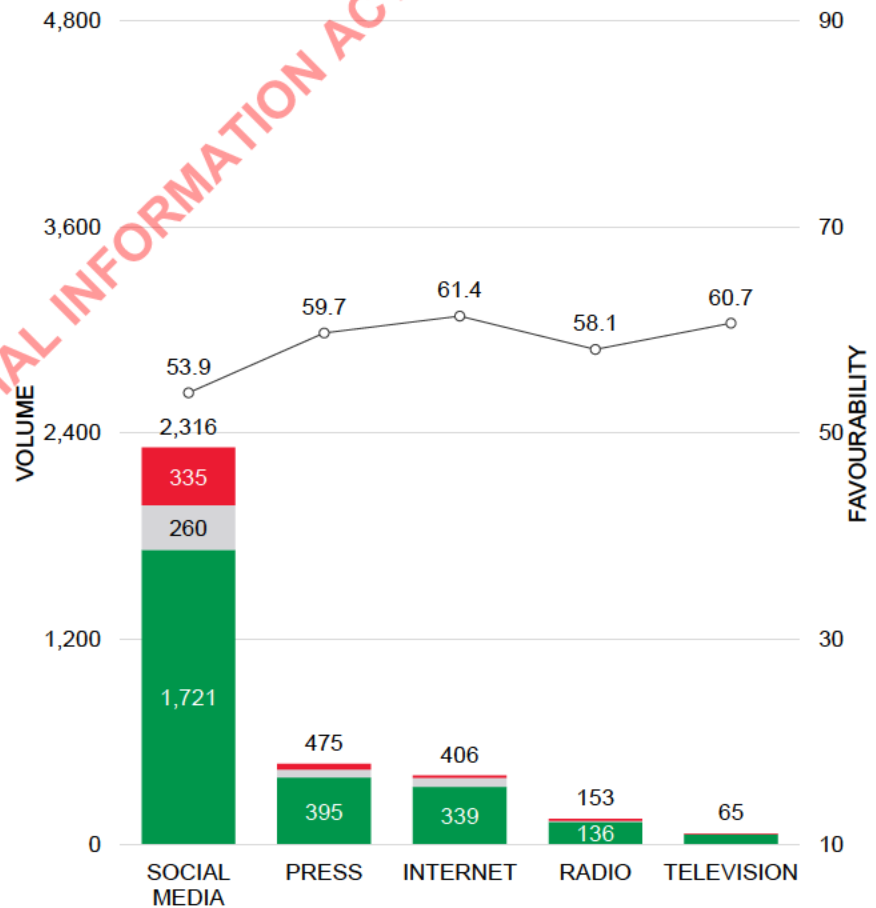


Coverage by Media Type



● PRESS ● RADIO ● TELEVISION ● INTERNET ● SOCIAL

Coverage by Media Type & Favourability

