

The background features a repeating pattern of yellow geometric shapes, including triangles and parallelograms, arranged in a grid-like fashion. The shapes are oriented diagonally, creating a sense of movement and structure.

Unite
against
COVID-19

March 2020

- Wed 4** 1 Covid-19 case
- Sat 7** Establishment of AoG comms team
- Wed 11** Cabinet Committee requests campaign - in 1 week
- Thur 12** Agency briefed
- Sat 13** Brand platform agreed
- Wed 18** Unite against COVID-19 launched
- Sat 21** Alert Level System announced - NZ is on AL2
- Mon 23** NZ is on AL3
- Wed 25** NZ is on AL4
- Sun 29** First death
- Tues 31** 647 Covid-19 cases

Rapid change

Monday, 23 March 2020	Tuesday, 24 March 2020	Wednesday, 25 March 2020	Thursday, 26 March 2020	Friday, 27 March 2020	Saturday, 28 March 2020	Sunday, 29 March 2020
<ul style="list-style-type: none"> 102 total cases NZ moves to Alert Level 3 – Restrict, with notice of Level 4 in 48 hours Places the public congregates are closed; public events cancelled; schools close except for essential workers' children; people ordered to get home Economic: Reserve Bank lowers the OCR Economic: Further \$4 billion in support packages announced 1,050 tests per day 9,246 total tests 	<ul style="list-style-type: none"> 155 total cases 1,544 tests per day 10,790 total tests Economic: \$6.25 billion Business Finance Guarantee Scheme for SMEs Economic: Six month repayment holiday for mortgage holders and SMEs affected by COVID related disruption Epidemic Preparedness Notice issued; later activates measures in the Social Security Act 2018 and the Immigration Act 2009 Travel: NZers overseas advised to shelter in place Immigration: Many visas for people caught in COVID disruption extended or rolled over Travel: Deadline for domestic travel home extended to Friday 27 March 	<ul style="list-style-type: none"> 205 total cases 2,592 test per day 13,382 total tests Alert Level 4 activated at 11.59pm National State of Emergency in place Housing: Rents frozen; limits on ending tenancies Economic: Taxation regime changed to ease burden on businesses disrupted by COVID Economic: Parliament authorizes up to \$52 billion in spending to combat COVID disruption Border: Further self-isolation and quarantine requirements for new arrivals; all passengers screened for COVID on arrival Economic: Further MBIE guidance on essential services 	<ul style="list-style-type: none"> 283 total cases 2,117 test per day 15,499 total tests Welfare: \$27 million for NGOs and community groups to continue providing essential services Welfare: MBIE works to provide accommodation for those who need somewhere to self-isolate Temporary limits on the amount of medication pharmacies can dispense 	<ul style="list-style-type: none"> 368 total cases 2,067 test per day 17,566 total tests Travel: Domestic travel for people to get home ends at midnight Medical face masks from the national reserve are distributed to DHBs; local production ramps up Economic: Wage subsidy scheme updated and expanded Expressions of interest sought from health and care professionals for the Covid-19 response 	<ul style="list-style-type: none"> 456 total cases 1,809 test per day 19,375 total tests Ministry of Health releases PPE advice for essential non-health workers Transport: All expired WOFs will be deemed current during Alert Level 4 Trade: Tariffs removed on medical imports for Covid-19 response 	<ul style="list-style-type: none"> 514 total cases First Covid-19 death in New Zealand 2,067 per day 17,566 total tests There are 43 Community Based Assessment Centres (CBACs) and 51 testing stations Police: Online form launched for reporting breaches of Level 4 restrictions Emails sent to 150,000 over 70s to check on their welfare
<ul style="list-style-type: none"> Border closures in Germany, Canada, Poland, Czech Republic, Denmark 		<ul style="list-style-type: none"> Canada, Australia, Chile, Brunei, and Myanmar join NZ and Singapore in committing to keeping supply and trade links open 	<ul style="list-style-type: none"> 413,000 cases 18,000 deaths 	<ul style="list-style-type: none"> 462,000 cases 21,000 deaths 	<ul style="list-style-type: none"> 202 countries now reporting cases of Covid-19 	

Structure
& empathy

Messaging system

Messaging pillars

Comply

Drive knowledge of and demonstrate compliance with Public Health expertise and Government direction / requirements.

Enable

Drive uptake of available support services, communities looking after one another and continuation of essential services.

Reassure

Grow confidence in New Zealand's response and optimism in / the vision for our nation's ability to recover.

Key comms outtakes

Believe & act accordingly

Community & knowledge

Trust & a shared vision

New Zealand COVID-19 Alert Levels Summary

- The Alert Levels are determined by the Government and specify the public health and social measures to be taken in the fight against COVID-19. Further guidance is available on the [Covid19.govt.nz](https://www.covid19.govt.nz) website.
- The measures may be updated based on new scientific knowledge about COVID-19, information about the effectiveness of control measures in New Zealand and overseas, or the application of Alert Levels at different times (e.g. the application may be different depending on if New Zealand is moving down or up Alert Levels).

