

“How are you feeling, Auckland?”

A Rapid Review (Full Report)

Assessing the sentiment of Aucklanders, in particular South Aucklanders, in response to the COVID-19 outbreak and Alert Level movements from February to March 2021

12 March 2021

Acknowledgements

A special thank you to all our families and communities across Auckland, in particular South Auckland, for their support of, and participation in, this review.

This research has been a collective effort from many to mobilise our communities to participate in this scoping review. We wish to acknowledge and thank each of them for their valuable contribution to this report.

The opportunity to reach out to our communities and to ask “How are you feeling?” has raised in itself the desire for our communities to engage in these conversations so that they feel visible and heard during these challenging times.

We present this report to you in the hope and expectation that these findings will lead to positive action and change for our communities.

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Disclaimer: The information provided in this report is a rapid 3-day assessment of the large amount of data and contributions from our participants. The information remains subject to further analysis to obtain deeper insights.

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Executive Summary

This report presents high level findings of a rapid review that was undertaken within a one-week period (4 – 12 March 2021) to assess the sentiment of Aucklanders, in particular South Aucklanders, towards the COVID-19 outbreak and alert level movements from February to March 2021. Specifically, the Department of the Prime Minister and Cabinet desired to understand the following:

- 1 How are you feeling and why?
- 2
 - a. Do you understand what is expected of you during Alert Level 3 lockdown?
 - b. What has been your primary source of information for COVID-19?
 - c. How likely are you to listen to these sources?
- 3 Who are you most likely to listen to and why?
- 4
 - a. What makes it easy to comply with Alert Level 3 restrictions?
 - b. What makes it more challenging to comply with Alert Level 3 restrictions?
- 5 What support do you need to improve your understanding and/or compliance with Alert Level 3 restrictions?

The review engaged 1,143 respondents to a survey, 225 participants in phone interviews and 8 group talanoa (empathic research) conducted mostly on Zoom, mobilised through a collective of researchers and interviewers based within the communities of interest. While the survey was open to any resident in the wider Auckland region, the interviews were focused mostly on residents of South Auckland where the initial outbreak occurred (Valentine's Day Cluster) to seek further insights from communities and families. High level analysis of data and coding of responses across the survey and interviews identified a range of viewpoints across Auckland by region, ethnicity, gender and age. These have been reflected as Summaries of Key Findings in Section 1, each summary supported by Survey Results in Section 2 (Survey Graphs and Tables), Interview Results in Section 3 and Social Media Analysis in Section 4.

The questions and results were arranged into categories: Feelings and Why, Clarity and Sources of Information, Concerns and Support, and high-level themes were identified as follows:

How are you feeling and why?

Overall, there was a heightened sense of frustration and disappointment across the region during and after the move to Alert Level 3. The reasons for this frustration varied by individuals and groups but was usually in relation to one or more of the following:

- Case M whose movements prompted a move to Alert Level 3 for Auckland and Alert Level 2 for the rest of New Zealand on

28 February.

- The Prime Minister and/or government for:
 - 'failure' in handling of pandemic at the border,
 - not closing the border altogether, and/or
 - 'over-reacting' and not having an alternative option to lockdowns.
- Restricted movements and struggling to learn/work/function at home.
- COVID-19-deniers and rule-breakers.

There were also many Aucklanders who felt safe and who agreed with the decision despite the disruptions to their daily lives and planned events.

While some Aucklanders were dissatisfied with the decision to move to Alert Level 3, compliance with the alert level rules and restrictions was still high across Auckland. Compliance was generally higher among Pacific peoples and Asians and among South Aucklanders compared with the rest of Auckland.

Some South Auckland residents reported their acute awareness of the negativity towards South Auckland evidenced in a rapid social media analysis, with media and social media exacerbating the stereotypes of the South Auckland community.

Clarity and Sources of Information

The top three sources of information across Auckland were, in order of preference, TV News and Press Briefings, Social Media and the Unite Against COVID-19 website. Interviews pointed to the importance of language radios, workplaces, and schools as importance channels of information daily.

The most trusted sources of information were the Prime Minister Jacinda Arden & Dr Ashley Bloomfield who were universally cited across all communities, the Unite Against COVID-19 website and scientists/health professionals. For some Māori, trusted Māori sources of information were preferred.

A small group of respondents did not believe that COVID-19 existed and did not follow the Alert Level 3 rules. They were more likely to be European and male.

Schools, marae, churches, community groups, workplaces and businesses are proactive in channelling key messages through to their communities and families using a variety of sources from email, social media, phone and text message.

Communication was generally clear to most people but there were concerns about the reach and understanding of specific details by some individuals and the confusion about rules and restrictions that have been amended since the first lockdown.

Māori and Pacific translations of key messages was also highlighted alongside the importance of the specialised nature of communication to young people. That is, they speak another language.

Concerns

Many were concerned about the impact that ongoing lockdowns would have on everything from families, students learning, mental wellbeing and income through to businesses, travel and the economy. The desire to close borders was cited by some respondents, in particular Māori while Europeans were more likely to suggest plans for an alternative approach to managing the outbreak that does not require lockdowns.

Financial support for businesses were not always communicated easily. New pathways for assistance with IRD was considered difficult with different layers of questions asked before assistance was granted. Before IRD was involved, it was considered easier. Health professionals expressed concerns pertaining to the uncertainty of information for the change of levels being delivered in a timely way, as this impacted their ability to resource capacity and capability in a timely manner.

Though safety was paramount expressed across all communities, young people were more likely to show concern for their grandparents, other elderly, and members of their community.

Communities felt people were becoming complacent after each successive lockdown. Many communities and individuals wanted clearer information about the vaccine, particularly providing reassurance about safety and efficacy of the COVID-19 vaccine.

Not all parents had access to digital devices to ensure online learning for their children and not all elderly had access to digital devices so were unable to use the COVID-19 tracer app.

Communities wanted to ensure messaging about positive COVID-19 cases were portrayed fairly, especially when South Auckland was involved. Lockdowns outside of South Auckland were less negative compared to the current cases. Media and social media platforms were thought to have an important role in managing biased views.

All communities voiced their concerns of not being able to connect with loved ones both locally and abroad. Youth relayed their concerns of missing peers and not being able to socialise frequently.

Support

Communication requires clear, consistent, and simple messaging, particularly on instructions for self-isolation, the level changes and for the types of contacts (e.g., casual, casual plus and close contacts). Communities want resources to be delivered in the various modes, for example, utilising digital platforms and visual/video such as tik tok for youth. Individuals wanted information content to be delivered by people who they would trust, and they could relate to such as community leaders, celebrities, sports figures, and others who could engage specific audiences.

Participants also wanted media to bridge the regional profiling that often occurs when cases are reported in the different regions.

Some respondents wanted a greater appreciation of the COVID-19 virus and wanted more understanding of the science of the virus. Individuals wanted more information about the vaccine and opportunities to have their questions answered by those involved in the rollout, particularly in giving them reassurance

of the efficacy and side effects, especially when misinformation was being circulated within various communities.

Financial hardship was evident for many, in particular for those who had lost their jobs and ran small businesses. Further, financial assistance was mentioned by some individuals which included processes to be simple when applying for assistance. Many young people relied on family support during the pandemic, however, increased awareness of financial support would be beneficial. Some parents required access to digital devices to assist with home schooling. Chrome books were often shared between three or more children which was not ideal when each child had unique learning needs.

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Introduction

The Department of the Prime Minister and Cabinet (DPMC) commissioned a report to help their understanding of the general sentiments among Aucklanders, particularly South Aucklanders, in light of the recent COVID-19 outbreak and lifts in alert levels.

The recent outbreaks were connected to the “Valentine’s Day Cluster”, named so because of its 14 February start date when three people tested positive for COVID-19. Case A was a student at Papatoetoe High School and Case B worked at Auckland Airport. As a result, Cabinet moved to enter Auckland into Level 3 lockdown while the rest of New Zealand moved to Level 2. By 22 February, Auckland had moved back to Level 1 along with the rest of New Zealand. A week later on 28 February, another positive case, Case M, was identified with no confirmed link to previous cases, forcing Auckland back into Alert Level 3 lockdown and the rest of New Zealand into Level 2.

Following these recent outbreaks there was an anecdotal sense of general frustration across the country and emerging reports of negative commentary directed at Case M and the South Auckland community.

To inform the ongoing response to COVID-19 and the prevention of future outbreaks and lockdowns, the Department of the Prime Minister and Cabinet sought to understand the sentiments among Aucklanders, especially South Aucklanders, in relation to the recent outbreak and the movements across alert levels. An understanding of the clarity of messaging, trusted sources, motivation to comply and recommendations for support was also requested, with the specific questions as follows:

- What are people feeling, and why?
- Do people understand what is expected of them? If not, what would help them understand more?
- What are the barriers/motivators that impact compliance (i.e., Alert Level 3 restrictions)?
- What support do people need?
- Who are people listening to/being influenced by?

This report presents high level findings of a rapid review that was undertaken within a one-week period (4 – 12 March 2021) to assess the sentiment of Aucklanders, in particular South Aucklanders, towards the COVID-19 outbreak and alert level movements from February to March 2021.

The review engaged 1,143 respondents to a survey, 225 participants in phone interviews and 8 group talanoa (empathic research) conducted mostly on Zoom, mobilised through a collective of researchers and interviewers based within the communities of interest. While the survey was open to any resident in the wider Auckland region, the interviews were focused mostly on residents of South Auckland where the initial outbreak occurred (Valentine’s Day Cluster) to seek further insights from communities and families. High level analysis of data and coding of responses across the survey and interviews identified a range of viewpoints across Auckland by region, ethnicity, gender and age. These have been reflected as Summaries of Key Findings in Section 1, each summary supported by Survey Results in Section 2 (Survey Graphs and Tables), Interview Results in Section 3 and Social Media Analysis in Section 4.