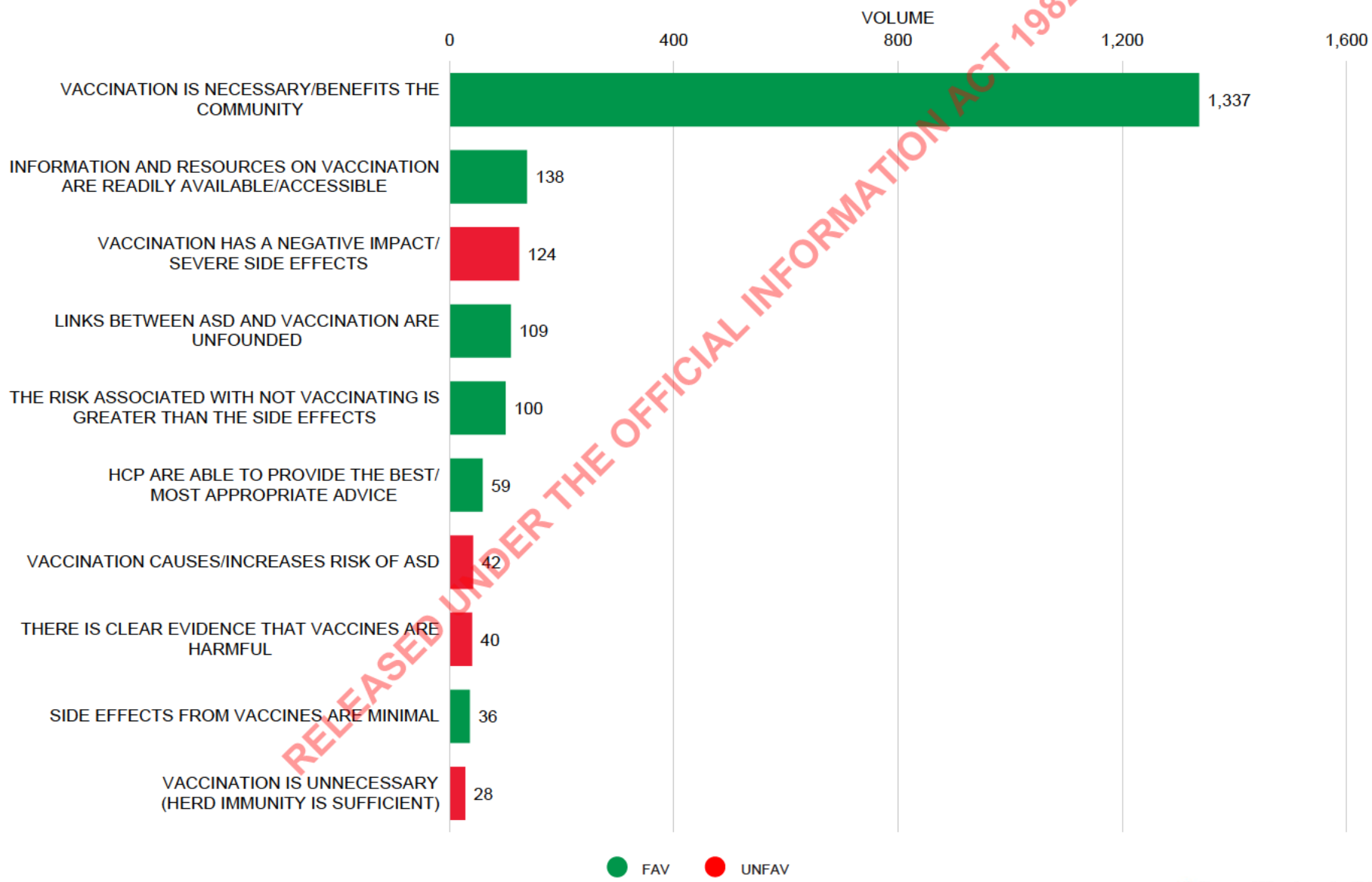


● FAV ● NEU ● UNFAV — AVG FAV

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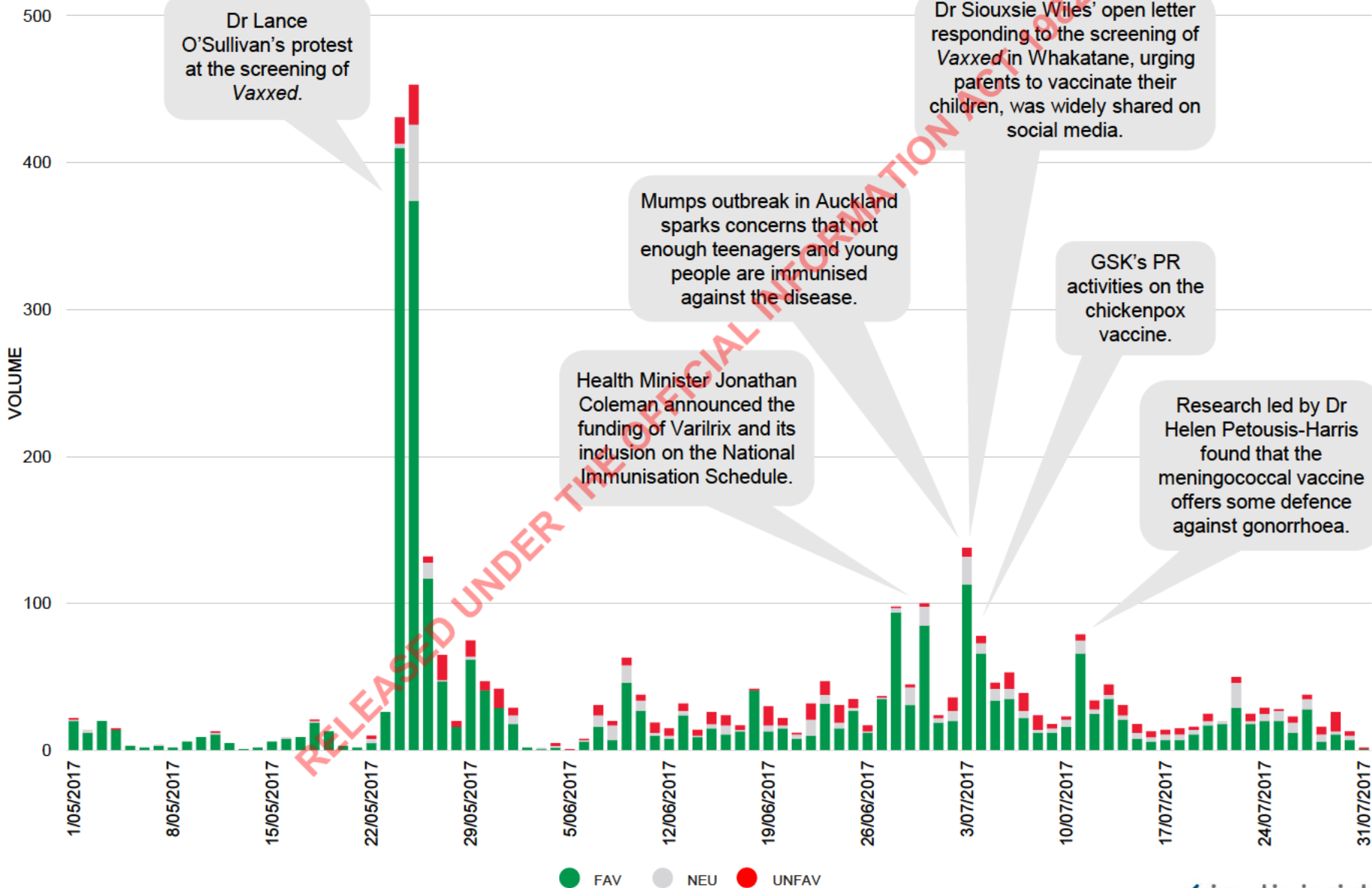