- Different parts of the country may be at different Alert Levels. We can move up and down Alert Levels.
- Essential services including supermarkets, health services, emergency services, utilities and goods transport will continue to operate at any level. Employers in those sectors must continue to meet health and safety obligations.
- Restrictions are cumulative (at Alert Level 4, all restrictions from Alert Level 2 and 3 apply).

Published 16 April 2020

ELIMINATION STRATEGY – New Zealand is working together to eliminate COVID-19

Alert Level	Risk Assessment	Range of Measures (can be applied locally or nationally)
Level 4 – Lockdown Likely the disease is not contained	<ul style="list-style-type: none"> • Community transmission is occurring. • Widespread outbreaks and new clusters. 	<ul style="list-style-type: none"> • People instructed to stay at home (in their bubble) other than for essential personal movement. • Safe recreational activity is allowed in local area. • Travel is severely limited. • All gatherings cancelled and all public venues closed. • Businesses closed except for essential services (e.g. supermarkets, pharmacies, clinics, petrol stations) and lifeline utilities. • Educational facilities closed. • Rationing of supplies and requisitioning of facilities possible. • Reprioritisation of healthcare services.
Level 3 – Restrict High risk the disease is not contained	<ul style="list-style-type: none"> • Community transmission might be happening. • New clusters may emerge but can be controlled through testing and contact tracing. 	<ul style="list-style-type: none"> • People instructed to stay home in their bubble other than for essential personal movement – including to go to work, school if they have to or for local recreation. • Physical distancing of two metres outside home (including on public transport), or one metre in controlled environments like schools and workplaces. • People must stay within their immediate household bubble, but can expand this to reconnect with close family / whānau, or bring in caregivers, or support isolated people. This extended bubble should remain exclusive. • Schools (years 1 to 10) and Early Childhood Education centres can safely open, but will have limited capacity. Children should learn at home if possible. • People must work from home unless that is not possible. • Businesses can open premises, but cannot physically interact with customers. • Low risk local recreation activities are allowed. • Public venues are closed (e.g. libraries, museums, cinemas, food courts, gyms, pools, playgrounds, markets). • Gatherings of up to 10 people are allowed but only for wedding services, funerals and tangihanga. Physical distancing and public health measures must be maintained. • Healthcare services use virtual, non-contact consultations where possible. • Inter-regional travel is highly limited (e.g. for essential workers, with limited exemptions for others). • People at high risk of severe illness (older people and those with existing medical conditions) are encouraged to stay at home where possible, and take additional precautions when leaving home. They may choose to work.
Level 2 – Reduce The disease is contained, but the risk of community transmission remains	<ul style="list-style-type: none"> • Household transmission could be occurring. • Single or isolated cluster outbreaks. 	<ul style="list-style-type: none"> • Physical distancing of one metre outside home (including on public transport). • Gatherings of up to 100 people indoors and 500 outdoors allowed while maintaining physical distancing and contact tracing requirements. • Sport and recreation activities are allowed if conditions on gatherings are met, physical distancing is followed and travel is local. • Public venues can open but must comply with conditions on gatherings, and undertake public health measures. • Health services operate as normally as possible. • Most businesses open, and business premises can be open for staff and customers with appropriate measures in place. Alternative ways of working encouraged (e.g. remote working, shift-based working, physical distancing, staggering meal breaks, flexible leave). • Schools and Early Childhood Education centres open, with distance learning available for those unable to attend school (e.g. self-isolating). • People advised to avoid non-essential inter-regional travel. • People at high risk of severe illness (older people and those with existing medical conditions) are encouraged to stay at home where possible, and take additional precautions when leaving home. They may choose to work.
Level 1 – Prepare The disease is contained in New Zealand	<ul style="list-style-type: none"> • COVID-19 is uncontrolled overseas. • Isolated household transmission could be occurring in New Zealand. 	<ul style="list-style-type: none"> • Border entry measures to minimise risk of importing COVID-19 cases. • Intensive testing for COVID-19. • Rapid contact tracing of any positive case. • Self-isolation and quarantine required. • Schools and workplaces open, and must operate safely. • Physical distancing encouraged. • No restrictions on gatherings. • Stay home if you're sick, report flu-like symptoms. • Wash and dry hands, cough into elbow, don't touch your face. • No restrictions on domestic transport – avoid public transport or travel if sick.

Unite against COVID-19

Rallying people around a unified truth; a unified message; a unified author, in a world of uncertainty.

All of us are in this, together.

An active call to fight it. Pointed. Urgent. It's no longer passive, we're going hard.

Call out the enemy; know this is what we're fighting against (not each other).

**Unite
against**

COVID-19

**Mā tātau
katoa e
ārai atu te**

COVID-19

Let's all
wash our
hands.

