

Appendix Two – Communications Campaign

MSD will run a comprehensive communications campaign involving a mix of activities, including:

- Sending emails to non-beneficiary clients who may now be eligible for hardship assistance
- Sharing of information with our national and regional networks:
 - Iwi and Pacific partners and stakeholders
 - Disabled Peoples Organisations and disability stakeholders
 - Student associations and tertiary providers
 - Social service agencies and other community groups
 - Building financial capability providers
 - Beneficiary advocates
 - Housing advocates and stakeholders
- Running a news story on the Work and Income and StudyLink websites, and ensuring web content is updated to reflect more people on low incomes will be eligible for support.
- Translating the 'Check what you might get' landing page into Te Reo Māori, Samoan, Tongan, Cook Island Māori, to encourage people from these communities to use the guide and/or call us for help with urgent costs.
- Using Google ads targeted to the sorts of words people in need might search for such as 'pay day loans', 'quick cash' and 'food banks'. The search results will also show an ad promoting MSD's supports and 'Check what you might get'.
- Boosting a Facebook campaign we're about to start which showcases the 'Check what you might get' guide, with posts in Te Reo Māori, Samoan, Tongan, Fijian, Niuean, Tokelauan, Tuvaluan, Kiribati, Cook Island Māori, Punjabi, Vietnamese, Rotuman, Korean, Chinese, Hindi, Spanish, Arabic, Gujarati, Sinhalese, Punjabi and Hindi.
- Printing and distributing additional copies of the 'Check what you might get' flyer to service centres and Citizens Advice Bureaux so they have enough to share with their local networks. We'll also distribute via the Food Network, so foodbanks can include a flyer in food parcels.
- Making the 'Check what you might get' flyer available in targeted health practices, hospitals and after-hours emergency clinics to reach people who aren't MSD clients in a non-digital way.