Background

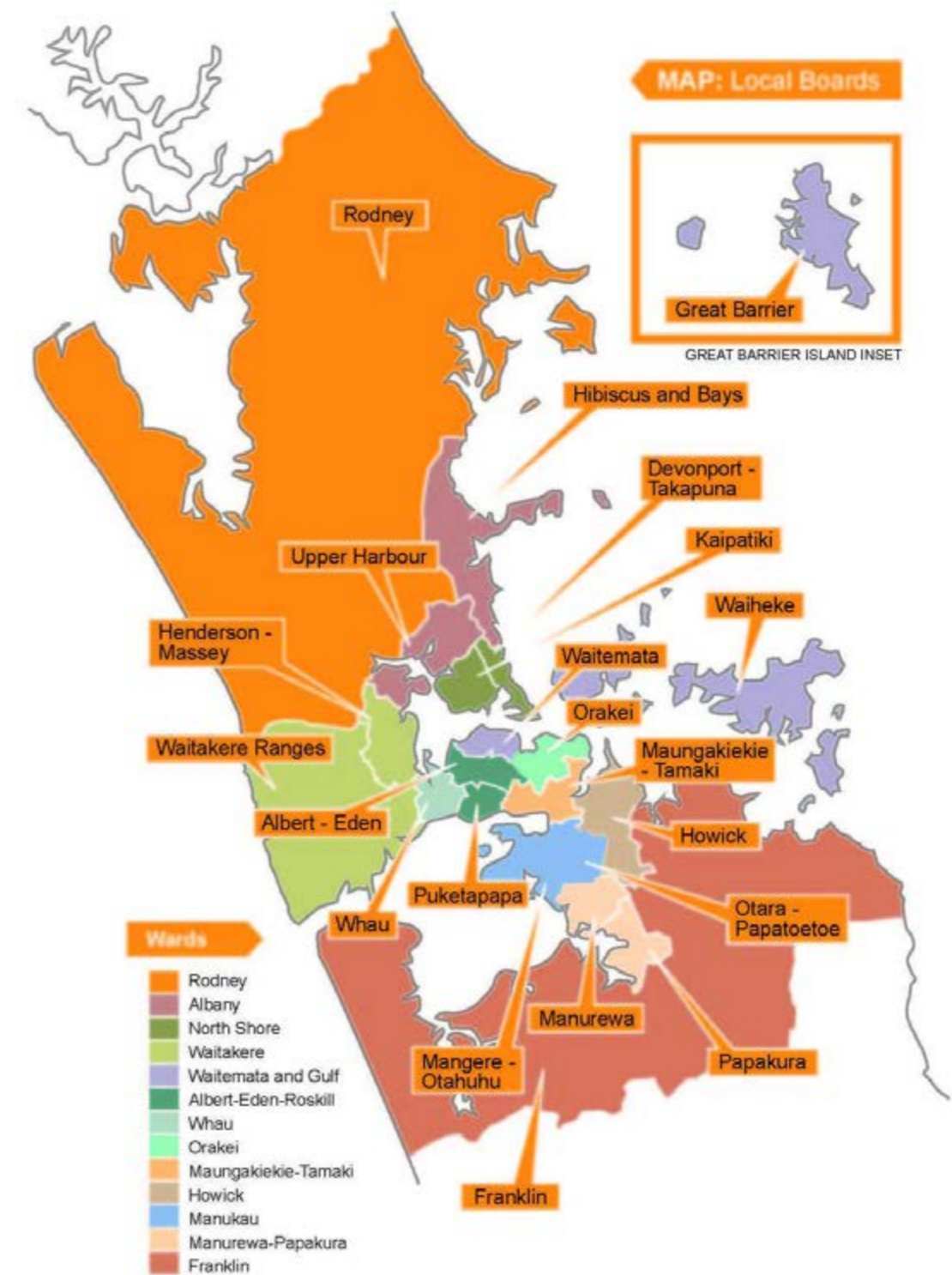
Currently, the population of Auckland is estimated to be 1,571,718¹, making up over a third of New Zealand's population.

Auckland region

Currently, the population of Auckland is estimated to be 1,571,718¹, making up over a third of New Zealand's population (which is projected to increase to 39 per cent by 2043). A region size of 4,894 km², Auckland is the most cosmopolitan city in the country, consisting of over 100 different ethnic groups with more than 150 languages spoken daily².

Historically, Auckland's population was made up of majority European origin, mainly British and Irish. However, in recent decades, the demographics has changed significantly with Asians now forming the second-largest ethnic group. The 2018 census noted Auckland's population consisted of European descent (53.5 percent), followed by Asians (28.2 percent), Pacific (15.5 percent), Māori (11.5 percent), and Middle Eastern/Latin American/African (2.3 percent). The removal of restrictions directly or indirectly based on race, has enabled over two thirds of New Zealand's Chinese, Indian and Korean populations to reside in the city. 40% of the city's population are born overseas.

Auckland is also home to the largest Polynesian population of any city on earth³. The 2018 Census recorded that of the 381,642 Pacific people living in New Zealand, 243,966 Pacific people (or 64 per cent) reside in Auckland. There are now over thirty distinct Pacific groups⁴.



At the 2018 census, 207,183 people identified as being of Māori descent, with 181,194 identified as being of Māori ethnicity. There are six iwi in the region – Ngāti Pāoa, Ngāti Tai, Te Wai-o-Hua, Ngāti Whātua-o-Ōrākei, Ngāti Te Ata and Te Kawerau-a-Maki⁵.

Source: Maps – Auckland.com

1 Statistics New Zealand (2018)

2 <https://www.ero.govt.nz/footer-upper/news/ero-insights-term-1/ethnic-diversity-in-new-zealand-state-schools/>

3 <https://worldpopulationreview.com/world-cities/auckland-population>

4 Auckland City Council Plan 2050 (2015)

5 <https://teara.govt.nz/en/tamaki-tribes>

Ethnicity	Number	%
New Zealand European	841,386	53.5
Māori	181,194	11.5
Pacific	243,966	15.5
- Samoan	118,503	7.5
- Tongan	62,403	4.0
- Cook Islands Māori	46,668	3.0
- Niuean	23,088	1.5
- Tokelauan	2,406	0.2
- Fijian	11,202	0.7
- Other Pacific Peoples	7,485	0.5
Asian	442,674	28.2
- Indian	154,824	9.9
- Chinese	171,309	10.9
Middle Eastern/Latin American/ African	35,838	2.3

Cited in New Zealand Census, 2018

Table 1: Breakdown of Auckland's population – by ethnicity

Health

Three Auckland Metro District Health Boards (DHBs) provide service coverage for the Auckland region: Waitemata DHB, Auckland DHB and Counties Manukau DHB.

Employment

The primary industries in the Auckland region consist of business services (such as legal and accounting, marketing and management services), food and beverage manufacturing, health, hospitality, telecommunication services, building construction, machinery, and motor vehicle wholesaling.

Auckland accounts for 38% of New Zealand's economic output (GDP) and 36% of New Zealand's paid employment.

Auckland also accounts for half of New Zealand's technology workforce, with more than 36% of employment in knowledge-intensive industries and 47.4% employed in high-skilled and medium-to-high skilled jobs. Auckland accounts for 38% of New Zealand's economic output (GDP) and 36% of New Zealand's paid employment. In June 2020, 36,700 people had immigrated to Auckland from overseas, due to the region's strong job market.

Housing

In December 2020, the median house price in the Auckland region was \$1,040,000, ranging from \$790,000 in the former Franklin District area to \$1,280,000 in the former Auckland City area⁶, compared to a median price of \$630,000 outside of Auckland. The median weekly rent for Aucklanders was \$450 compared to New Zealand's weekly rent of \$340.

Income

The median income for Aucklanders is \$34,400, with about 19.8% earning \$70,000 or more.

The substantial increase in population is likely to have a major impact on transport, housing and other infrastructure with projections of the region's population growing to over two million by 2031.

⁶ A report by Real Estate Institute of New Zealand (REINZ)

The 2018 Census recorded that the total population of South Auckland was 466,941, making up about 33% of the Auckland region's population.

South Auckland region

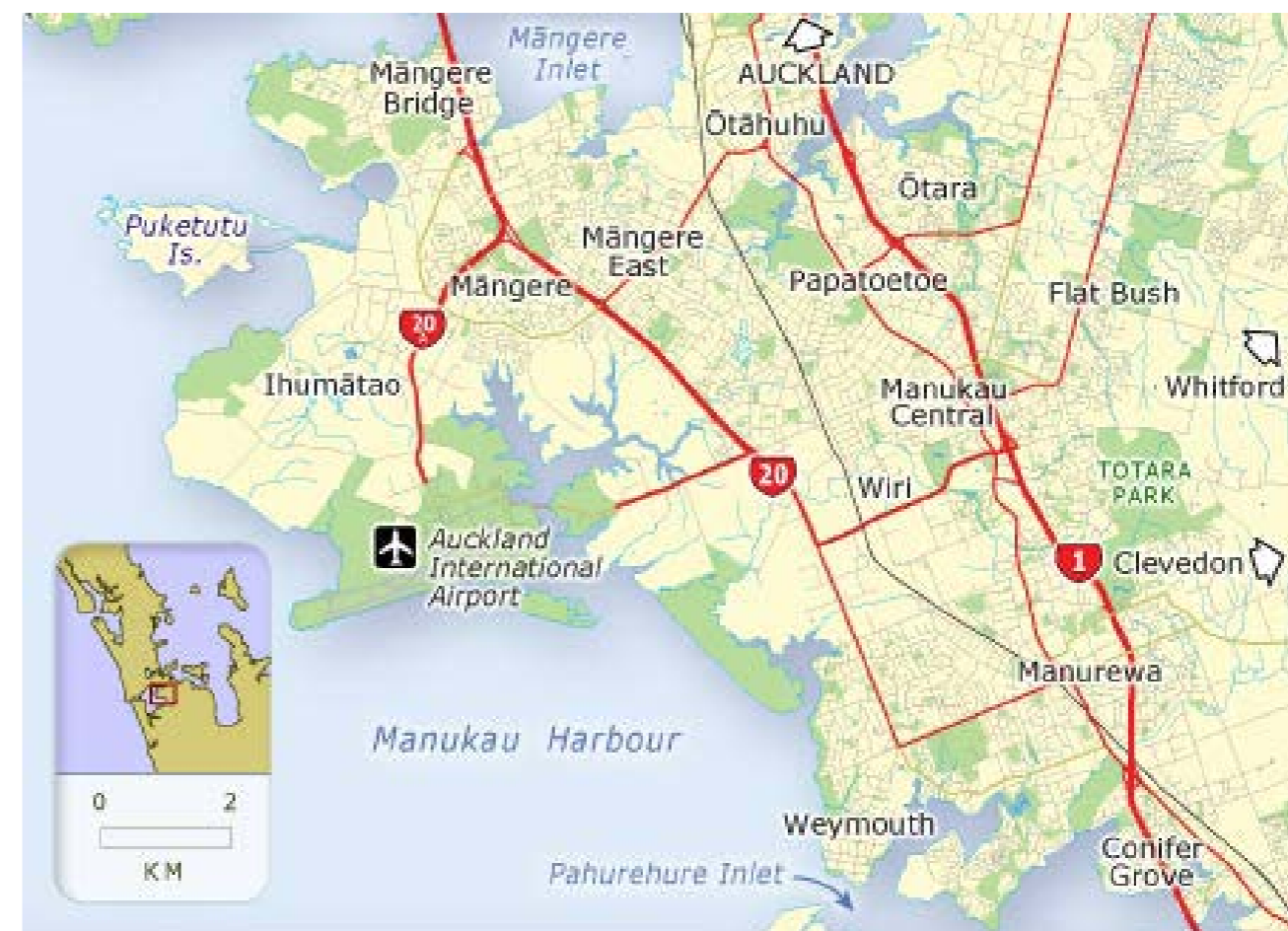
The South Auckland area is defined as the combined populations of Māngere-Ōtāhuhu, Manurewa, Ōtara⁷ and Papakura Local Boards⁸. Places such as Airport Oaks, Beachlands, Botany Downs, Brookby, Bucklands Beach, Burswood, Chapel Downs and Clendon Park are considered part of South Auckland (although they are now part of the Eastern Suburbs).

