

arataki Primary
Health
Organisation

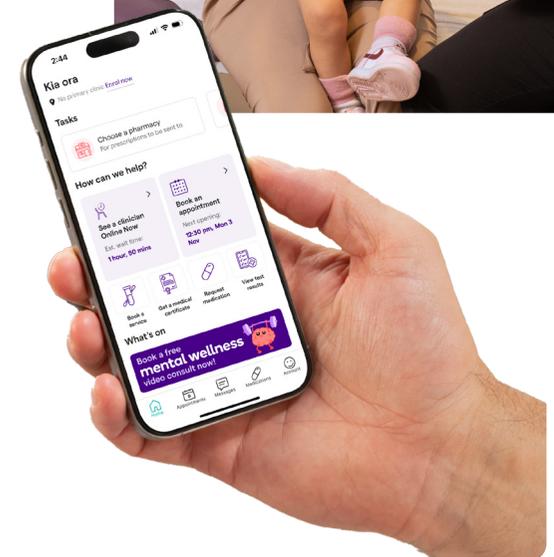
Health Promotion Quarterly Report

1 Oct - 31 Dec 2025



Key achievements this quarter

- » Launched a dedicated immunisation campaign in response to the measles outbreak, spanning multiple channels with multilingual content.
- » Launched the Arataki PHO brand and website - establishing a dedicated digital presence for the organisation.
- » Delivered summer and holiday health promotion across digital and in-clinic channels.
- » Continued promotion of the mental wellness service, including a strategic NZME partnership campaign timed to the New Year period.





Performance against strategic objectives

Primary goal progress

Improving health outcomes and reducing health inequities across Tend's enrolled population

Objective	Q2 highlights
Increase health literacy	<ul style="list-style-type: none"> » Comprehensive measles outbreak campaign across multiple channels » Ongoing education on the importance of investing in mental wellness » Ongoing organic social media health promotion » Ongoing monthly editorial contribution to local media
Improve preventative healthcare uptake	<ul style="list-style-type: none"> » Strong immunisation messaging and uptake for measles vaccinations » In-clinic promotion - posters and point of sale » App promotions linking to immunisation FAQs » Email communication - automated newsletters for those due immunisations, as well as 6–8 weekly clinic news with health promotional messaging
Reduce health inequities	<ul style="list-style-type: none"> » Multilingual messaging (Te Reo, Chinese, English) in measles campaign » Continued use of Dame Valerie Adams to reach Māori/Pacific audiences
Strengthen community engagement	<ul style="list-style-type: none"> » Hauora Matters health expo at Tend Linwood, Eastgate Mall - providing health promotion material, merchandise and free walk-in immunisation services to the local community
Support Tend service utilisation and improve access	<ul style="list-style-type: none"> » Strong promotion of online doctor services over the summer period while medical clinics operated at lower capacity » Strong promotion of the mental health service for people experiencing difficulty over the Christmas and New Year period

Key performance indicators

Reach metrics

Metric	Q2 beginning 1 Oct	Q2 end 31 Dec	QoQ growth
Social media followers			
» Instagram	10,114	10,297	+1.81%
» TikTok	18,025	18,252	+1.26%
» LinkedIn	6,142	6,637	+8.06%
» Facebook	4,714	5,527	+17.25%
» Youtube	682	719	+5.42%

