



19 February 2024

Tēnā koe

Official Information Act request

Thank you for your email of 19 January 2024, requesting information about Ministry advertising placed in Haere-roa, 90 Ilam Road, Christchurch.

I have considered your request under the Official Information Act 1982 (the Act).

The Ministry is aware of one Broken Heartline poster that is placed in the Foundry bar washrooms for the Love Better campaign. This advertising started from 4 September 2023 and is ongoing. The University of Canterbury's Student Association may be able to confirm the exact date the poster was put up in the washrooms.

If you would like information about other advertising placed on campus, I would suggest you contact the University of Canterbury's Student Association directly.

More information about the Love Better campaign is available at the following links:

- www.msd.govt.nz/about-msd-and-our-work/work-programmes/initiatives/family-and-sexual-violence/youth-campaign-love-better.html
- <https://www.clemengerbbdo.co.nz/the-work/broken-heartline>.

I will be publishing this decision letter, with your personal details deleted, on the Ministry's website in due course.

If you wish to discuss this response with us, please feel free to contact OIA_Requests@msd.govt.nz.

If you are not satisfied with my decision on your request you have the right to seek an investigation and review by the Ombudsman. Information about how to make a complaint is available at www.ombudsman.parliament.nz or 0800 802 602.

Ngā mihi nui

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Magnus O'Neill
General Manager
Ministerial and Executive Services