Leading Messages



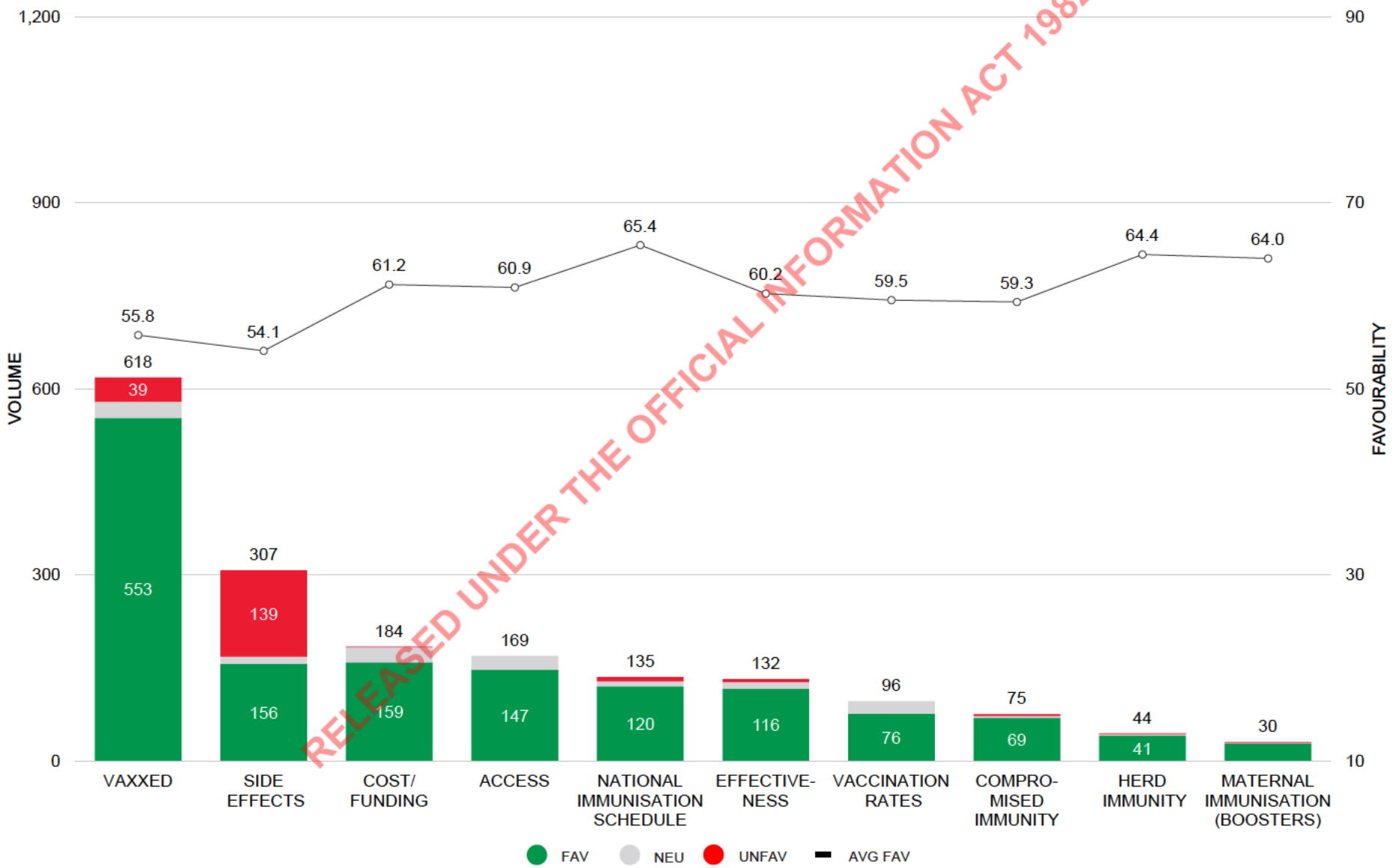
VACCINATIONS AND VARILRIX MAY-JULY 2017

Daily Trend



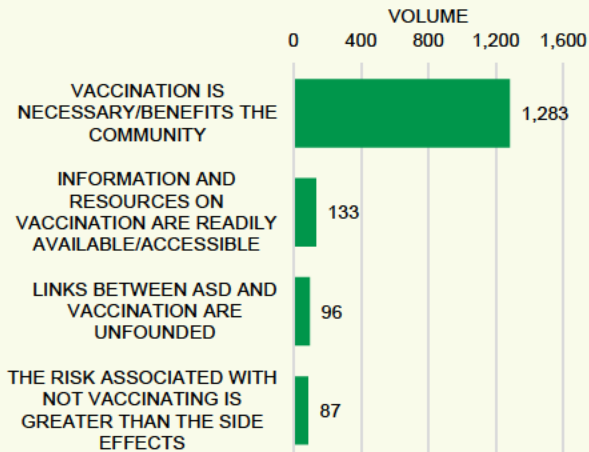


Leading Vaccination Issues

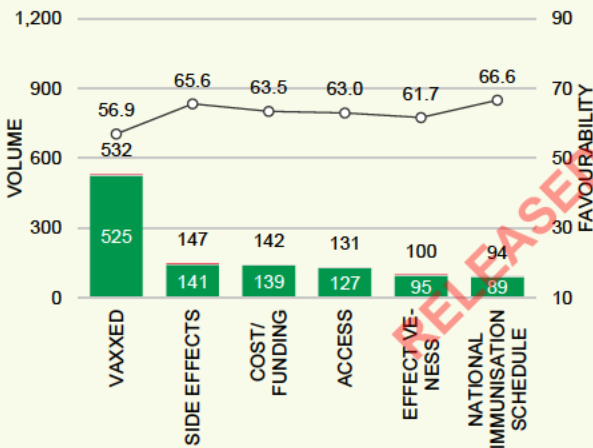