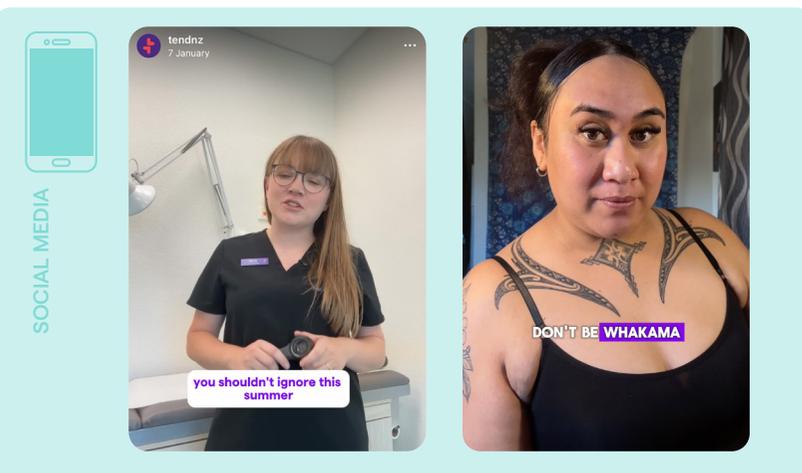
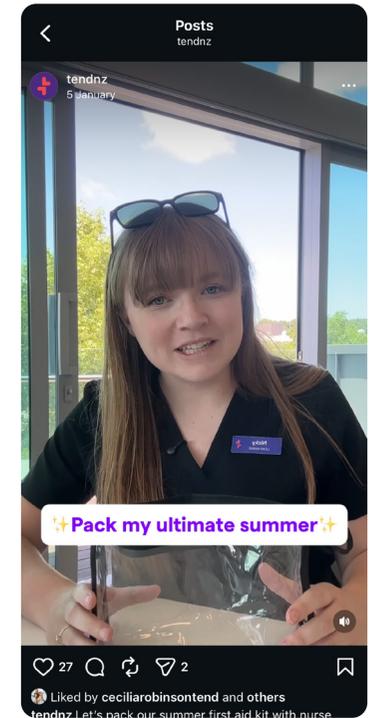
Audience growth this quarter was led by Facebook, which recorded the strongest follower increase at +17.25%. LinkedIn continued to perform well at +8.06%, consistent with its Q1 trajectory. See more insights in the Summer health promotion section following.

Engagement metrics

Metric	Q2 actual	Industry benchmark	Performance benchmark
Facebook engagement rate	3.32%	2-3%	Above
Instagram engagement rate	2.01%	2-3%	At
LinkedIn engagement rate	10.77%	2-3%	Excellent
TikTok engagement rate	1.7%	1%	Above

Social media channel performance

	Instagram	Facebook	TikTok	LinkedIn
Posts	60	85	34	61
Reach	236,322	53,884	299,973	35,935
Top performing content	Measles cases at Rufus Du Sol event	Cecila awarded ONZM	Jaackie - give your mental health a FREE glow up	Cecila awarded ONZM

