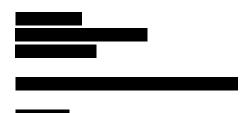


CORPORATE OFFICE

Level 1 32 Oxford Terrace Christchurch Central **CHRISTCHURCH 8011**

Telephone: 0064 3 364 4160 Fax: 0064 3 364 4165 carolyn.gullery@cdhb.health.nz

24 April 2019



RE Official Information Act request CDHB 10028 and WCDHB 9277

I refer to your email dated 30 January 2019, requesting the following information under the Official Information Act from Canterbury DHB and West Coast DHB.

Please provide the total amount of spending on advertising in the past five financial years, by year, including financial year 2018/19 to date. For each year, please break this down into how much of each annual spend was used in each of the following categories:

- 1. Facebook and Facebook-owned properties (Instagram, WhatsApp)
- 2. Social media influencers
- 3. Other social media (e.g. Snapchat)
- 4. Search engine marketing (broken down by which search engine was used e.g. Google, Bing, Yahoo! etc)
- 5. Other online advertising
- 6. Television
- 7. Radio, including podcasts
- 8. Outdoor (e.g. billboards, buses)

Please refer to **Appendix 1** (attached) for the information you have requested pertaining to both Canterbury DHB and West Coast DHB. **Please note:** 'Out of Home' covers Billboards, Buses, Street Posters and other postering such as those used on the odd occasion in washrooms in shopping malls.

Additionally, for Canterbury DHB, please refer to **Table one** (below) for the amount spent on the All Right? Campaign during financial years 2014/15 – 2017/18. Note this amount includes advertising placement, posters, billboards, online radio advertising and other collateral such as badges, downtime dice etc. Further information on Allright? Is available at <u>www.allright.org.nz</u>;

Table one.		
Financial year	\$\$	Campaign
2014/15	\$484,000	All Right? is a Healthy Christchurch initiative led by the Canterbury District Health Board and the Mental Health Foundation of New Zealand. It has also had support from the Ministry of Social Development and many other organisations including Red Cross, SKIP, the Christchurch City Council and the Waimakariri District Council
2015/16	\$484,000	As above
2016/17	\$537,000	As above
2017/18	\$751,114	As above

Table one:

Established after the series of earthquakes that hit Canterbury in 2010/11 All Right? supports people to become more aware of their mental health and wellbeing, and to take small and regular steps to improve it. Research on the effectiveness of the programme is available on the Allright? website.

I trust that this satisfies your interest in this matter.

Please note that this response, or an edited version of it, may be published on the Canterbury DHB and West Coast DHB websites after your re4ceipt of this response.