Supports Vaccination

Leading Messages

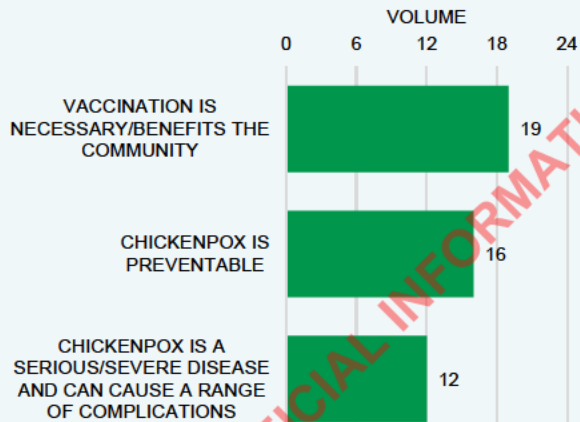


Leading Issues

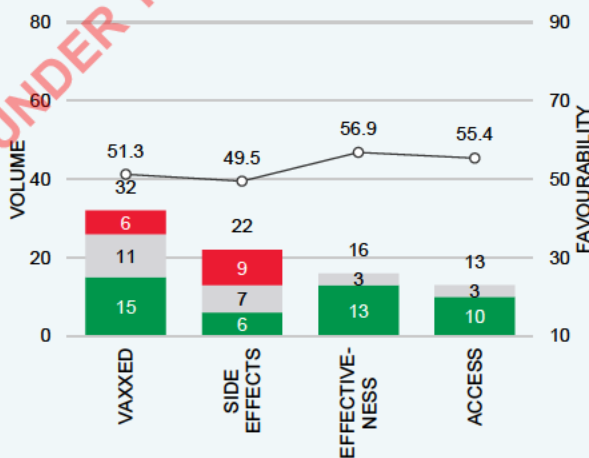


No Strong Opinion/Undecided

Leading Messages

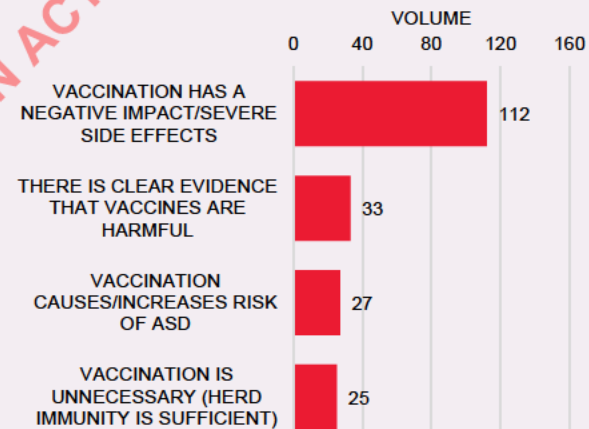