The 2018 Census recorded that the total population of South Auckland was 466,941, making up about 33% of the Auckland region's population. Of the 466,941, 76% of the population live in the former council boundary of Manukau (Howick, Māngere-Ōtāhuhu, Ōtara-Papatoetoe and Manurewa)⁹.

Pacific Peoples represent a large proportion of the usual residents in Māngere-Ōtāhuhu (59.4%), Ōtara-Papatoetoe (46.0%), Manurewa (36.3%) and Papakura (16.9%). Over half of the total Pacific population in Auckland, live in these areas¹⁰. Pacific peoples are more likely to rent than to own their own home. In 2018, 81 per cent did not own their usual place of residence¹¹.

For Māori, large communities are mainly resided in Manurewa and Papakura. The five most common iwi affiliations were with Ngāpuhi, Waikato, Ngāti Porou, Ngāti Maniapoto and Tūhoe.

Some of the suburbs in South Auckland contain predominantly state housing and are the poorest suburbs of Auckland. Industrial employment such as workshops, factories and warehouses in Māngere, Ōtāhuhu, Manukau CBD, and the Port of Onehunga, provide work for many Aucklanders¹².



Ethnic breakdown in South Auckland

Area	Population	European	Māori	Pacific	Asian
Māngere-Ōtāhuhu Local Board	78,450	19.1%	16.4%	59.4% (46,578)	19.0%
Ōtara-Papatoetoe Local Board	85,122	16.6%	15.7%	46.0% (39,198)	35.1%
Manurewa Local Board	95,670	29.2%	26.0%	36.3% (34,707)	25.4%

Cited from Census Place Summaries – Stats NZ (2018)

Table 2: Ethnic breakdown in South Auckland

⁸ <https://www.waipareira.com/wp-content/uploads/2017/11/TPM6.-Locality-Population-Snapshot-SOUTH-Auckland.pdf>

⁹ Investing for Impact in South Auckland. Full Report (July 2018)

¹⁰ <https://knowledgeauckland.org.nz/media/1447/pacific-2018-census-info-sheet.pdf>

¹¹ Auckland Plan 2050

¹² Auckland Region - Wikipedia

Scoping Approach

At the time of planning our review approach, Auckland was in Alert level 3...

Auckland region

To ensure maximum reach in a limited amount of time, Moana Research engaged its research partners FEM Research and NSV Consultants and mobilised its South Auckland networks to help capture a wide range of representative and diverse voices.

A multi-method approach was essential to provide options for families and communities to engage in the review. A survey developed on an advanced Survey Monkey subscription was released on Friday 5 March at 430pm and closed on Monday 8 March at 1pm allowing for a 4-day (20hr) window for respondents to complete. At the time of planning our review approach, Auckland was in Alert Level 3 therefore we were unable to engage in face-to-face interviews. A decision was made to conduct all interviews via phone or zoom. During this same time period, phone interviews and zoom focus groups were held with families and community representatives recruited through snowball sampling. Interviews allowed for input from those unable to engage in surveys to gather more in-depth information from a range of representative voices.

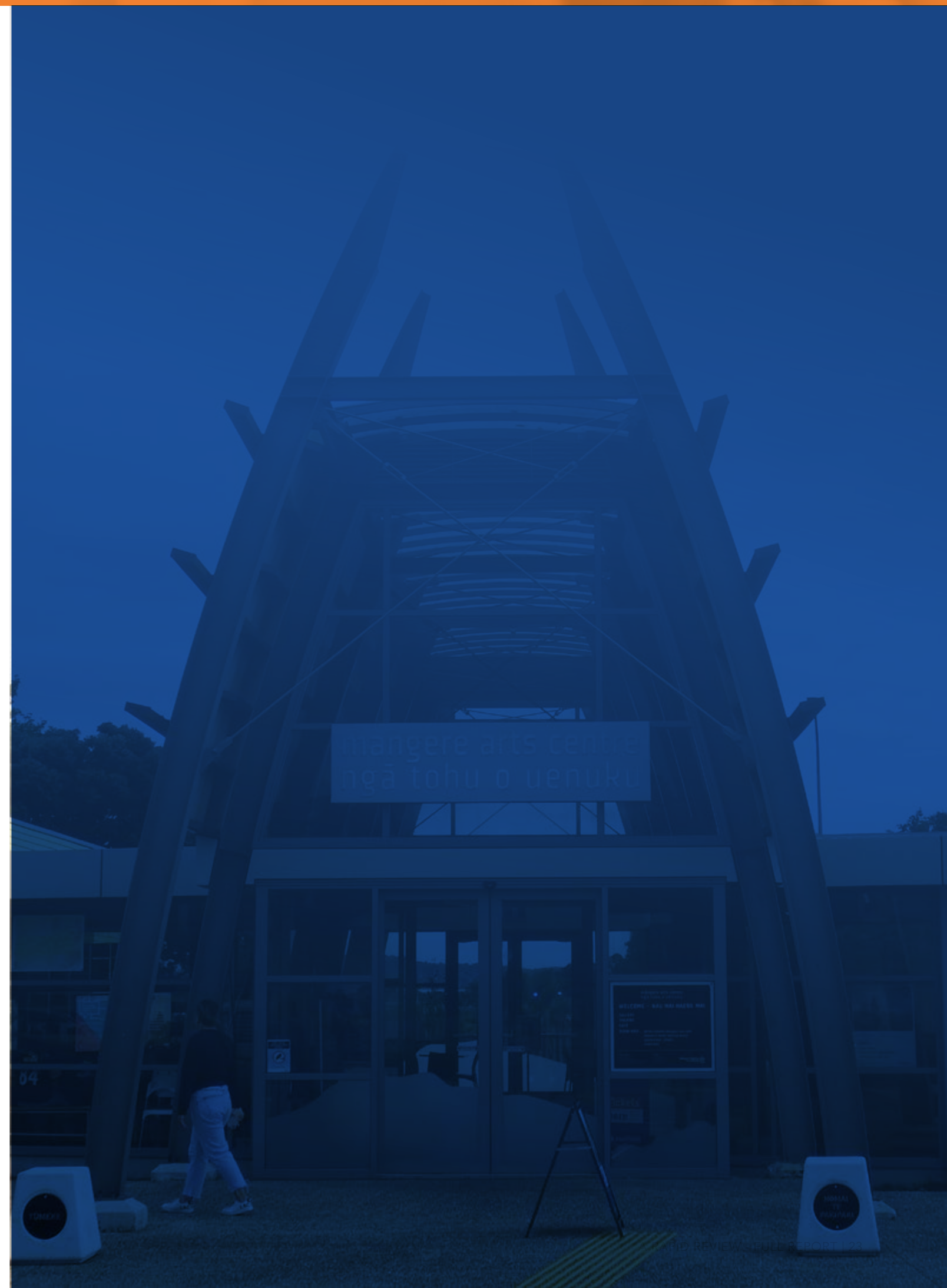
Five questions from the Department of the Prime Minister and Cabinet guided survey and interview questions, prefaced with a statement about the focus of the survey.

With the recent COVID-19 outbreak and the movement in and out of Alert Level 3 lockdowns:

- 1** How are you feeling and why?
- 2**
 - a. Do you understand what is expected of you during Alert Level 3 lockdown?
 - b. What has been your primary source of information for COVID-19?
 - c. How likely are you to listen to these sources?
- 3** Who are you most likely to listen to and why?
- 4**
 - a. What makes it easy to comply with Alert Level 3 restrictions?
 - b. What makes it more challenging to comply with Alert Level 3 restrictions?
- 5** What support do you need to improve your understanding and/or compliance with Alert Level 3 restrictions?

Methods	Types	Insight(s)
Online Survey	Online survey developed on Survey Monkey of 9 questions with mostly quantitative responses (multi-choice) and opportunities for free text. Plus demographic questions – average of 8-10 minutes to complete. A follow-up statement with links to Helplines and Emergency Support was provided at the end of the survey.	Open to residents of the wider Auckland region, oversampling for South Auckland, to gather evidence of sentiment among Aucklanders, in particular south Auckland, about the recent COVID-19 outbreak and alert level changes.
Zoom Focus Groups	Conversations with representative groups across Auckland/ South Auckland utilising an interview guide and runsheet for undertaking the interview and submitting results. A follow-up statement with links to Helplines and Emergency Support was provided at the end of the interview for any disclosure from participants.	To gain a deeper understanding of the ‘whys’ reflecting various sections of communities and whānau about the recent COVID-19 outbreak and alert level changes. Insights will be focused on families and communities within South Auckland. To also understand the impact of COVID-19 AL3 on people’s wellbeing.
1:1 Phone Interviews – Key Informants	Conversations with representative groups across Auckland/ South Auckland utilising an interview guide and runsheet for undertaking the interview and submitting results. A follow-up statement with links to Helplines and Emergency Support was provided at the end of the interview for any disclosure from participants.	To gather evidence of sentiment among Aucklanders about the recent COVID-19 outbreak and alert level changes.
Media Analysis	High-level reflection of sentiment on social media, limited to selected pages, e.g., media articles of alert level announcements. Knowledge Basket Newztext was used as multi-database engine. Search terms included: “COVID-19 AND Auckland AND lockdown” with an additional term as important as “South Auckland”. Search dates were from 27 February 2021 to 04 March 2021.	To reflect examples of social media commentary that may reinforce findings from survey and interviews/ focus groups.

