

WHAANAU MAAORI MESSAGES

For Raatuu 09 Pipiri 2020 - Tuesday 09 June 2020

Aotearoa moved to Alert Level 1 at 11.59pm on 08.05.2020.

At Alert Level 1, everyone can return without restriction to work, school, sports and domestic travel, and you can get together with as many people as you want.

Following are All of Government messages for adaption and use in your communications to your whānau, hapū and iwi. These messages are current as of today.

Nau mai Pae Mataara 1

Together, our team of five million have achieved a huge amount in just under 11 weeks as the world reckoned with, and continues to reckon with, a virus that went from obscurity at the start of the year to a global pandemic that will linger, with second waves a constant reality.

Thank you all for doing your part to look after yourselves, your whaanau and your communities – it's through our collective efforts that we have been able to achieve this milestone.

Kia mataara tonu taatou, we must stay vigilant, we remain in a global pandemic and the threat of COVID-19 continues. We can ensure the continued safety of our whaanau however by maintaining basic health and hygiene measures and adhering to the The Golden Rules.

The All of Government team will continue working with sector groups, businesses, hospitality firms, churches, schools and others to encourage them to display QR codes via posters at the entrance of premises – so that everyone can maintain their diaries via the NZ Covid Tracer App.

Getting a QR code posters for your premises

We should all continue to keep track of where we've been and who we've seen – this will help with contact tracing if needed.

Like businesses, facilities or venues both commercial (like restaurants or bars) and non-commercial (like marae, community, or church halls) should assist manuhiri and customers to keep track of where they've been, by displaying the Ministry of Health QR code.

- The Ministry of Health is offering a service to create QR code posters for your premises. To get QR code posters generated for your premises call 0800 800 606 or email app@tracing.min.health.nz

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Aawhina – App for Health Workers

The Ministry of Health released a new mobile app, Aawhina, to give health workers quick access to the information they need about COVID-19 from their mobile device anywhere, anytime.

Aawhina contains information such as case definitions, clinical care pathways and Personal Protective Equipment guidance.

The emergence of COVID-19 and the response required by people working in the health and disability sector highlighted the need for a tool to provide easy access to the up-to-date information relevant to their area of work.

The Ministry of Health developed the app with feedback from people working in the health sector, and by learning from approaches taken in other countries to get information about COVID-19 to health workers.

While the app is currently being used to share information about COVID-19, we expect the app will be able to share other health information in the future.

Aawhina is free to download from the Google and Apple app stores. For more information, visit the Ministry of Health webpage.

Kia kotahi moo te whaiooranga | Unite for the Recovery

The Unite Against COVID-19 campaign and channels (including website and social channels) were relaunched today as Unite for Recovery (<https://uniteforrecovery.govt.nz/>) to support the recovery phase. Branding on social platforms have also changed.

Unite
against
COVID-19

Unite
for the
RECOVERY

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A significant pivot for the evolution of the campaign approach for the All of Government COVID-19 response is to kick start the country's focus on the recovery. Our move to Alert Level 1 moves us away from a significant focus on actions in response to the virus, to a significant focus on economic and social recovery from the impacts of the virus.

With this shift in focus, we have changed the master brand from "Unite Against COVID-19" to "Unite for the Recovery". This signals the change, and clearly focuses on our collective effort towards recovery. Our goal is to continue to provide the public with a trusted single source of truth in a responsive, user focused, accessible and helpful way.

The "Unite Against COVID-19" brand will continue to be used for health messaging relating to COVID-19. It will remain as public communications channel so will still be around and available (especially if a return to a higher alert level is required).

Guidelines for use of the new brand are in development.