Leading Issues

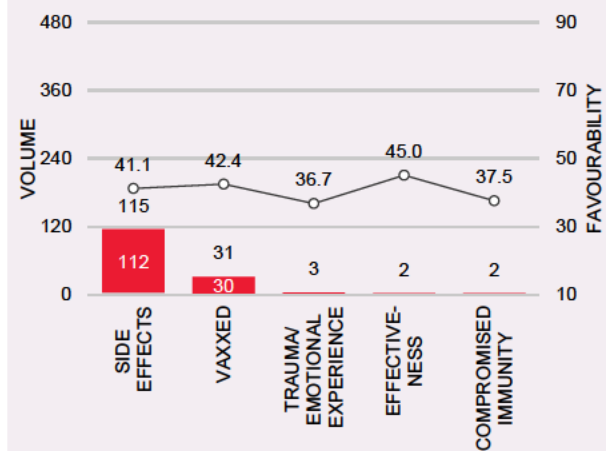


Against Vaccination

Leading Messages

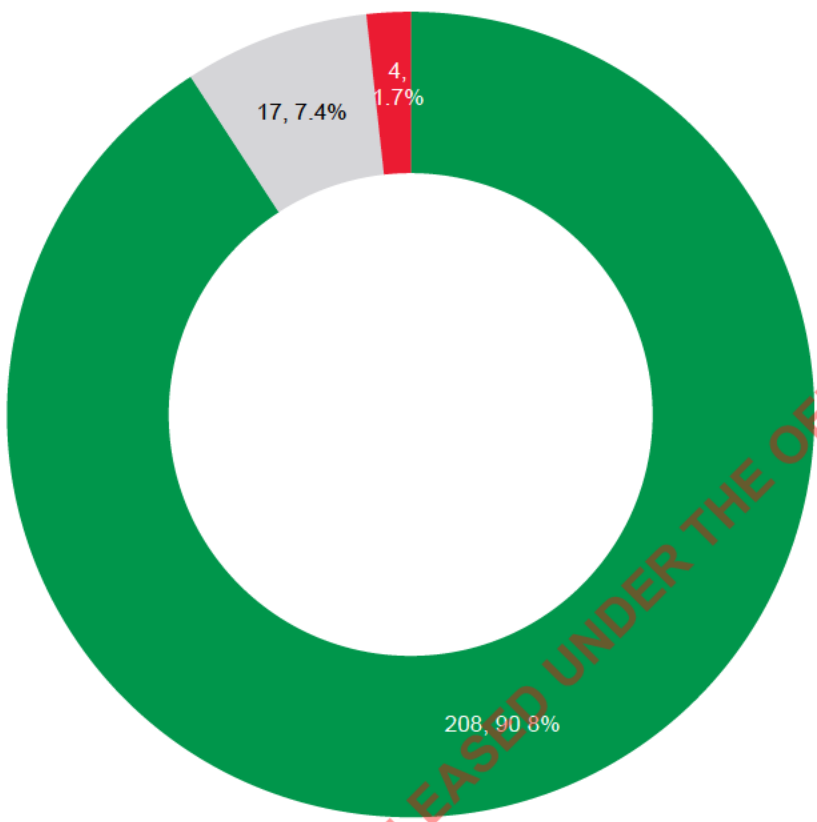


Leading Issues



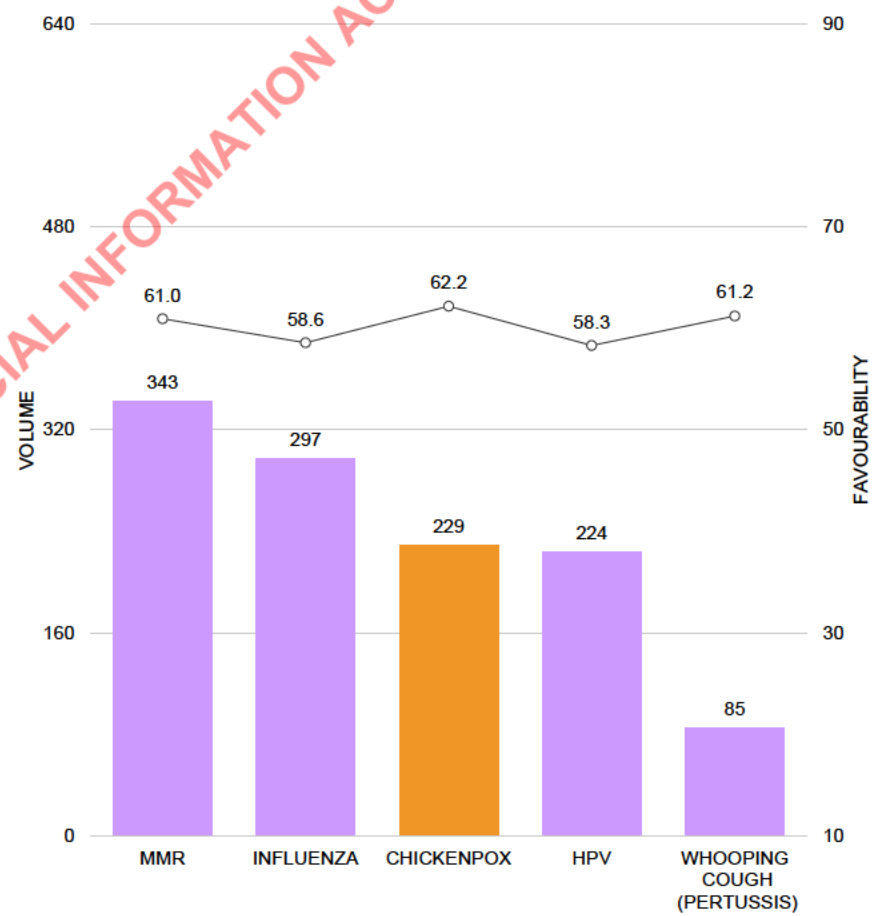