Yours sincerely

Carolyn Gullery Executive Director Planning, Funding & Decision Support

CDHB EXPENDITURE 2014-2018

CAMPAICH		F/BOOK &			CEADOU		TELEVICION	84810	OUT OF HOME
CAMPAIGN	TOTAL EXPENDITURE	INSTAGRAM	SOCIAL INFLUENCERS	OTHER SOCIAL MEDIA	SEARCH	ONLINE DISPLAY	TELEVISION	RADIO	OUT OF HOME
2014									
Facebook Promo	500.00	500.00							
Hopsital Development - Public Meetings	10,416.26							4,909.26	
Waimakiriri Public meeting Rural Radio	1,077.50 2,280.00							2,280.00	
Cervical Screening	2,500.00								2,500.00
Hospital Car Parking Changes	69,091.91	2,553.45				6,500.00		18,518.46	4,500.00
Hospital Rear access closure	2,100.00								
2015									
Lung Campaign	3,400.00								3,400.00
Retail Tender	1,077.44								
GP Enrol / Flu Facilities	29,500.00	3,500.00				26,000.00			
Rangiora Health Hub	1,854.88								
Park & Ride Changes	42,506.18	3,000.00				8,000.00		13,036.18	
2016									
Burwood Open Day & Shift of Services	41,372.79	3,500.00				7,000.00		9,707.79	
GP Enrol / 24/7 / Kids free	87,306.50	4,000.00				18,000.00		14,291.50	40,600.00
Care around the Clock Ashburton	12,238.00	1,000.00				2,000.00		2,888.00	2,825.00
Care around the Clock Chch	1,000.00								
Care around the Clock Chch	9,350.00								9,350.00
CATC / Junior Doctors Strike Care around the Clock Ashburton	10,529.00 4,810.00	1,500.00						9,029.00	3,060.00
Ashburton Open Day	1,600.00	2,000.00							3,000.00
Kaikoura Earthquake	4,720.00	1,000.00							
Kaikoura Earthquake	4,120.00								
Kaikoura Earthquake (Cant Farming)	1,532.90								
Care around the Clock (Dec-Jan 2017)	21,338.75	3,000.00						15,018.75	
2017									
CATC / Junior Doctors Strike	10,969.00	1,500.00						9,469.00	
Retail Tenancy	969.30								
Care around the Clock Free Elu (Hugurui & Kaikoura)	76,063.00 2,490.00	3,500.00				15,000.00		16,709.00	25,305.00
Free Flu (Hurunui & Kaikoura) 2018	2,450.00	6.0.00							
	6,500.00								
Census Influenza Campaign (Hurunui & KK)	8,239.60								
Influenza Campaign (Christchurch)	90,637.70	3,000.00			3,000.00	18,800.00		15,897.50	38,575.00
Influenza Campaign (West Coast)	12,918.80								
Park & Ride Changes	52,337.50	2,500.00				11,500.00		14,535.00	
Nurses Strikes	22,271.60	1,000.00				5,475.00		12,396.60	
Nurses Strikes West Coast	6,671.70	250.00				500.00		1,133.30	
Nurses Strikes West Coast	6,671.70 TOTAL EXP		SOCIAL INFLUENCERS	OTHER SOCIAL MEDIA	SEARCH		TELEVISION		OUT OF HOME
Nurses Strikes West Coest TOTALS		250.00	SOCIAL INFLUENCERS	OTHER SOCIAL MEDIA	SEARCH 3,000.00	500.00	TELEVISION 0.00	1,133.30	OUT OF HOME 130,115.00
TOTALS	TOTAL EXP 669,251.51	230.00 FACEBOOK/INSTGRM				500.00 ONLINE DISPLAY		1,133.30 RADIO	
	TOTAL EXP 669,251.51	230.00 FACEBOOK/INSTGRM			3,000.00	500.00 ONLINE DISPLAY		1,133.30 RADIO	
TOTALS WCDHB EXPENDITURE 20	TOTAL EXP 669,251.51	230.00 FACEBOOK/INSTGRM	0.00	0.00	3,000.00 NB. Google only	500.00 ONLINE DISPLAY 118,775.00	0.00	1,133.30 RADIO 159,819.34	130,115.00
TOTALS	TOTAL EXP 669,251.51	230.00 FACEBOOK/INSTGRM 36,953.45			3,000.00	500.00 ONLINE DISPLAY		1,133.30 RADIO	
TOTALS WCDHB EXPENDITURE 20	TOTAL EXP 669,251.51	250.00 FACEBOOK/INSTGRM 36,953.45 F/BOOK &	0.00	0.00	3,000.00 NB. Google only	500.00 ONLINE DISPLAY 118,775.00	0.00	1,133.30 RADIO 159,819.34	130,115.00
TOTALS WCDHB EXPENDITURE 20 CAMPAIGN 2014	TOTAL EXP 669,251.51 014-2018 TOTAL EXPENDITURE	250.00 FACEBOOK/INSTGRM 36,953.45 F/BOOK &	0.00	0.00	3,000.00 NB. Google only	500.00 ONLINE DISPLAY 118,775.00	0.00	1,133.30 RADIO 159,819.34 RADIO	130,115.00