Omnes

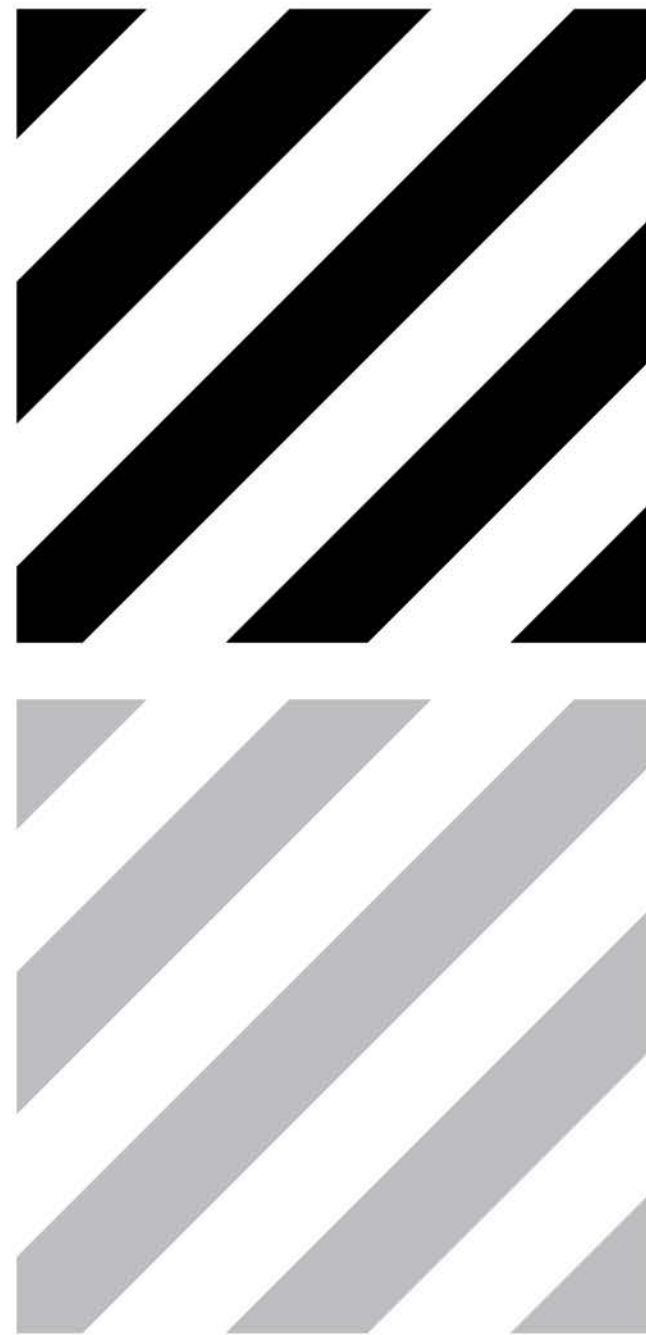
Hairline

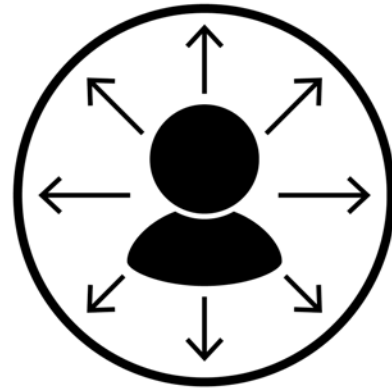
Thin Light

Regular

Medium

Semibold







Washing and drying
your hands kills
the virus

Find out more at
[Covid19.govt.nz](https://www.covid19.govt.nz)
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Stay home
if you are sick

Find out more at
[Covid19.govt.nz](https://www.covid19.govt.nz)
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Cough or sneeze
into your elbow

Find out more at
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Be kind. Check-in
on the elderly or
vulnerable.

Find out more at
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THE COOK UP INN LOCKDOWN STREAM

FT
PAIGE JULIA . LOWETONE . D-LOW
VESIKA . LOW KEY . MUDMONKEY

N8-NZ 4/04/2020 7.30pm
Fundraising for Life Matters



A masterclass in mass communication - and control

Dr Ashley Bloomfield, Aotearoa's wonderful Director-General of Health, passing Covid-19 Response Max posters on Molesworth St, Wellington.

Photo by Kevin Stent for the good folks at Stuff.co.nz



Charlotte Green ▶ Chelsea Winter
Yesterday at 7:07 PM · 🌐

Had to be done... Covid 19 you dick. Best line in that whole ad 😂
And your creamy chicken pie is the absolute best Chelsea!!

👍❤️ 27 1 Comment 1 share



Sonya Marie ▶ Heils Kitchen
33 mins · 📷

Birthday in Lockdown
Jalapeno loaded fries for dinner followed by chocolate birthday cake



👍❤️ 22 2 com



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