Table 3: Methods used within this report





Recruitment

A promotional post was uploaded to the Moana Research Facebook page with a QR code and link to the survey and shared more than 121 times directly from the page. The post was also boosted over a 48-hour period focused on 'Auckland, 18–65-year olds'. An email was sent to key stakeholders and leaders across Auckland/ South Auckland and the promotional resource was also sent through the Moana Research e-newsletter. The link was also shared by our research partners FEM and MNSV Consultants and the many interviewers who supported the work.

Recruitment of participants for phone interviews and zoom panels was undertaken via snowball sampling. An email was sent to key stakeholders advising them of the review and the opportunity to provide input themselves and to promote through their own networks. Moana Research, FEM and MNSV Consultants began making phone calls to key informants, families, friends, providers, frontline workers, schools, businesses, church and community leaders including sports clubs.



Media Analysis cont.

2. A review of daily announcements on Facebook, specifically the #LIVE Post-Cabinet conferences
 - This included a review of reactions and most popular comments, as well as the overall tone of the feedback.

Data Collection & Analysis

1,143
respondents
completed the
survey

Survey

Once the survey was closed a total of 1,143 respondents had participated in the survey. A demographic breakdown of the data is provided in “Survey Results – Graphs & Tables”. Quantitative data was analysed firstly through Survey Monkey analysis functions and further analysis was undertaken via SAS to cross-tabulate key results by ethnicity, region and gender.

Interviews

Each interviewer was provided an interviewer package that included an interview guideline, a runsheet for data collection and submission of results and online (Survey Monkey) and manual options for submission of data. Once data was received, copies were printed and manual coding of free-text was undertaken by staff and students over three days. Due to the limitations of time, high level thematic analysis was undertaken using general deductive reasoning.

A total of 225 interviews, 7 zoom panel and 1 group talanoa were completed and entered into a separate Survey Monkey Link and exported on Excel for coding and analysis. Further analysis of both the quantitative and qualitative data can be undertaken beyond the one-week timeframe allocated to undertake this review.

Media Analysis

A two-fold analysis was carried out:

1. Review of news media articles ~300 yielded from the Newztext Plus database
 - This included a high-level plot synopsis and sifting of articles individually through a pre-defined media grid until saturation of the themes were met, and as practical with the time restraints.

Presentation of Findings

1. Summary of Results

This section outlines a summary of results by population demographics and main settings where the impact of the recent outbreak was strongly felt. There is an emphasis on Māori, Pacific and Indian/South Asian communities whose voices and views are not commonly heard in mainstream channels. Each section includes key findings and high-level themes presented as ‘first-person’ accounts of the key themes. The summaries are a synopsis from the survey and interviews combined, supported by actual quotes and data where significant.

2. Survey Results – Graphs & Tables

This section displays graphs and tables from the survey results.

3. Interview Results

This section displays coding and high-level summary results of the interview findings.

4. Social Media Analysis

This section presents the emerging narratives, voices and framings from 300 news media articles related to the recent outbreak and lockdown.

Summary of Results

What are our youth and school communities saying?

Social Media was the most popular Source of Information for Young People **15-24years**

SUMMARY

- Many of us find lockdowns okay
- Some of us feel better able to handle lockdowns than others, but we all still miss the ability to go where we want to go
- We feel a bit nervous about how we are going to achieve our NCEA / University credits but we are becoming accustomed to the move in and out of lockdowns
- Many of us receive information about COVID-19 from our parents and families and from websites including the Unite Against COVID-19 site. Some of us access information on social media, mostly Instagram.
- Most of us trust the Prime Minister and Ashley Bloomfield but we also trust our family and friends
- Some of us have to help our parents/elders understand the COVID-19 information and advice

“I don’t like online learning... I miss the interaction with friends at school and miss whānau.”

Student, Cook Islands/Māori/European, Māngere

“Thank you for looking out for us and keeping us safe – we’re trying our best to stay positive and to be resilient.”

Lagi & Jerome,
Ōtāhuhu College students



“Personally I just appreciate the government’s urgency on things. Obviously it impacts our day to day living but appreciate they are making decisions that keep us safe. I am a student. We don’t have Wi-Fi at this house and that is a barrier to my learning.”

Student/Part-time Worker, Māori, Orakei

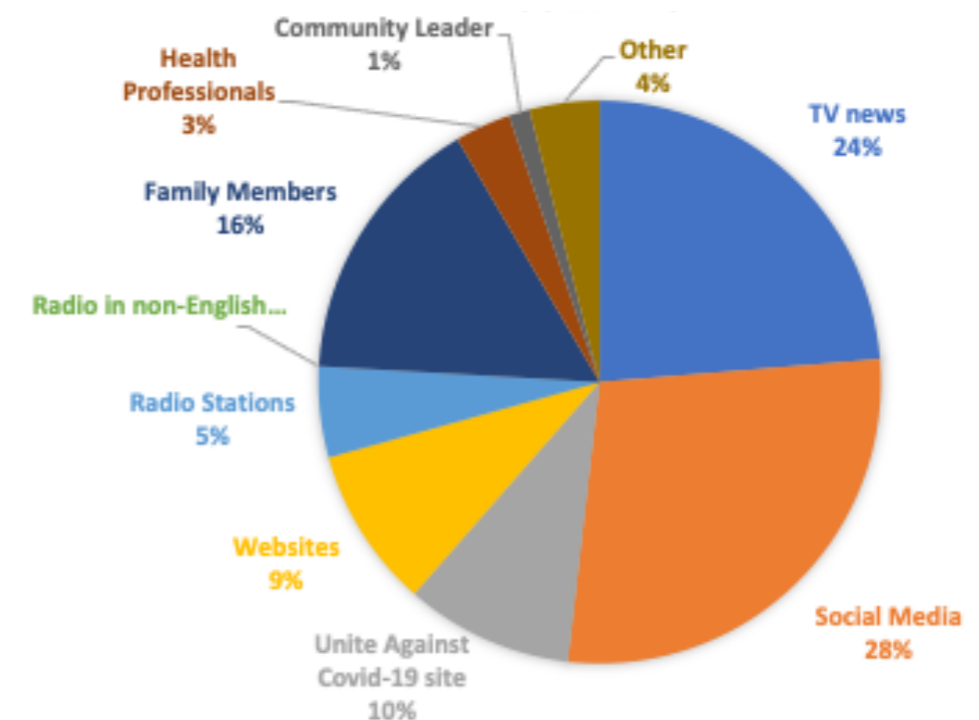


Figure 1: Where participants aged 15-24years receive information about COVID-19

What are our teachers and parents/caregivers saying?

“We are concerned about the mental health of our citizens, particularly our children and teens. They don’t often express how they feel.”

Mother, South Auckland, 45-54 years, New Zealand European

SUMMARY

- We need clear advice from Ministry of Education about which students are allowed to attend school under Alert Level 3 as the definition changed recently.
- We need to incorporate further opportunities for our school community to understand COVID-19, not just advice about hygiene practices or regulations, but also the science and biology behind viruses.
- We’d like the Ministry of Education to consider an Alert Level 2.5 where students are allowed to attend school, rather than going directly to Alert Level 3 as some students will be better cared for and supported at school than at home.
- As parents we have wide ranging concerns about our children’s learning and their health and wellbeing.
- For some of us, lockdown is a great chance to spend time with our children. But it is very stressful for those of us who are continuing to work from home.

“We are concerned about the mental health of our citizens, particularly our children and teens. They don’t often express how they feel.”

Mother, South Auckland, 45-54 years, New Zealand European

If there’s a tiny crack it becomes a chasm during lockdown – shorter lockdowns are worse than the long ones. We need to find some way of keeping schools open during Alert Level 3 – or alert level 2.5 as the students can access more at school (we are not a BYOD school).”

Neil Watson, Principal, Ōtāhuhu College

“I’m concerned about my kids and the disruption that lockdown creates. I don’t have resources to homeschool them. I don’t know enough about it, it’s not clear.”

Mother, South Auckland, 35-44 years, Tongan

“Our teachers and parents are undertaking a Le Toloa wellbeing course and the first session is ‘Understanding COVID-19’ which is very important as there’s still slight misunderstanding and knowledge about what COVID-19 is – many people learn from seeing and we’ve never seen footage of what’s happening in our hospitals or in our isolation units. We need to continue to build our communities’ understanding of what COVID-19 is.”

Karl Vasau, Principal, Rowandale School, Manurewa

What are our COVID-19 affected families and communities saying?

“Some students were being called by media to find out who Case M was – we don’t know who gave our phone numbers to media.”

MIT students,
Manukau

SUMMARY

- We want others to know that COVID-19 is real and it can have a significant impact on your health, or your family’s health.
- Being in managed isolation is scary especially seeing the military there.
- We think the Auckland Regional Public Health Service and the contact tracing process provides a very professional, high-quality, rapid, responsive and empathetic service – the system gives confidence to those of us who have had first-hand experience of it.
- We think that media can catastrophise but not balance the reporting with some of the successful parts of the system.
- Several of us students (at Manukau Institute of Technology) felt uneasy when we were contacted by the media seeking more information about Case M.

“To me, it was like a bad flu-like and I experienced other symptoms that I would not normally get so the virus is real. When I hear people say that the virus is rubbish... you can ask my wife, she suffered badly.”

Previous COVID-19 patient, male, small business owner.

“The support from ARPHS, Jane McEnteer (and her team) was spectacular - I cannot speak highly enough of the public health service. There was not a single time where I was frustrated with the support we were getting or if we thought the info didn’t meet our needs.”

Vaughan Couillault, Principal, Papatoetoe High School



“During COVID-19 and the time we had cases it was worrying because we weren’t sure where it was but now it seems that everybody has become more relieved and happier. We still have students wearing masks – all classes have hand sanitisers – that’s the new norm.”

Rhonda Nguyen, Head Prefect, Papatoetoe High School



“It’s a 30 second walk from Papatoetoe High school where we are – it’s quiet on the roads and everyone is well behaved because we’ve been well informed. I particularly like what Ashley Bloomfield said applauding Papatoetoe High School – that was affirming because in other media, social media, people are saying South Auckland is this and that (negative comments).”

Papatoetoe resident, Tongan

What are our Māori communities saying?

“I think its hard being Māori because we have obligations to our hapu, our iwi, our haponi, our whānau because there are times where there are expectations that we are in certain places at certain times.”