TOTALS WCDHB EXPENDITURE 20 CAMPAIGN 2014 Builler Older Persons Health	TOTAL EXP 669,251.51 014-2018 TOTAL EXPENDITURE 5,623.08	250.00 FACEBOOK/INSTGRM 36,953.45 F/BOOK &	0.00	0.00	3,000.00 NB. Google only	500.00 ONLINE DISPLAY 118,775.00	0.00	1,133.30 RADIO 159,819.34	130,115.00
TOTALS WCDHB EXPENDITURE 20 CAMPAIGN 2014 Buller Older Persons Health 150th Anniversary	TOTAL EXP 669,251.51 014-2018 TOTAL EXPENDITURE 5,623.08 525.00	250.00 FACEBOOK/INSTGRM 36,953.45 F/BOOK &	0.00	0.00	3,000.00 NB. Google only	500.00 ONLINE DISPLAY 118,775.00	0.00	1,133.30 RADIO 159,819.34 RADIO	130,115.00
TOTALS WCDHB EXPENDITURE 20 CAMPAIGN 2014 Buller Older Persons Health 130th Anniversary Reefton Engagement	TOTAL EXP 669,251.51 014-2018 TOTAL EXPENDITURE 5,623.08 525.00 524.20	250.00 FACEBOOK/INSTGRM 36,953.45 F/BOOK &	0.00	0.00	3,000.00 NB. Google only	500.00 ONLINE DISPLAY 118,775.00	0.00	1,133.30 RADIO 159,819.34 RADIO	130,115.00
TOTALS WCDHB EXPENDITURE 20 CAMPAIGN 2014 Buller Older Persons Health 150th Anniversary	TOTAL EXP 669,251.51 014-2018 TOTAL EXPENDITURE 5,623.08 525.00	250.00 FACEBOOK/INSTGRM 36,953.45 F/BOOK &	0.00	0.00	3,000.00 NB. Google only	500.00 ONLINE DISPLAY 118,775.00	0.00	1,133.30 RADIO 159,819.34 RADIO	130,115.00
TOTALS WCDHB EXPENDITURE 20 CAMPAIGN 2014 Buller Older Persons Health 150th Anniversary Reefton Engagement Buller Older Persons Health	TOTAL EXP 669,251.51 14-2018 TOTAL EXPENDITURE 5,623.08 525.00 524.20 2,750.00	250.00 FACEBOOK/INSTGRM 36,953.45 F/BOOK &	0.00	0.00	3,000.00 NB. Google only	500.00 ONLINE DISPLAY 118,775.00	0.00	1,133.30 RADIO 159,819.34 RADIO	130,115.00
TOTALS WCDHB EXPENDITURE 20 CAMPAIGN 2014 Buller Older Persons Health 150th Anniversary Reefton Engagement Buller Older Persons Health New Fee Structure Diabetes Awareness Week Hospital Stay Survey	TOTAL EXP 6669,251.51 014-2018 TOTAL EXPENDITURE 5,623.08 525.00 524.20 2,750.00 2,633.50 3,300.00 1,145.90	250.00 FACEBOOK/INSTGRM 36,953.45 F/BOOK &	0.00	0.00	3,000.00 NB. Google only	500.00 ONLINE DISPLAY 118,775.00	0.00	1,133.30 RADIO 159,819.34 RADIO	130,115.00
TOTALS WCDHB EXPENDITURE 20 CAMPAIGN 2014 Buller Older Persons Health 150th Anniversary Reefton Engagement Buller Older Persons Health New Fee Structure Diabetes Awareness Week Hospital Stay Survey Xmas Hours	TOTAL EXP 6669,251.51 014-2018 TOTAL EXPENDITURE 5,623.08 525.00 524.20 2,750.00 2,633.50 3,300.00 1,145.90 763.00	250.00 FACEBOOK/INSTGRM 36,953.45 F/BOOK &	0.00	0.00	3,000.00 NB. Google only	500.00 ONLINE DISPLAY 118,775.00	0.00	1,133.30 RADIO 159,819.34 RADIO 300.00	130,115.00
TOTALS WCDHB EXPENDITURE 20 CAMPAIGN 2014 Buller Older Persons Health 150th Anniversary Reefton Engagement Buller Older Persons Health New Fee Structure Diabetes Awareness Week Hospital Stay Survey Xmas Hours Grey Hospital & IFHC	TOTAL EXP 6669,251.51 014-2018 TOTAL EXPENDITURE 5,623.08 525.00 524.20 2,750.00 2,633.50 3,300.00 1,145.90	250.00 FACEBOOK/INSTGRM 36,953.45 F/BOOK &	0.00	0.00	3,000.00 NB. Google only	500.00 ONLINE DISPLAY 118,775.00	0.00	1,133.30 RADIO 159,819.34 RADIO	130,115.00
TOTALS WCDHB EXPENDITURE 20 CAMPAIGN 2014 Buller Older Persons Health 150th Anniversary Reefton Engagement Buller Older Persons Health New Fee Structure Diabetes Awareness Week Hospital Stay Survey Xmas Hours Grey Hospital & IFHC 2015	TOTAL EXP 669,251.51 014-2018 TOTAL EXPENDITURE 5,623.08 325.00 524.20 2,750.00 2,635.50 3,300.00 1,145.90 763.00 3,679.85	250.00 FACEBOOK/INSTGRM 36,953.45 F/BOOK &	0.00	0.00	3,000.00 NB. Google only	500.00 ONLINE DISPLAY 118,775.00	0.00	1,133.30 RADIO 159,819.34 RADIO 300.00	130,115.00