Coverage by Favourability – Chickenpox & Varilrix



● FAVOURABLE ● NEUTRAL ● UNFAVOURABLE

Comparison: Chickenpox v. Other Vaccines

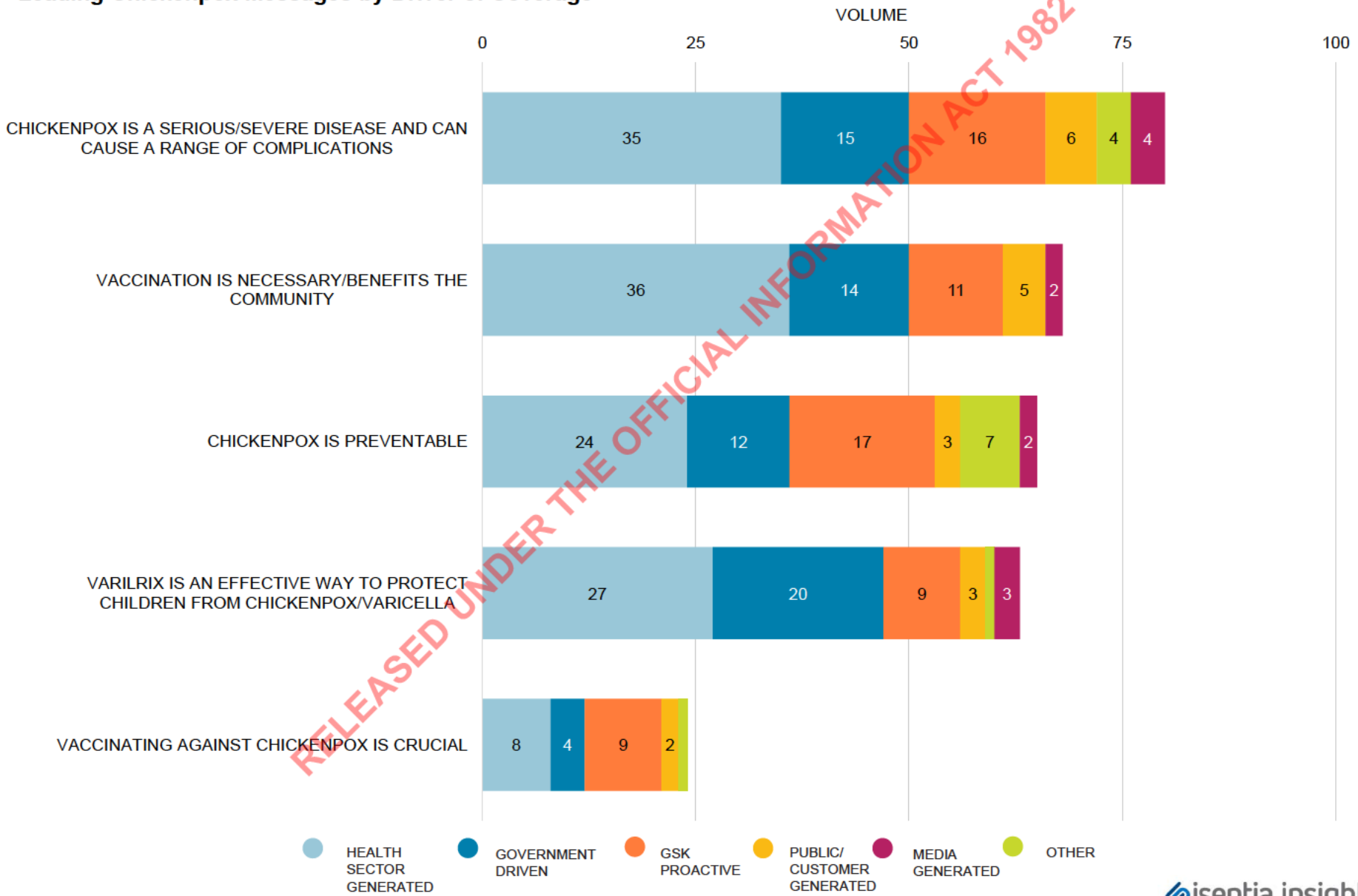


● ● VOLUME — AVG FAV