Mother, Manukau, 55-64 years, Māori

SUMMARY

- More direct financial support for Māori families is needed
- Close the Borders! Māori are the most at risk from COVID-19 with high comorbidity factors so we need a higher-degree of protection for our communities.
- Our collective sense of community makes us conscious of our responsibility to whānau-hapu-iwi obligations and acts as a protective factor.
- Contribution of Whānau Ora - recognition of how Whānau Ora and Māori networks have been able to mobilise themselves quickly to be able to respond to whānau needs.
- Particular challenges for Māori having to adapt to changes around tikanga, i.e. unable to provide support to whānau kanohi ki te kanohi (face to face), not being able to attend tangihanga.
- Changes are required to make COVID-19 more accessible for Māori especially rangatahi; i.e. in te reo Māori, whānau reo, use more visuals and bullet points, simplify and direct key messages through Māori channels and channels that rangatahi frequent, i.e. instagram, tik-tok.
- More resources for Māori providers, iwi and urban marae to distribute essential support to Māori whānau.

“Why are they letting immigrants from India – plane loads, this is true... why are you letting people into NZ and they have never lived in NZ and now they have residency how does that work? How come rich Chinese get taken to a side door and let in. The border is a debacle.”

Business Owner, Central Auckland, 55-64 years, Māori

“My concerns – the Border – too many people coming into our country. Need to stop people from COVID-19 affected countries.”

Manager, Health Administration, West Auckland, 55-64 years, Māori Cook Island

“No matter the alert level, Manurewa marae always maintained we would manaaki tangata. Our priority is to ensure our whānau health and wellbeing is being looked after. We know how to work in our communities. We have done four lockdowns now. This time around for our community it has been very different. Whānau are telling us they are ‘over’ testing.

A key priority was making sure our whānau had kai. Whānau already don’t have enough kai and now Tamariki are home so whānau don’t have access to the Breakfast Club and no free lunch – so whānau under the pressure. Stress heightens and whānau worry. Whānau have lost their jobs and benefits.”

Natasha Kemp, CEO, Manurewa marae

“I don’t want to have COVID-19, I don’t want my babies to have COVID-19 I don’t want anyone in my family to have COVID-19.”

Manager, Health Administration, West Auckland, 55-64 years, Māori Cook Island

“We need an official Māori website that people could go to that has our stuff developed through Iwi and Māori communications because of the types of messaging, use of language and how we prioritise with whānau is important.”

Iwi networks (including the Waikato-Tainui provider network) and others such as and Whānau Ora Commissioning agency are the natural Māori influences.

“We have several networks that we work across in South Auckland that include others like Mahi Tahī, Raukura Hauora, Waikato/Tainui provider network, Huakina and MUMA. All of those networks each bring their different perspective and they have the reach into some of the less visible communities. There’s this network of awahi mai awahi atu.”

Te Paea Winiata, CEO, Turuki Healthcare, Māngere

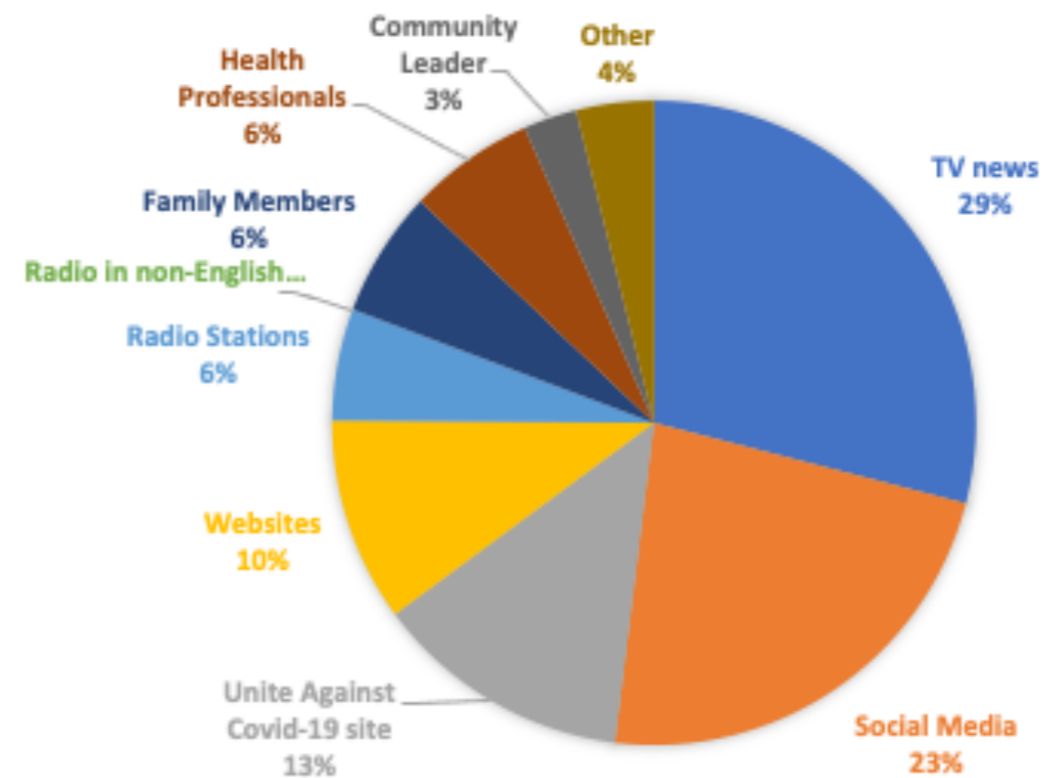


Figure 2: Māori source of information about COVID-19



What are our Pacific communities saying?

“Most of us are feeling a sense of frustration ... towards those who are not following the rules and because of the restrictions.”

SUMMARY

- Most of us are feeling a sense of frustration for a variety of reasons including towards those who are not following the rules and because of the restrictions.
- Despite our frustration, we are still motivated to follow the alert level rules to keep our families safe.
- The Prime Minister, Ashley Bloomfield, TV sources and Pacific language radio programmes are all trusted sources of information. The Ministry for Pacific Peoples and the official announcements are also helpful.
- While the translations of messages have been relatively successful, they require further refinement and channelling through a variety of messengers. Some of us suggest opportunities for training of various messengers who can help answer the many questions within our communities.
- Some of us can cope with lockdowns and are resourced to do so but for those who can't cope it's a significant struggle.
- The border restrictions are also taking a toll on some of our families, in particular elderly, who are unable to reconnect with families and responsibilities in the Pacific Islands/overseas.
- Many socioeconomic issues such as housing are probably more stressful for some of us than the threat of COVID-19 as we know that we are relatively safe.
- There is resilience among our communities however some families are struggling with the burden and stress of living costs and uncertainty of future. We are mindful of the impacts this has long-term on some of our people.
- Some of us to receive the vaccine as soon as it comes out. However, there are some uncertainties relating to the COVID-19 vaccine and its roll-out to families.

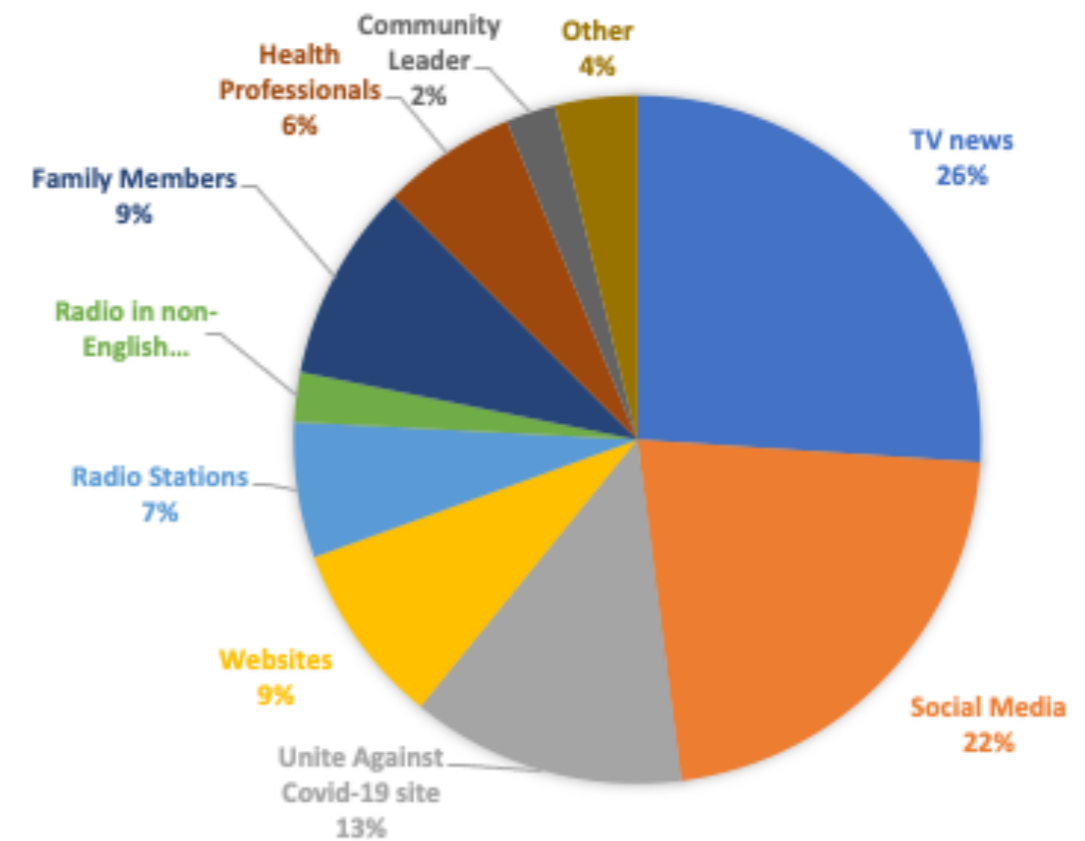


Figure 3: Pacific, Sources of information about COVID-19

“The impact on the community is massive. We have court dates that have been pushed out yet again. There is no real middle ground when you quickly go in and out of lockdown.”

Lawyer Māngere, 45, Tongan/
European, Female

TONGAN COMMUNITIES & FAMILIES

- We support what the government is telling us to do because we do not know any other way to keep us safe and we understand that decisions are made in the best interests of our people.
- It is difficult maintaining a routine/balance because of the disruptions to work or learning and the limited freedoms.
- The Prime Minister, Ashley Bloomfield, TV sources and Tongan radio programmes are all trusted sources of information. The Ministry for Pacific Peoples and the official announcements are also helpful.
- Sometimes going to work is more important than staying home as it will impact on much needed incomes.
- Information and advice need to be much clearer for our families.

“I think lockdowns are a reminder for me of what it is like to be stuck here. I was supposed to go back to Tonga last year, but I am waiting to get a repatriation flight back home. Mentally it is hard because I feel like I am not doing enough to pull my weight at home because I am not eligible to work. For my family who I am staying with, it’s meant loss job opportunities so it’s hard for everyone and every time there is a lockdown it’s how are we going to manage for the next week kind of thing.”