TOTALS WCDHB EXPENDITURE 20 CAMPAIGN 2014 Buller Older Persons Health 150th Anniversary Reefton Engagement Buller Older Persons Health New Fee Structure Diabetes Awareness Week Hospital Stay Survey Xmas Hours Grey Hours Grey Hours Grey Hours Buller Older Persons Health	TOTAL EXP 669,251.51 014-2018 TOTAL EXPENDITURE 5,623.08 525.00 2,623.00 2,623.00 2,623.00 2,635.30 3,300.00 1,145.90 765.00 3,679.85 2,823.08	250.00 FACEBOOK/INSTGRM 36,953.45 F/BOOK &	0.00	0.00	3,000.00 NB. Google only	500.00 ONLINE DISPLAY 118,775.00	0.00	1,133.30 RADIO 159,819.34 RADIO 300.00 656.25 250.00	130,115.00
TOTALS WCDHB EXPENDITURE 20 CAMPAIGN 2014 Buller Older Persons Health 150th Anniversary Reefton Engagement Buller Older Persons Health New Fee Structure Diabetes Awareness Week Hospital Stay Survey Xmas Hours Grey Hospital & IFHC 2015	TOTAL EXP 669,251.51 014-2018 TOTAL EXPENDITURE 5,623.08 325.00 524.20 2,750.00 2,635.50 3,300.00 1,145.90 763.00 3,679.85	250.00 FACEBOOK/INSTGRM 36,953.45 F/BOOK &	0.00	0.00	3,000.00 NB. Google only	500.00 ONLINE DISPLAY 118,775.00	0.00	1,133.30 RADIO 159,819.34 RADIO 300.00	130,115.00
TOTALS WCDHB EXPENDITURE 20 CAMPAIGN 2014 Buller Older Persons Health 150th Anniversary Reefton Engagement Buller Older Persons Health New Ree Structure Diabetes Awareness Week Hospital Stay Survey Xmas Hours Grey Hospital & IFHC 2015 Buller Older Persons Health Buller Older Persons Health	TOTAL EXP 6669,251.51 014-2018 TOTAL EXEMPLICIE 5,623.08 525.00 524.20 2,750.00 2,633.50 3,300.00 1,145.90 763.00 3,679.85 2,823.08 2,773.08	250.00 FACEBOOK/INSTGRM 36,953.45 F/BOOK &	0.00	0.00	3,000.00 NB. Google only	500.00 ONLINE DISPLAY 118,775.00	0.00	1,133.30 RADIO 159,819.34 RADIO 300.00 656.25 250.00	130,115.00
TOTALS WCDHB EXPENDITURE 20 CAMPAIGN 2014 Buller Older Persons Health 150th Anniversary Reefton Engagement Buller Older Persons Health New Fee Structure Diabetes Awareness Week Hospital Stay Survey Xmas Hours Grey Hospital & IFHC 2015 Buller Older Persons Health Buller Older Persons Health	TOTAL EXP 6669,251.51 014-2018 TOTAL EXCENDITURE 5,623.08 525.00 524.20 2,750.00 2,633.50 3,300.00 1,145.90 763.00 3,679.85 2,823.08 2,773.08 1,297.92	250.00 FACEBOOK/INSTGRM 36,953.45 F/BOOK &	0.00	0.00	3,000.00 NB. Google only	500.00 ONLINE DISPLAY 118,775.00	0.00	1,133.30 RADIO 159,819.34 RADIO 300.00 656.25 250.00	130,115.00
TOTALS WCDHB EXPENDITURE 20 CAMPAIGN 2014 Buller Older Persons Health 150th Anniversary Reefton Engagement Buller Older Persons Health New Fee Structure Diabetes Awareness Week Hospital Stay Survey Xmas Hours Grey Hospital & IFHC 2015 Buller Older Persons Health Buller Older Persons Health Buller Older Persons Health Buller Older Persons Health UCDHB Announcement Diabetes Awareness Week	TOTAL EXP 6669,251.51 014-2018 TOTAL EXCENDITURE 5,623.08 525.00 524.20 2,750.00 2,633.50 3,300.00 1,145.90 763.00 3,679.85 2,823.08 2,773.08 1,297.92	250.00 FACEBOOK/INSTGRM 36,953.45 F/BOOK &	0.00	0.00	3,000.00 NB. Google only	500.00 ONLINE DISPLAY 118,775.00	0.00	1,133.30 RADIO 159,819.34 RADIO 300.00 656.25 250.00	130,115.00
