arataki Primary Health Organisation

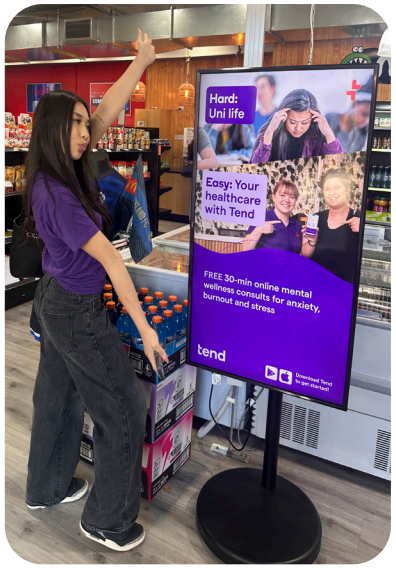
Health Promotion Quarterly Report

1 Jan - 31 Mar 2026

arataki

Key achievements this quarter

- Launched a flu immunisation campaign ahead of the 1 April season across multiple channels
- Communicated the introduction of 12-month prescriptions across all patient touchpoints
- Published analysis on equity implications of prescription changes in NZ Doctor magazine
- Delivered a targeted student access campaign at university-adjacent clinics
- Ran a Pride Month rainbow campaign including Big Gay Out, Grindr advertising and YourEx magazine partnership









Performance against strategic objectives

Primary goal progress

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

Objective	Q3 highlights
Increase health literacy	» Comprehensive flu immunisation campaign across multiple channels » Communications across multiple platforms on the new 12-month prescription changes » Ongoing education on the importance of investing in mental wellness » Health promotion content developed on key preventative topics, with specific focus on: • HPV screening and vaccination • Meningitis - symptoms, prevention and vaccination • Ongoing monthly editorial contribution to local media
Improve preventative healthcare uptake	» In-clinic and in-app promotion leading up to the launch of the flu campaign to clearly signal vaccine availability and encourage uptake early on. » App bookings for the flu vaccine opened up two weeks prior to the vaccines being available for patients to book in from 1 April. » Automated email newsletters for those due immunisations, as well as February and March newsletters to all enrolled patients. The March email newsletter had a strong flu focus.
Reduce health inequities	» Announcement of partnership with Ngāti Whātu Ōrākei and new clinic - Tend Ōrākei into the PHO.
Strengthen community engagement	» Participation in Big Gay Out (BGO) supporting LGBTQIA+ community engagement. » Student outreach during O-Week promoting free sexual health checks to university students. » Promotion and support of local initiatives including Talking Café sessions at Tend Beckford and Waltham and Balance & Strength classes at Tend Pakūranga.
Support Tend service utilisation and improve access	» Continued promotion of key services including online consultations (ONS), medical certificate and mental health support services. » Dedicated outreach to rural communities to improve access to mental health support and primary care services. » Targeted student campaign promoting enrolment and accessible care at university-adjacent clinics » Grindr and Meta advertising promoting PrEP services to priority audiences » Twelve-month prescription campaign supporting improved access to long-term medications

Key performance indicators

Reach metrics

Metric	Q3 beginning 1 Jan 2026	Q3 end 31 Mar 2026	QoQ growth
Social media followers			
» Instagram	10,293	10,519	+ 2.2%
» TikTok	18,252	17,900	- 1.9%
» LinkedIn	6,740	7,193	+ 6.7%
» Facebook	5,530	5,777	+ 4.5%
» Youtube	719	765	+ 6.4%



Engagement metrics

Metric	Q3 actual	Industry benchmark	Performance benchmark
Facebook engagement rate	3.22%	2-3%	Above
Instagram engagement rate	1.2%	2-3%	Below
Linkedin engagement rate	14.31%	2-3%	Excellent
Tiktok engagement rate	1.8%	1%	Above



Social media channel performance

	Instagram	Facebook	TikTok	LinkedIn
Posts	49	57	12	45
Top performing content	Promotion of Meningococcal vaccine to people living in boarding houses or hostels	Profile on Dr Ji-Young and her interest in LGBQTI+ healthcare	Nurse Nicky explains skin changes you shouldn't ignore	Announcement of partnership with Ngāti Whātu Ōrākei

Specific campaigns for the quarter

Twelve-month prescription changes

The introduction of issuing longer prescriptions for eligible patients represented a significant policy change requiring clear, accessible communication to prevent confusion and ensure patients fully understand the changes. We did a multi-channel approach spanning multiple touchpoints.

- A detailed FAQ section on our website addressing common patient questions
- An app banner directing patients to this resource for immediate access.
- Prominent feature in our February patient newsletter
- Organic social media carousel
- Posters and digital screens in-clinic waiting rooms

To support the wider healthcare conversation around this change, our CMO Dr Graham Denyer also authored an analysis of the equity implications, published in the February issue of NZ Doctor, made available on our website and shared via Linked In. This positioned us as a thought leader on access and equity issues while providing evidence-based context for our patients and the broader health sector.



SOCIAL MEDIA

Since the introduction, prescriptions exceeding three months' duration have risen from 1.5% to 5.5% of all scripts. The majority of these sit in the 3-6 month range, with only 1.2% extending to 6-12 months.

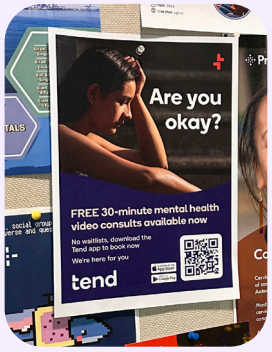
The medication mix is telling. Previously, scripts beyond three months were almost exclusively oral contraceptives (as the old legislation permitted). Since the change, statins, vitamin D and several antihypertensives have overtaken oral contraceptives as the most commonly prescribed medications at longer durations.