Lawyer Māngere, 45, Tongan/European, Female

“My house hold is the news and hearing first-hand from the Prime Minister and Ashley Bloomfield. We’re not on social media so the news is important.”

Niue family, South
Auckland.

NIUE COMMUNITIES & FAMILIES

- We understand the importance of compliance, but we feel slightly annoyed and frustrated when our daily lives are disrupted.
- Our elderly in particular are sensitive to the disruption to their routine, for instance attendance at church.
- We find it unfair that South Auckland was targeted in the latest lockdown when similar outbreaks that occur elsewhere do not receive the same negativity in media coverage and public response.
- We found the instructions for following this level were clear and understandable, even the instructions which were provided in Vagahau Niue
- There is gratitude that the Government has their best interests at heart.



Figure 4: Niuean Leaders Zoom

- For many families, the messaging was clear about Alert Level 3 and was available across many different platforms.
- A few of us are concerned about some of our Niuean families who believe misinformation.

“We had members of our church who were close contacts and family of close contacts and we had two very close situations in our own Ekalesia. I went straight into our church rapid response plan which luckily we have. I messaged everyone and I said ‘hey go get tested tonight or tomorrow – do not go to work, do not go to school, stay home for three days’. I already mobilised my leadership team and we had already contacted everyone who had been at church, so I was worried because of our vulnerable elderly who were visitors to our little church. Praise God that no one tested positive.”

Niue Community Leader, South Auckland, Minister, Female

“It’s not as disruptive as the first time and I feel this because we know what to expect.”

Samoan, 40-50 years, HR Consultant, Māngere

SAMOAN COMMUNITIES & FAMILIES

- We feel frustrated and ‘over it’ but by and large we are okay and there is a spirit of obedience as we trust our country’s leaders and know they are working hard to keep us safe.
- We are accepting that COVID-19 is the “new normal”. This is viewed both positively and negatively, for example, the disruptions and the need to connect with others during lockdown can be concerning, but for some it is seen as an opportunity to connect with immediate families.
- We need to be mindful of some of the pre-existing socioeconomic issues, especially housing, that have been exacerbated by COVID-19. The mental health implications are being felt and seen but we are dealing with it internally and that is a concern.
- Some of us, in particular our elders, are becoming impacted by the closure of our borders. The ability to move back and forth between New Zealand and Samoa is slowly taking its toll on our ability to reconnect with families in person and to be engaged in our usual activities, responsibilities, and events back in Samoa.
- There is general clarity of information but need responsibility and resourcing to mobilise our communities more to ensure all our families understand the messages and advice, provide opportunities for them to come together to ask questions and talanoa, to provide training not just advice.
- The Prime Minister, Ashley Bloomfield, TV sources and Samoan radio programmes are all trusted sources of information. The Ministry for Pacific Peoples and the official announcements are also helpful for some.
- We are also conscious of the negativity surrounding our families in South Auckland following the recent outbreak.

“I’m very concerned about the some of the issues within our communities. There are a lot of mental health anxieties and stresses that are also impacting on their health. There’s a lot of resilience but if we continue to go on as such, there could be a lot of instability.”

Samoan Zoom Focus Group

“When I’m in the shops and being wary about being around people... because I live in South Auckland and this is because the outbreak is in South Auckland, because of what is in the media about South Auckland, I was shopping in Mt Roskill and I was hoping no one would ask me where I was from, and find out I’m South Auckland, because of all hype.”

Samoan, Respite Worker, 63yrs

“We need to support our communities to accept this ‘new norm’ and to find ways to engage under restricted conditions. Our networks are some of the biggest for example Pacific Leaders Forum and we can mobilise all our churches and community groups if needed but we need support to do this.”

Samoan Zoom Focus Group

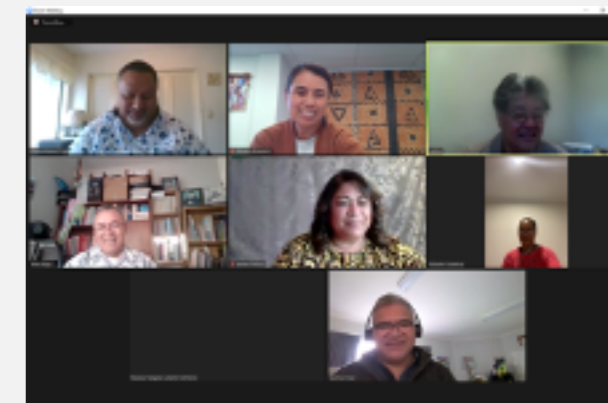


Figure 5: Samoan Leaders Zoom facilitated by Pacific Leaders Forum

“I think the other frustration is each other, trying to find our own space at home... you know everyone is trying to find their own space and that’s probably another contributor to our frustrations”

Mother, Manurewa, 35-44 years, Cook Island

COOK ISLANDS COMMUNITIES & FAMILIES

- Some of us felt resigned to the lockdowns but our frustrations are about the disruptions and annoyance at rule breakers.
- Many of us miss our friends and whānau as we are quite connected.
- Most of us have a lot of trust in the Prime Minister and Dr Bloomfield.
- We understand the messaging that is coming through although some of us may need a refresher of the rules.
- While some of us feel fortunate to have a job, some of us have concerns about providing for our families, ensuring our children have access to learning resources and also the toll on our mental wellbeing.

“I just feel for (my sons) mental wellbeing. I think for my boys because they are older and they are driving and they are used to that independence when they can just get up and go. I think the face-to-face with peers is more important to my sons that it is with the girls so that is why I just let him go but I said if you go to (D) house you have to just stay outside and talk from the car, don’t go into the house.

Mother, Manurewa, 35-44 years, Cook Island

“Upon hearing that my father-in-law was at a place of “interest” I felt (concerned). My husband had to tell him to go for a test – I was annoyed that he was relaxed about it.”

Tokelau talanoa, South Auckland

TOKELAU COMMUNITIES & FAMILIES

- We feel frustrated that South Auckland is connected again and that some people are becoming complacent.
- We have good communication channels through a range of mediums. Keep up the regular broadcasts on national TV.
- While some of us feel fortunate to have a job, some of us have concerns about providing for our families, ensuring our children have access to learning resources and also the toll on our mental wellbeing.

“I prefer One News over 3 News because 3 News reports can be cut-throat at times which isn’t aligned with being kind. We like the Emergency Management Alerts because they’re timely, they grab our attention and are informative. Good Work!”

Tokelau talanoa, South Auckland

“Its pretty simple to follow, it’s like common sense. It’s not that hard to follow because there’s only four alert levels.”

Tokelau-Samoan, Male, Sales Consultant, Ōtara

What are our Indian/South Asian communities saying?

“The whole COVID-19 website has a lot of information but it needs to be simple, because people will just give up and are trying to get their head around it. I like clear bullet points of do’s and don’ts and in the simplest terms in one place.”

Fijian Indian, Engineer, Manurewa

SUMMARY

- These recent lockdowns feel different from previous ones as there is a lot more frustration. Our frustration at the breach of rules, lack of clarity of some advice and some of us were concerned at the decision made to move out of Level 3 the first time, that could have prevented the second lockdown.
- We also feel frustrated at those who do not adhere to the rules, but clarity is needed for some terms and advice e.g. ‘contact’, ‘casual contact’.
- Community resilience is there but multiple lockdowns, has its cascading impact.
- We feel very safe and blessed compared with what is happening around the world.
- Social media, TV, and Radio Tarana, Spice & Sadeaala are all trusted sources of COVID-19 information for many of us as are the Prime Minister and Ashley Bloomfield. Family members and children who help to interpret information for parents and elders are helpful. But not many has this privilege being migrant communities. Lack of family support due immigration policies and further, borders closed due to COVID-19 has deprived many for the family support when they need it most.

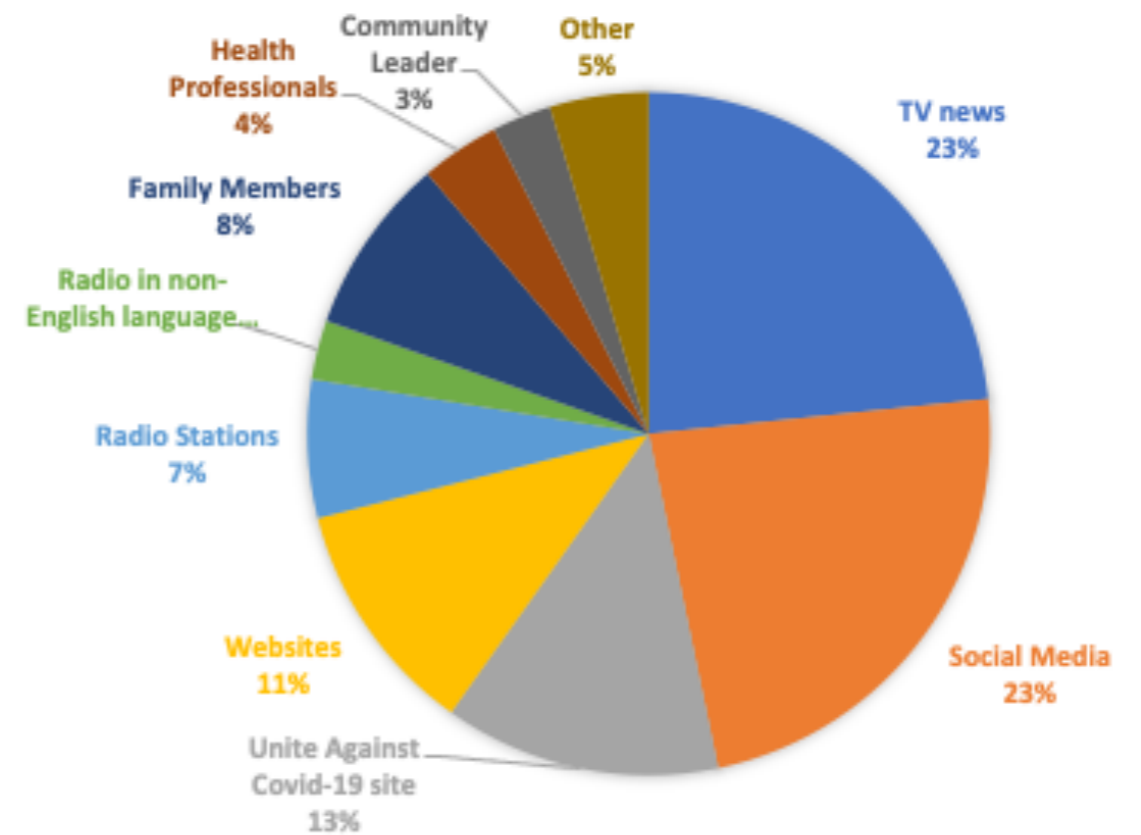


Figure 6: Indian and Fijian-Indian Sources of information about COVID-19

“There should be a chain of communication ready, timely dissemination in various languages. We all volunteered to spread the message wider – we had our members supporting with phone and video calls and online zoom sessions during lockdown.”