TOTALS WCDHB EXPENDITURE 20 CAMPAIGN 2014 Buller Older Persons Health 150th Anniversary Reefton Engagement Buller Older Persons Health New Fee Structure Diabetes Awareness Week Hospital Stay Survey Xmas Hours Grey Hospital & IFHC 2015 Buller Older Persons Health Buller Older Person	TOTAL EXP 669,251.51 14-2018 TOTAL EXPENDITURE 5,623.08 525.00 524.20 2,750.00 2,633.50 3,300.00 1,145.90 763.00 3,679.85 2,823.08 2,773.08 1,297.92 3,500.00	250.00 FACEBOOK/INSTGRM 36,953.45 F/BOOK &	0.00	0.00	3,000.00 NB. Google only	500.00 ONLINE DISPLAY 118,775.00	0.00	1,133.30 RADIO 159,819.34 RADIO 300.00 656.25 250.00	130,115.00
TOTALS WCDHB EXPENDITURE 20 GAMPAIGN 2014 Buller Older Persons Health 150th Anniversary Reefton Engagement Buller Older Persons Health New Fee Structure Diabetes Awareness Week Hospital Stay Survey Xmas Hours Grey Hospital & IFHC 2015 Buller Older Persons Health South Westland Meetings 2017 Fublic Notice	TOTAL EXP 6669,251.51 014-2018 TOTAL EXPENDITURE 5,623.08 525.00 2,750.00 2,635.50 3,300.00 1,143.90 763.00 3,679.85 2,823.08 2,773.08 1,297.92 3,500.00 1,200.00 819.00	250.00 FACEBOOK/INSTGRM 36,953.45 F/BOOK &	0.00	0.00	3,000.00 NB. Google only	500.00 ONLINE DISPLAY 118,775.00	0.00	1,133.30 RADIO 159,819.34 RADIO 300.00 656.25 250.00	130,115.00
TOTALS WCDHB EXPENDITURE 20 GAMPAIGN 2014 Buller Older Persons Health 150th Anniversary Reefton Engagement Buller Older Persons Health New Fee Structure Diabetes Awareness Week Hospital Stay Survey Xmas Hours Grey Hospital & IFHC 2015 Buller Older Persons Health Subjetes Awareness Week 2016 South Westland Meetings 2017 Public Notice Scholarship	TOTAL EXP 6669,251.51 014-2018 TOTAL EXPENDITURE 5,623.08 525.00 524.20 2,750.00 2,633.50 3,300.00 1,143.90 763.00 3,679.85 2,823.08 2,773.08 1,297.92 3,500.00 1,200.00 819.00 690.00	250.00 FACEBOOK/INSTGRM 36,953.45 F/BOOK &	0.00	0.00	3,000.00 NB. Google only	500.00 ONLINE DISPLAY 118,775.00	0.00	1,133.30 RADIO 159,819.34 RADIO 300.00 656.25 250.00	130,115.00
TOTALS WCDHB EXPENDITURE 20 CAMPAIGN 2014 Buller Older Persons Health 150th Anniversary Reetfon Engagement Buller Older Persons Health New Fee Structure Diabetes Awareness Week Hospital Stay Survey Xmas Hours Grey Hospital & IFHC 2015 Buller Older Persons Health Buller Older Persons Health Buller Older Persons Health Buller Older Persons Health UCDHB Announcement Diabetes Awareness Week 2016 South Westland Meetings 2017 Public Notice Scholarship Patient Safety Week	TOTAL EXP 6669,251.51 014-2018 TOTAL EXPENDITURE 5,623.08 525.00 2,750.00 2,635.50 3,300.00 1,143.90 763.00 3,679.85 2,823.08 2,773.08 1,297.92 3,500.00 1,200.00 819.00	250.00 FACEBOOK/INSTGRM 36,953.45 F/BOOK &	0.00	0.00	3,000.00 NB. Google only	500.00 ONLINE DISPLAY 118,775.00	0.00	1,133.30 RADIO 159,819.34 RADIO 300.00 656.25 250.00	130,115.00
TOTALS WCDHB EXPENDITURE 20 CAMPAIGN 2014 Buller Older Persons Health 150th Anniversary Reefton Engagement Buller Older Persons Health New Fee Structure Diabetes Awareness Week Hospital Stay Survey Xmas Hours Grey Hospital & IFHC 2015 Buller Older Persons Health Buller Older Person	TOTAL EXP 669,251.51 014-2018 TOTAL EXPENDITURE 5,623.08 525.00 2,750.00 2,633.50 3,300.00 1,145.90 763.00 3,679.85 2,823.08 2,773.08 2,773.08 2,773.08 1,297.92 3,500.00 1,200.00 819.00 690.00 409.30	250.00 FACEBOOK/INSTGRM 36,953.45 F/BOOK &	0.00	0.00	3,000.00 NB. Google only	500.00 ONLINE DISPLAY 118,775.00	0.00	1,133.30 RADIO 159,819.34 RADIO 300.00 656.25 250.00 200.00	130,115.00