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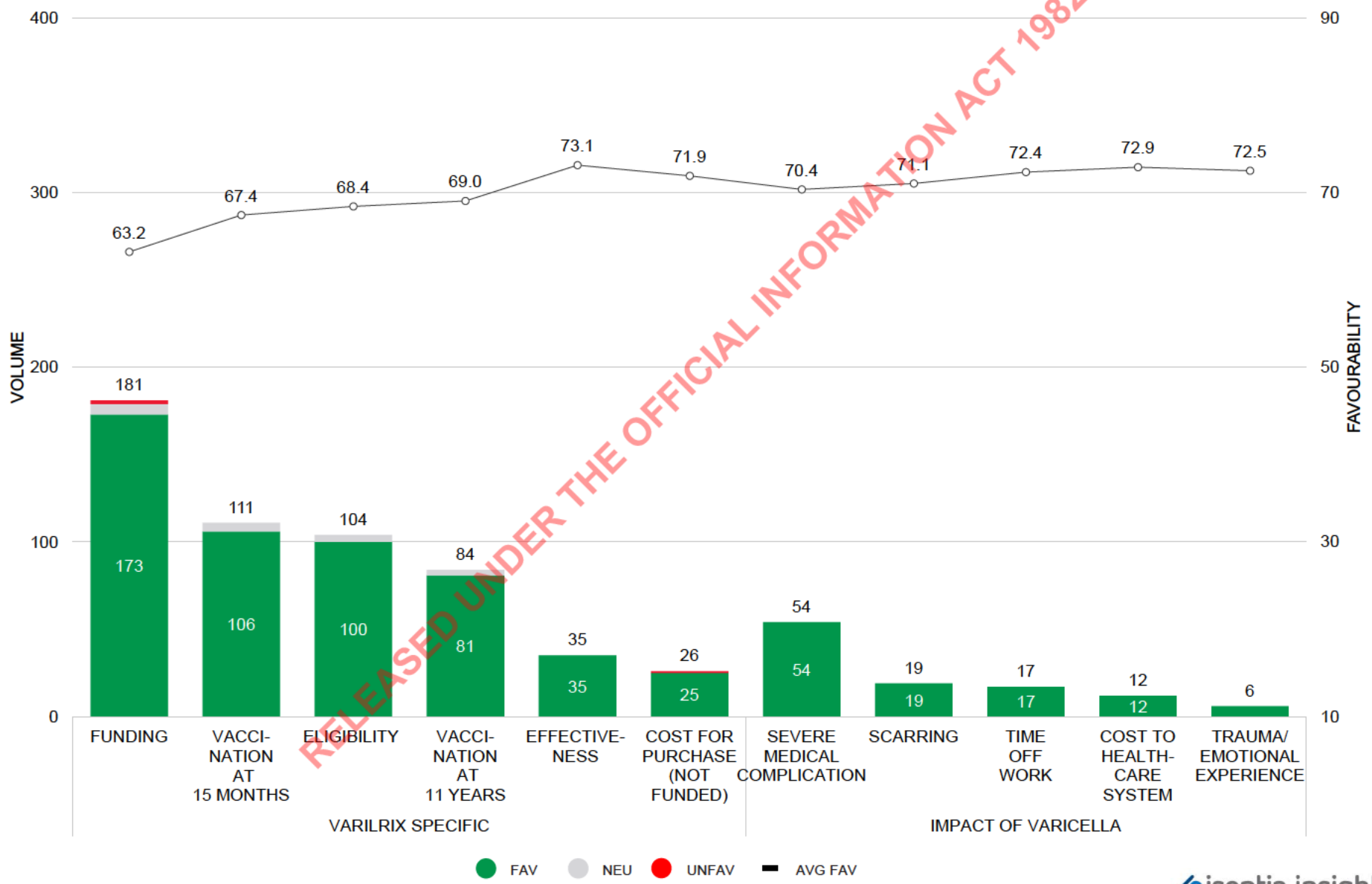
Leading Chickenpox Messages by Driver of Coverage



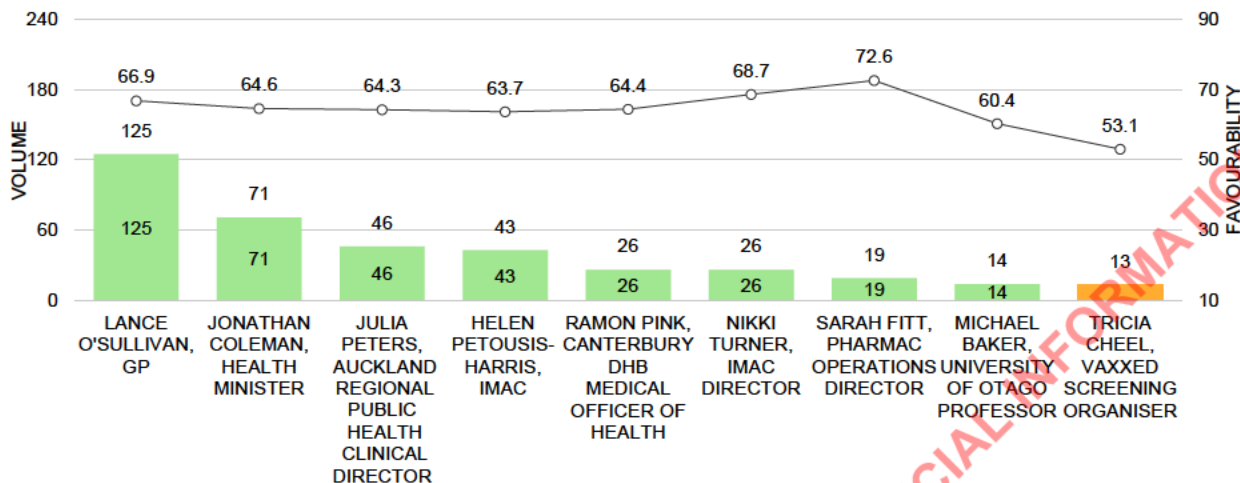
RELEASED UNDER THE OFFICIAL INFORMATION ACT 1982