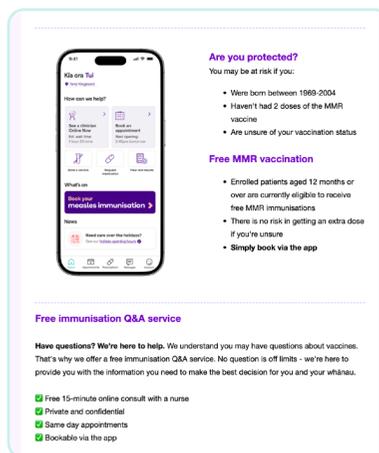
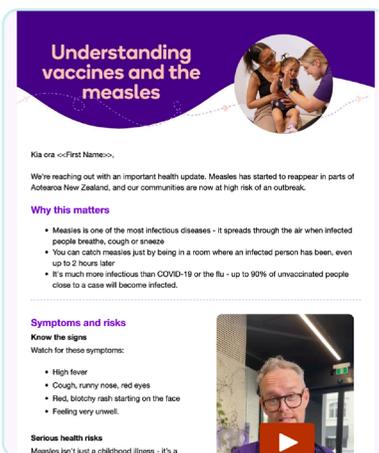
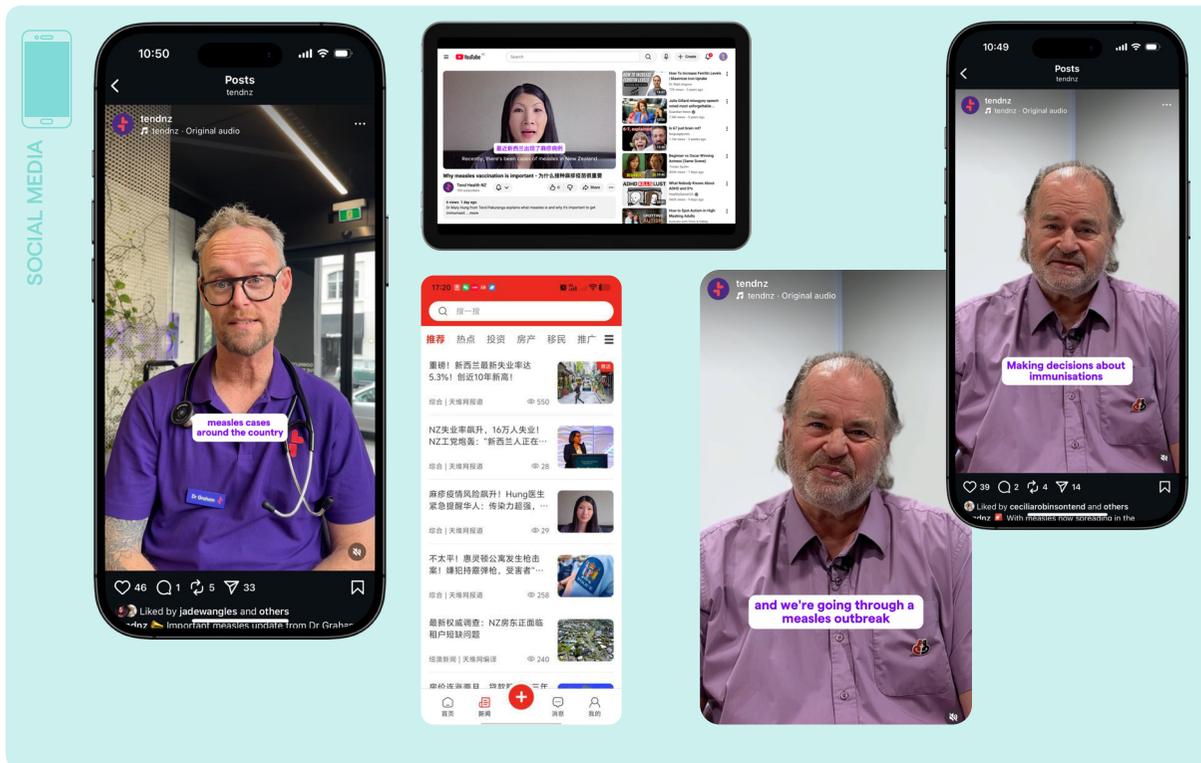


Specific campaigns for the quarter

Measles/immunisation Campaign

Leveraging the measles outbreak, the campaign focused on childhood immunisation health promotion messaging across owned, earned and paid channels. Working closely with clinical teams, new material, patient pathways and bilingual content were developed to reach audiences effectively.

- » Te Reo, Chinese and English video content from doctors shared across all social channels — YouTube, Facebook, Instagram, TikTok and LinkedIn
- » Bespoke measles email newsletter sent to all enrolled patients, achieving a 61% open rate
- » Comprehensive immunisation FAQ section developed on the website and linked through the app
- » Clickable promotional banners created on the app homepage directing patients to the measles booking service and immunisation Q&A
- » Health promotion material, flags, flyers and merchandise provided at the Hauora Matters health expo at Eastgate Mall, Linwood, supplementing the free walk-in immunisation service

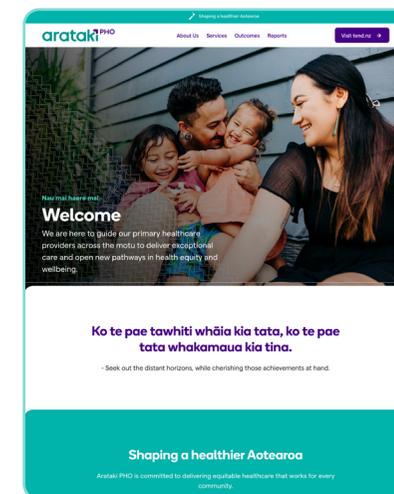


IN THE COMMUNITY

Arataki brand and website

The Arataki brand identity and the new arataki.pho.nz website were developed and launched this quarter. Inspired by the Māori kupu Arataki — to lead, to guide, to be a catalyst for change — the brand captures this intent with an upward arrow symbolising growth and forward momentum. The turquoise colour palette anchors the organisation in the natural energy and beauty of Aotearoa.