TOTALS WCDHB EXPENDITURE 20 CAMPAIGN 2014 Buller Older Persons Health 150th Anniversary Reefton Engagement Buller Older Persons Health New Fee Structure Diabetes Awareness Week Hospital Stay Survey Xmas Hours Grey Hospital & IFHC 2015 Buller Older Persons Health Buller Older Person	TOTAL EXP 6669,251.51 014-2018 TOTAL EXPENDITURE 5,623.08 525.00 524.20 2,750.00 2,635.50 3,300.00 1,145.90 763.00 3,679.85 2,823.08 2,777.08 1,297.92 3,500.00 1,200.00 819.00 690.00 409.50 5,059.50	250.00 FACEBOOK/INSTGRM 36,953.45 F/BOOK &	0.00	0.00	3,000.00 NB. Google only	500.00 ONLINE DISPLAY 118,775.00	0.00	1,133.30 RADIO 159,819.34 RADIO 300.00 656.25 250.00	130,115.00
TOTALS WCDHB EXPENDITURE 20 CAMPAIGN 2014 Buller Older Persons Health 150th Anniversary Reefton Engagement Buller Older Persons Health New Fee Structure Diabetes Awareness Week Hospital Stay Survey Xmas Hours Grey Hours Grey Hours Grey Hours Awareness Week 2015 Buller Older Persons Health Buller Older Persons	TOTAL EXP 669,251.51 014-2018 TOTAL EXPENDITURE 5,623.08 525.00 2,750.00 2,633.50 3,300.00 1,145.90 763.00 3,679.85 2,823.08 2,773.08 2,773.08 2,773.08 1,297.92 3,500.00 1,200.00 819.00 690.00 409.30	250.00 FACEBOOK/INSTGRM 36,953.45 F/BOOK &	0.00	0.00	3,000.00 NB. Google only	500.00 ONLINE DISPLAY 118,775.00	0.00	1,133.30 RADIO 159,819.34 RADIO 300.00 656.25 250.00 200.00	130,115.00
TOTALS WCDHB EXPENDITURE 20 CAMPAIGN 2014 Buller Older Persons Health 150th Anniversary Reefton Engagement Buller Older Persons Health New Fee Structure Diabetes Awareness Week Hospital Stay Survey Xmas Hours Grey Hospital & IFHC 2015 Buller Older Persons Health Buller Older Person	TOTAL EXP 669,251.51 014-2018 TOTAL EXPENDITURE 5,623.08 525.00 2,633.00 2,635.30 3,300.00 1,145.90 765.00 3,679.85 2,823.08 2,773.08 1,297.92 3,500.00 1,200.00 819.00 690.00 409.50 2,8340	250.00 FACEBOOK/INSTGRM 36,953.45 F/BOOK &	0.00	0.00	3,000.00 NB. Google only	500.00 ONLINE DISPLAY 118,775.00	0.00	1,133.30 RADIO 159,819.34 RADIO 300.00 656.25 250.00 200.00	130,115.00
TOTALS WCDHB EXPENDITURE 20 GAMPAIGN 2014 Buller Older Persons Health 150th Anniversary Reefton Engagement Buller Older Persons Health New Fee Structure Diabetes Awareness Week Hospital Stay Survey Xmas Hours Grey Hospital & IFHC 2015 Buller Older Persons Health South Westland Meetings 2017 Public Notice Scholarship Patient Safety Week 2018 Westport Communications Phone Outage Buller Health Engagement	TOTAL EXP 669,251.51 014-2018 TOTAL EXPENDITURE 5,623.08 525.00 524.20 2,750.00 2,633.50 3,300.00 1,145.90 763.00 3,679.85 2,823.08 2,773.08 1,297.92 3,500.00 1,200.00 819.00 690.00 218.40 1,338.40 811.20	EACEBOOK/INSTGRM 36,953.45	0.00 SOCIAL INFLUENCERS	0.00 OTHER SOCIAL MEDIA	3,000.00 NB. Google only SEARCH	ONLINE DISPLAY 118,775.00	0.00 TELEVISION	1,133.30 RADIO 159,819.34 RADIO 300.00 656.25 250.00 200.00 1,377.60	130,115.00 OUT OF HOME
TOTALS WCDHB EXPENDITURE 20 GAMPAIGN 2014 Buller Older Persons Health 150th Anniversary Reefton Engagement Buller Older Persons Health New Fee Structure Diabetes Awareness Week Hospital Stay Survey Xmas Hours Grey Hospital & IFHC 2015 Buller Older Persons Health South Westland Meetings 2017 Public Notice Scholarship Patient Safety Week 2018 Westport Communications Phone Outage Buller Health Engagement	TOTAL EXP 6669,251.51 014-2018 TOTAL EXPENDITURE 5,623.08 525.00 2,750.00 2,635.50 3,300.00 1,143.90 763.00 3,679.85 2,823.08 2,773.08 1,297.92 3,500.00 1,200.00 819.00 650.00 409.50 2,18.40 1,338.40	250.00 FACEBOOK/INSTGRM 36,953.45 F/BOOK &	0.00	0.00	3,000.00 NB. Google only	500.00 ONLINE DISPLAY 118,775.00	0.00	1,133.30 RADIO 159,819.34 RADIO 300.00 656.25 250.00 200.00	130,115.00