Indian, Retired, South East Auckland

“We are very grateful to be New Zealanders. Huge fan of our PM Hon’ Jacinta Arden and Dr Ashley Bloomfield who are working hard to keep us New Zealanders safe and informed.”

Muskaan Care Trust NZ



What are our European families saying?

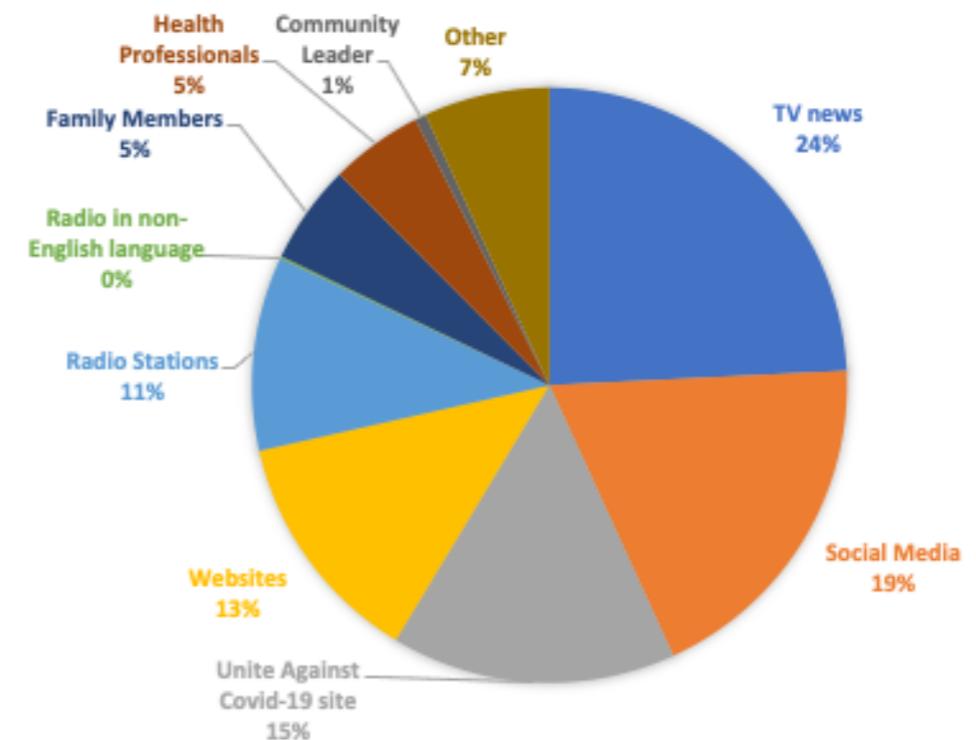
“I trust the Prime Minister and Director of Health as they have the facts rather than looking for a headline.”

European Interviewee, Male, Remuera, National Sales Manager

SUMMARY

- Most of us are frustrated or disappointed at the recent outbreak and movement in and out of alert levels. Some of our frustrations are towards those who are breaking the rules, while some of it is towards the government for failures in handling the pandemic.
- Some of us see these lockdowns as an over-reaction to, or ineffective in, managing outbreaks. A few of us thought the lockdown should be limited to affected region (e.g. South Auckland) or suburb only. An even smaller group of us do not believe in COVID-19.
- The majority of us find it easy to follow Alert Level 3 rules but we are more likely compared to Pacific and Asian communities, to not follow the rules.
- While many of us are doing okay, some of us are tired and anxious.
- We think the messages need to be made clearer as there is some confusion about specific advice and some inconsistencies between announcements made and advice coming through other channels.
- We have a range of concerns from the impact of COVID-19 on our economy through to how it affects social issues such as housing. Some of us are also concerned about the impact of conspiracy theories and the safety and rollout of the COVID-19 vaccine.

Figure 7: Europeans and Sources of information about COVID-19 (option to select top 3)



“Disappointed. I lost my job in the first lockdown in 2020 and was not eligible for any benefits including the COVID-19 redundancy payout because we had large savings for our first home. I had to rely on myself to get back into fulltime employment. Government support for those who lose their jobs, especially women, has not, and is still not, provided by the government. I felt very alone.”

European, Survey respondent

“I’m frustrated, annoyed that some people can’t follow the self-isolation rules and therefore put us all in lockdown. However, when I read about how confusing and sometimes contradictory the information given to people who were meant to self-isolate was, I could see that people could have misunderstood what was required. Messages need to be crystal clear, everyone giving information on the same page and requirements spelt out so that there is no room for misunderstanding.”

European, Survey respondent

What are our Essential workers saying?

35%
of Aucklanders surveyed were essential workers

60%
of essential workers lived in South Auckland

SUMMARY

- Some workplaces can make us feel safe when they have clear and rigorous protocols and processes to keep us safe.
- Some of us are concerned about bringing COVID-19 home to our families.
- We are frustrated at COVID-19 deniers and people who do not take the alert level rules seriously as we are working hard to keep everyone safe and to cater to their needs.
- If we are frontline workers, we do our best to share information and advice in ways that help people understand the messages.
- While we feel fortunate to have a job, some of us are tired and fatigued and this can impact on our ability to deliver at our best.
- Many of us are concerned about those who spread misinformation.

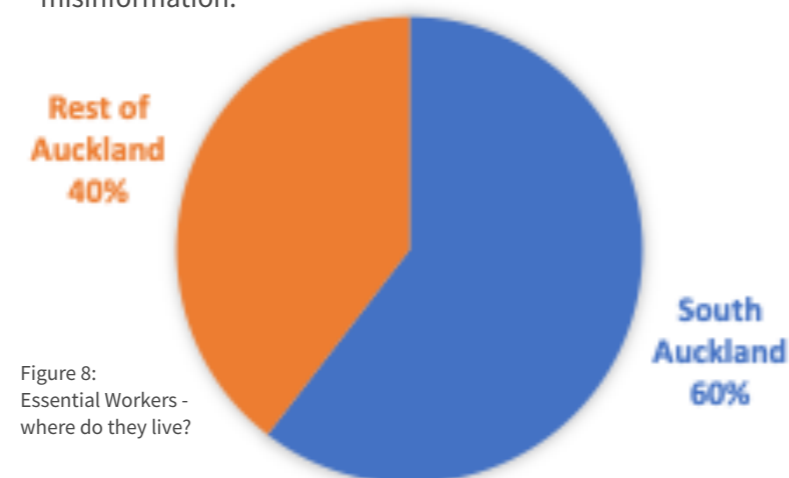


Figure 8:
Essential Workers -
where do they live?

“I feel frustrated at cases that could be avoided and the amount of propaganda out there because it makes a mockery of the effort we as essential workers put in day in and day out.”

Francis Fa'alili, Supply Chain Manager, Progressive Enterprises, Māngere

“Being the only quarantine site here in Auckland I’m a bit frustrated (at the rule breakers) because we had the Mt Roskill cluster and now we have this Papatoetoe cluster. The workforce is so small and there’s so much demand on the small amount of people.”

MIQ (Managed Isolation and Quarantine) Nurse

“Breaking news and social media is great. However, Helpline and Doctors/Nurses did give us mixed messages from one of our experiences. So being on the same page would be helpful.”

Essential worker, South Auckland, Male, Tongan

“For me in the Pacific space, we have had to draw on our other hats (ethnic hats) to provide information and to remind our families of what they’re supposed to do during lockdown.”

Police Officers Zoom participant, South Auckland

“We have had to personalise the information for different alert levels especially given the proximity of the last community cases. I’ve kept within the guidelines but we have to be cautious to protect our mothers infants and families who give birth here as well as staff.”

Tish Taihia, Clinical Midwife Manager, Nga Hau Māngere Birthing Centre

What are our Community Leaders and Groups saying?

“We need to understand their social and financial vulnerabilities – if the family is very worried about paying the bills, are they going to stay home or are they going to go to work? We need to let them communicate what they’re worried about.”

Seini Jensen, Pasifika Futures

SUMMARY

- Our communities are feeling frustrated but are doing the best they can to protect their families.
- Our communities are resilient. But the recent outbreak attracted unwarranted negativity from those outside of South Auckland/Auckland.
- There is information overload and we need to streamline and prioritise what is important for our families.
- We need to provide opportunities for our families to engage in discussion about COVID-19 and to allow them to ask questions.
- There are concerns about the sustainability of some community groups to remain viable such as sports clubs in South Auckland that have been an important outlet and source of support for families in South Auckland.

On the uncertainty of the future of sports clubs:

“It’s been hard. It’s been extremely hard in more ways than one. I can’t say how we are gonna save our membership numbers because we are a lot different to other community groups in South Auckland. Last year was devastating, we had a lot of members leave, not return or come back to play and I can’t even tell you what it’s gonna look like for Māngere East Rugby League this year. We’re the largest sports club in Māngere-Ōtāhuhu and the largest sports club in South Auckland.”

Tasha Turu, Māngere East Rugby League Club General Manager

On the effects of disruption and information needs:

“It’s been very disruptive – I barely understand the safety regulations that are involved in that – I know it’s to keep the community safe, but it is disruptive. We need more visual information and there is not enough information to respond to questions from the community.”

Luke Mealamu, Chairman, Papatoetoe Rugby League Club

On prioritising information about COVID-19:

“There is an overload of information. What are the important things to understand? We need to come back to the basics.”

Lemauga Lydia Sosene, Chair, Māngere-Ōtāhuhu Local Board

On the effects of disruption and information needs:

“Our youth council have been doing a good job of putting out messages – they share from the Unite Against COVID-19 website and MoH website, in the same way that they have the messages out in different languages they should have a strategy for young people as well because the way they communicate, they need young people fronting those messages.”

Lotu Fuli: Chair, Ōtara-Papatoetoe Local Board

On the role of social media platforms:

“There is an irresponsibility of social media platforms – they need to delete negative comments as it reinforces anti-vaxxers and there’s algorithms built on drama. We need to look at the re-messaging of the information.”