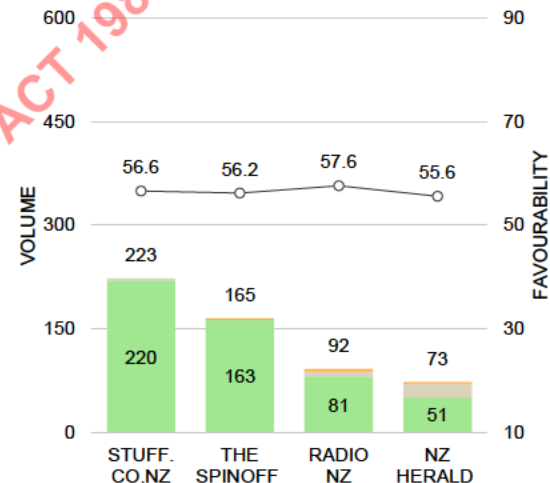
Leading Issues – Chickenpox & Varilrix



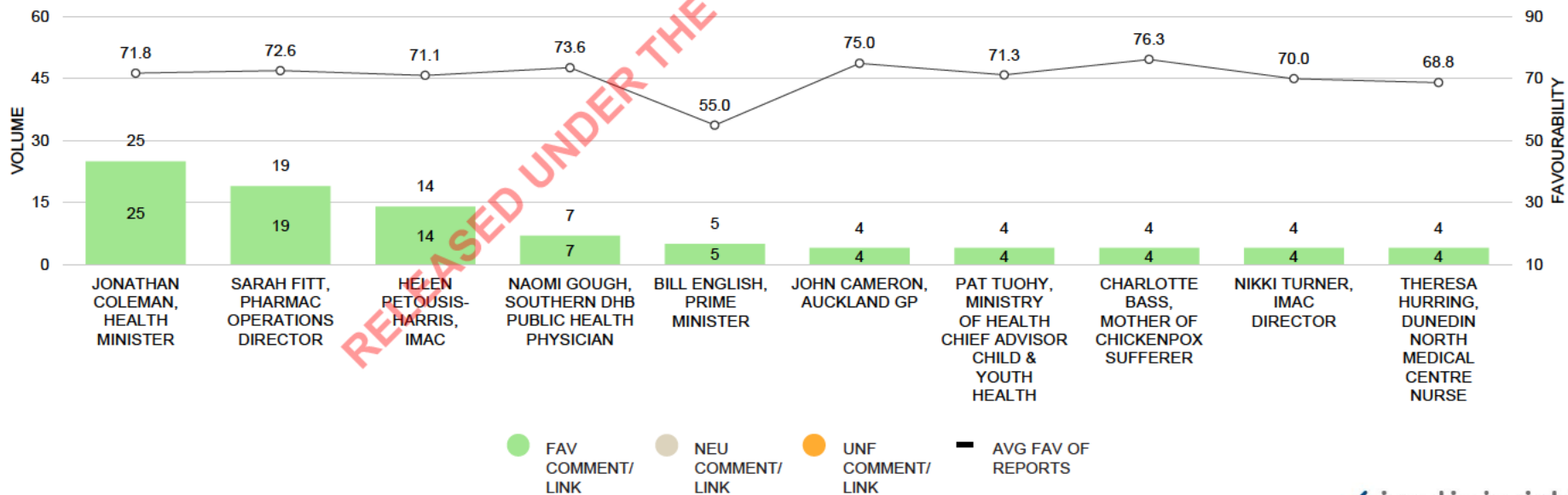
Leading Spokespeople & Commentators – All Vaccination



Leading Social Media Links



Leading Spokespeople & Commentators – Chickenpox & Varilrix



● FAV COMMENT/LINK
 ● NEU COMMENT/LINK
 ● UNF COMMENT/LINK
 — AVG FAV OF REPORTS

Summary

- **Vaccination** was a **prominent topic of discussion** in the three-month period between May and July 2017, generating a high volume of editorial media coverage and social media conversations (3,415 items).
- While the subject appeared to be fiercely debated, **a large majority of coverage was very favourable** and **expressed strong pro-vaccination views** (81.3%).
- A **very small portion of the analysed coverage** (10.9%) conveyed **anti-vaccination sentiments**, while 7.8% appeared to be undecided or hold no strong opinion on the matter.
- **Vaxxed** attracted **significant media attention** and sparked widespread social media conversations. However, the majority of these were **highly critical of the film** and **often framed by pro-vaccination views**.
- **Side effects** was a **key concern and source of scepticism** in regards to vaccination, with 124 items conveying the view that *vaccination has a negative impact/severe side effects*.
- However, **the sentiment that vaccination is necessary and benefits the community** was **far more prevalent** and was the most frequently communicated message by an overwhelming margin (1,337 mentions).
- While **coverage on the chickenpox vaccine** was comparatively more modest in volume, it was **almost exclusively favourable in tone**.
- The **seriousness and severity of chickenpox as a disease was frequently acknowledged** in media reporting and social media posts (80 mentions), as was the fact that **chickenpox is preventable** and that **Varilrix will protect children** from it.
- **Media activity by GSK, the Minister of Health, the Ministry of Health, and the wider health sector** around the funding of Varilrix was also effective in **highlighting and reinforcing the importance of vaccination**.