SPOTTED IN THE WILD



PRINT ADVERTISING





Student access campaign

As the academic year commenced, we launched a targeted campaign to engage tertiary students at the start of their independent health journey. The campaign focuses on Tend clinics located near university campuses – Kingsland, Symonds Street and Hagley Park – where we can provide convenient, accessible care to students establishing new patterns of health engagement.

Students are early adopters of digital health technology, value discreet care pathways, and show high utilisation of mental wellness and sexual health services. To complement our free mental wellness offering, Arataki PHO provides funding for four free sexual health checks to students enrolling at our university-adjacent clinics, removing financial barriers to preventative sexual health care.

Our approach included active participation in university orientation weeks, where we met students face-to-face and introduced our service model. We continue to work collaboratively with university health providers to ensure students understand the full range of accessible care options available to them.

The campaign recognises that establishing positive health engagement patterns during tertiary study can influence long-term health behaviours and regular primary care utilisation.

Rainbow campaign

February's Pride Month campaign delivered strong community engagement through Big Gay Out, YourEx magazine placements, Grindr advertising and targeted digital activity promoting PrEP services to priority audiences.

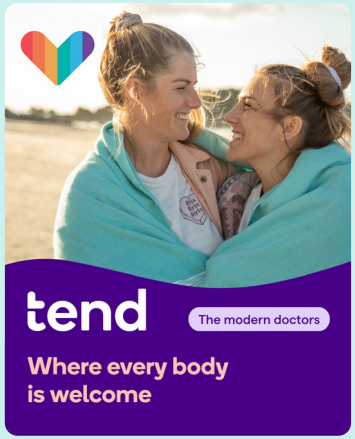
At Big Gay Out, our placement in the "Hauora Hub" resulted in significant foot traffic. Approximately 400 goodie bags were distributed, enabling meaningful conversations about Tend's services.

YourEx magazine featured a two-month partnership: a full-page article by Dr Ji-Young Park on STI testing in February, followed by an unsolicited testimonial from Matt Fistonich (YourEx Partnerships Manager) in March – providing authentic third-party endorsement to the rainbow community.

Channel	Results
Grindr advertising (3 weeks, Auckland-targeted)	180,000 impressions; 558 clicks at $0.25 CPC
Meta – sexual health creative	Highest reach of all creatives tested
Meta – lesbian-couple creative	Lowest CPA at $0.59

These insights inform future targeting for priority audiences across the rainbow community.

SOCIAL MEDIA







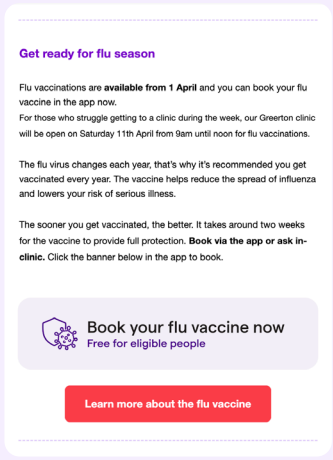


Flu campaign launch

This year's flu campaign launched two weeks ahead of the 1 April programme start, coordinating across web, eDM, SEO and clinic communications. The March enrolled patient eDMs across all clinics featured flu season preparation as a lead story, achieving 60+% open rates.

The campaign positioned flu vaccination as both a clinical priority and an accessible casual service – walk-ins are welcomed, no enrolment required. This supports our broader strategy of using seasonal health moments to improve access and drive preventative healthcare uptake across our enrolled population. More insights on the flu campaign will be reported in Q4 reporting.

EDM



Get ready for flu season

Flu vaccinations are **available from 1 April** and you can book your flu vaccine in the app now.
For those who struggle getting to a clinic during the week, our Greerton clinic will be open on Saturday 11th April from 9am until noon for flu vaccinations.

The flu virus changes each year, that's why it's recommended you get vaccinated every year. The vaccine helps reduce the spread of influenza and lowers your risk of serious illness.

The sooner you get vaccinated, the better. It takes around two weeks for the vaccine to provide full protection. **Book via the app or ask in-clinic.** Click the banner below in the app to book.

Book your flu vaccine now
Free for eligible people

Learn more about the flu vaccine

Arataki PHO website - news & media section

This quarter we launched a dedicated news and media section on the Arataki PHO website, publishing articles that cover PHO-level activity, outcomes and announcements. An Arataki PHO LinkedIn profile has also been established to amplify these stories. While some content overlaps with Tend, a number of articles are exclusive to Arataki.

Recent articles include the announcement of VLCA status at Tend Linwood, the appointment of Alex Fala to the board, immunisation results in the Bay of Plenty, and a tribute to the late Dr Lee Mathias.

Written by Josh Robb and published in the April edition of NZ Doctor, there is also a feature article that makes the case for data infrastructure as a core clinical tool. It draws on two examples from Arataki's first six months: immunisation results in Bay of Plenty, and the measles response of October 2025 - where a targeted, data-led outreach campaign drove weekly MMR vaccinations from 32 to 189 within weeks of a Health New Zealand directive.

Publication in NZ Doctor ensures this messaging reaches a clinical and sector audience beyond our own channels, reinforcing Arataki's profile as an evidence-led PHO.

aratakipho.nz/news