The website introduces Arataki's Board of Directors, outlines PHO services and highlights key outcomes. Additional reporting and content will continue to be added as it becomes available.



Mental wellness health promotion

Building on the launch of the mental wellness service, we partnered with NZME to leverage the New Year period as a strategic opportunity to normalise mental health care. The campaign positioned mental wellness sessions alongside physical exercise — as a routine, proactive part of health rather than something to turn to only in crisis. Content was designed to reduce stigma and meet people where they already are in their thinking about New Year goals and self-improvement.

NZME partnership results

Channel	Results
NZME podcast host-read segments	110,000+ impressions; 64,464 unique listeners across 6 podcasts
NZ Herald advertorial — overall CTR	0.28% across 771,920 impressions (benchmark: 0.27%)

Service uptake was up 41% in the first four weeks of January compared to the four weeks leading up to Christmas, reflecting both seasonal recovery and campaign effectiveness.

Equity profile of service users

Indicator	Q2 result
Age group	88% of participants aged 18–44
Māori representation	18.5%
High deprivation (Q4–5)	42% of participants reside in Quintile 4 and 5 areas
Community Services Card holders	45% of participants

These indicators confirm the campaign is effectively reaching priority populations while maintaining the service’s commitment to equitable access.

Feeling the new year pressure?

A FREE 30-min mental reset could be your secret weapon

[LEARN MORE](#)

tend

Smash your 2026 goals

A FREE 30-min mental reset could be your secret weapon

[LEARN MORE](#)

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Summer health promotion campaign

The summer period presented an opportunity to reach our enrolled population with timely, preventative health messaging across a range of seasonal risk areas. The campaign ran across Instagram, Facebook, TikTok and LinkedIn, covering sun safety, water safety, food hygiene, insect bites, hydration, hearing protection at festivals, responsible alcohol consumption and sexual health.

This multi-topic approach allowed us to deliver relevant, actionable health information to different audience segments throughout the holiday period when people are often away from usual care pathways. The digital-first strategy ensured we could reach younger demographics on the platforms they actively use during summer.

Several pieces of content achieved exceptional reach and engagement. A post about measles prevention at the Rufus Du Sol festival went viral on Instagram with almost 250,000 impressions, demonstrating the value of timely, culturally relevant health messaging. A reel featuring our own clinical staff busting common medical myths achieved strong traction, reinforcing the authenticity and expertise of our team.

Carousel-style posts proved most effective for driving engagement, particularly content covering tips for staying sober and mental wellness guidance. Our celebration of Cecilia Robinson being honoured with an ONZM resonated across all channels, generating over 80,000 impressions and strengthening community connection.

SOCIAL MEDIA

Tend Health Ltd
6,000 followers
Sign up
Tend

It's getting hot out there! Are you using enough sunscreen? 🌞
Most of us aren't applying nearly enough to protect our skin properly. The ...more

How much sunscreen should you use?

A good rule of thumb is one teaspoon of sunscreen for each major body area for an adult...

1 comment · 1 repost

MEASLES AT RUFUS DU SOL

A person with measles was at the Rufus Du Sol concert at Western Springs in Auckland on Saturday 29 November.

If you attended or worked at this event you are considered a casual contact.

Swipe for what to do next 🗑️

712 53 15 5,736

Liked by ceciliarobinsontend and others
tendnz 2 new measles cases have been confirmed in Queenstown and Auckland, both linked to known exposures... more