OTHER	OTHER CHANNEL
	NEWSPAPER
5,507.00 1,077.50	NEWSPAPER
37,020.00	NEWSPAPER
2,100.00	NEWSPAPER
1,077.44	
12,961.20 1,854.88	NEWSPAPER NEWSPAPER
1,834.88	NEWSPAPER
21,165.00	NEWSPAPER
10,415.00	NEWSPAPER
3,525.00	Magazine
1,000.00	magazine
750.00	
1,600.00	Newspaper
3,720.00 4,120.00	NEWSPAPER NEWSPAPER
1,532.90	Magazine Insert
3,320.00	NEWSPAPER
969.30	NEWSPAPER
15,549.00	NEWSPAPER
1,840.00	NEWSPAPER
6,500.00 8,239.60	NEWSPAPER NEWSPAPER
11,365.20	NEWSPAPER
12,918.80	NEWSPAPER
23,802.50	NEWSPAPER
3,400.00 4,788.40	NEWSPAPER NEWSPAPER
4,700.40	
OTHER	
220,588.72	
OTHER	OTHER CHANNEL
5,323.08	NEWSPAPER
525.00	NEWSPAPER NEWSPAPER
2,750.00	NEWSPAPER
2,635.50	NEWSPAPER
3,300.00 1,145.90	NEWSPAPER NEWSPAPER
1,145.90	NEWSPAPER
3,023.60	NEWSPAPER
2,573.08	NEWSPAPER NEWSPAPER
1,297.92	NEWSPAPER
3,500.00	NEWSPAPER
1,200.00	NEWSPAPER
819.00	NEWSPAPER
690.00	NEWSPAPER
409.50	NEWSPAPER
3,681.90 218.40	NEWSPAPER NEWSPAPER
1,338.40	NEWSPAPER
811.20	NEWSPAPER
OTHER	
39,102.76	