Mary Aue, Director Coconut Wireless and South Auckland STEM

On the need to provide information about supports beyond COVID-19:

“We need to provide information and support not just health-wise but support to help people pay bills as this is just as important as it affects our wellbeing. If some of our families knew that they didn’t need to go to work, they may have stayed home.”

Reece Autagavaia: Board member, Counties-Manukau Health

On the effectiveness of supporting community groups to engage with families:

“There was previous funding from the Ministry that helped us improve our communications so that information to our families is easily disseminated to each Minister and then their congregation. We have moved from text to emails and now we are on zoom to help push the messages.”

Tongan Leaders Group

On helping families adapt to a new norm:

“We have to come to an acceptance that this is the new norm and so we need to adapt and help our communities adapt – we need to explore ‘how can we survive the new norm? how can we get on with our lives in the new norm? We need support to provide more opportunities for our families to engage in talanoa, discussion about COVID-19 and its implications, not just stop at the level of leaders.”

Samoan Leaders Group

On the role of community groups in informing families:

“This is a pandemic where we need to look after ourselves and we need to look after our community. We must let our people know.”

NIUE LEADERS GROUP

On work to mobilise communities and families:

“CIDANZ focus has been church, older people and youth. We have over 11 denominations in the Cook Islands Religious Advisory Council established almost two years ago – their purpose is to unite the churches and through them we can deliver consistency of messages and support for families. We are trying to cover every ounce of how you can reach our families- all our CI Drs are on the radio every Monday night, we’ve got consistency of the written word, audio – we couldn’t do more than what we’re doing unless we’re going door to door which we do our most vulnerable and isolated. We also have a marae group – 13 of them – we’re working with 4 at the moment – Ōtara, Papatoetoe, Māngere, Ōtāhuhu, Manurewa. We’re spreading ourselves as far as we can.”

Rourouina Brown, CEO, Cook Islands Development Agency New Zealand (CIDANZ)

Advocates in Media

South Auckland Leaders have been in the media advocating

“People respond to relationships. What we don’t have is people on the ground... out there making sure the message gets to our families. We’ve got to go directly into the home, speak the languages that are spoken in the families – Punjabi, Hindi, Samoan and Tongan – and make sure people really understand this. Young people are on social media all the time. They’re going to understand Instagrams, we should be TikToking this information. That’s the kind of stuff we should be doing. But that’s the problem when you’ve got the bureaucracy handling it.”

Councillor Efeso Collins, Auckland Council

“You watch who’s doing the vaccinating and who’s doing the testing, and it’s almost always our Māori and Pacific workforce, right at the front lines. We owe a lot to them, as they do the jobs that others might balk at, but there’s been no reluctance to get in and do that real frontline stuff that’s keeping us all safe.”

Vui Mark Gosche, Chair, Counties-Manukau Health

“I think we need to test those assumptions that people have actually got the message, and this is the issue about having multiple channels, multiple communication streams. There are lots of people sending out messages across all media platforms. I think it’s not necessarily that clear for the regular person in the street about what they’re required to do. I think that it [messaging] needs to be in the heart of communities. I think that our messaging needs to be much broader across all communities.”

Debbie Sorenson, CEO, Pasifika Futures



“Our church and community leaders have a vital part to play because they are well respected by their congregations and the communities that they serve... I’m really proud of how resilient our church leaders have been. I know every time there’s been a lockdown I’ve reached out to them through texts or phone calls, and the majority of our church leaders have played a very cautious role in protecting our communities.”

Honourable Aupito William Sio, MP.

What are our Businesses/Employers saying?

“Businesses are too scared to apply for support. They don’t know what to do, there are too many questions that come with that and there are no trusted advisors that they can go to.”

Laura Keil-Hall, CEO, Pacific Business Hub, Manukau

SUMMARY

- We are generally feeling ‘over it’ and frustrated
- Lockdowns are hard for some of our businesses, even when we think that raised alert levels are the right thing to do
- We do our best to disseminate information to our employees and business networks but we need these resources to resonate better with the employees in our local communities
- Applying for the COVID-19 wage subsidy has become a stressful and onerous process adding to our frustrations as business owners
- Businesses are generally complying, but maybe not as stringent as they used to be as they now feel confident that it will be quickly contained

“When I first applied for the (wage subsidy) it went through WINZ but now it’s going through IRD and they are asking lots and lots of questions. I am finding it actually a lot tougher – I cannot visit any homes under these levels so if there is no work I can’t get any money – the (new process) is adding a lot more stress to be honest.”

Business Owner, Samoan, Male, Mt Wellington

“We really want the money, but before money, health.”

Café Owner, Chinese, Female, Māngere

“Lockdown is very hard on people’s mental health and businesses. To have two snap lockdowns announced in a month puts a lot of pressure on businesses who can not operate at all or to their normal activity in level.”

Anon

Summary:

What do Aucklanders, in particular South Aucklanders, want you to **know**?

Overall, there is a strong sense of frustration for many reasons. Nonetheless we are more compliant than people think.

- We are generally frustrated and ‘over COVID-19’ because of the disruptive nature the recent lockdowns have had on us. Nonetheless, most of us are following the rules.
- There is a sense of frustration that lockdown is the only mechanism for keeping us safe.
- South Aucklanders are also more compliant with alert level regulations than the rest of Auckland.
- As collectives, social responsibility weighs heavily for Māori and Pacific which is evident in the commitment of respondents to follow the rules despite the frustrations. Our collective sense is a protective factor.
- South Auckland is very diverse, and we are negatively impacted by assumptions and stereotypes. There is some disappointment that government has not clearly communicated that the spread of COVID-19 is not the fault of South Auckland, where a large number of Māori and Pacific families reside. This has further exacerbated the stereotypes around Māori and Pacific, opening up the community to racist commentary in the media.

Information sources vary but there is generally high trust of the Prime Minister and Ashley Bloomfield.

- Most of us receive our COVID-19 information from watching news bulletins and press briefings on TV, through social media and the Unite COVID-19 website.
- Our schools, marae, churches, community groups, workplaces and business are all proactive in channelling the messages through to our communities and families using a variety of sources from email, social media and text message. But sometimes the sudden change in alert levels makes it challenging to prepare our communities for operating under lockdown restrictions.
- Despite this being the 4th time around, there is still confusion around what we can and can’t do at specific, practical levels.
- Mobilise on the ground – doorknocking, home visits.
- The concept of ‘Be Kind’ remains an important one, but the catchphrase may have lost its impact as families, businesses and community groups struggle and are frustrated, and there has been lack of modelling from some leaders.

Many of our concerns are about safety from COVID-19 but also about the ability to provide stability for our families.

- Our South Auckland community has been made more vulnerable by the location of the airport and the quarantine facilities which are mostly located in South Auckland.
- Māori and Pacific are the most at risk from COVID-19 with high comorbidity factors, so we need a higher-degree of protection for our communities.
- There is a strong sense of increased vulnerability; major concerns for the well-being of whānau/aiga & a real fear of getting sick and infecting loved ones.
- While many are getting through the COVID-19 lockdown, there is a group for whom stress, anxiety is heightened.
- Employers are pressuring people to go to work, workers are in a no win situation. They need the job and the income for their families but they are also worried about the risks that they might be exposing themselves and their families to.
- There is a very small minority of us who do not believe in COVID-19 and do not want to follow your rules.

Summary:

What do Aucklanders, in particular South Aucklanders, want you to **do**?

SAFETY & WELLBEING

- Provide more responsibility and resources/funding to Māori, Pacific and South Auckland providers, businesses, and community organisations (marae, churches, sports clubs) to support culturally responsive messaging and tailored supports to our communities.
- Some of us want you to close the borders. COVID-19 is coming into South Auckland and New Zealand through the borders. It is that which puts South Auckland families at the forefront of risk (This was a stronger message among Māori).
- Some of us want government to have an alternative strategy that tracks and traces without lockdowns (This was a stronger message among Europeans).
- Some of us want to know when we can travel abroad, particularly to the Pacific, to reconnect with our families and other responsibilities we have overseas (This was a stronger message among Pacific peoples).
- Consider seriously the mental health implications of long-term movement in and out of lockdowns and the need for mental health services to be accessible and responsive to all our communities and families.
- Any future lockdowns need to address the stresses and emotional and social toll for some families and provide the right support needed, including financial support, not just food parcels.

SAFETY & WELLBEING CONT.

- Acknowledge the workplaces that are making great efforts to prioritise the safety and care of their employees. Track and trace workplaces that put pressure on workers, especially our minimum wage workers, to attend work or to use up annual leave for illness or for taking time out from work to seek a COVID-19 test.
- Ensure all students have access to a device and Wi-Fi. There are students falling through the gaps and they need.

COMMUNICATION

- Provide opportunities for two-way communication that enables further discussion and opportunities to ask questions and to receive answers. This can involve appropriate training for leaders and frontline staff to respond to queries from families, employees, students and community members in real time and resourcing their mobilisation on the ground.
- Increase the diversity and range of communication channels across different platforms. Note preferences among demographics e.g., Instagram and Tik Tok are popular communication channels for young people. Consider short bursts of important information via text messaging, with a different notification sound to the emergency alerts.
- Information requires more clarity and consistency and be wary of social context when releasing new information. There is information fatigue so prioritise messages and timing of release where possible.
- Reinforcement of the key messages from the first Lockdown, in every Lockdown.
- Remind Media of their ethical obligations in seeking information and ensuring unbiased reporting. Acknowledge the role that media can play a role in managing unwarranted negativity towards South Auckland and the handling of any outbreaks, by not amplifying unfounded perceptions, and reporting the successes of the system where warranted. Improved management and monitoring of their social media platforms is also recommended.
- Establish an official Māori COVID-19 website that is developed through Iwi and Māori communications.
- Be mindful of the use of the term 'Be Kind' which remains an important concept, but the catchphrase may have lost its impact as families and businesses struggle and many are frustrated.

Survey Graphs and Tables

Q1

Feelings on recent change in alert levels in Auckland?

In the online survey, participants were asked “On a scale of 1 to 10, (1= very dissatisfied and 10 = very satisfied), how are you feeling about the recent changes in alert levels?” the average score of respondents was 6.2 indicating that more Aucklanders were satisfied with the change in alert levels than were dissatisfied (Figure 9). However, there is some polarisation at the extremes, where 19% were very satisfied and at the opposite end, 14% were very dissatisfied with the change. While more Aucklanders were satisfied with the recent change than were dissatisfied, there was a wide variety of responses across the spectrum (Table 5).

How are you feeling Auckland?

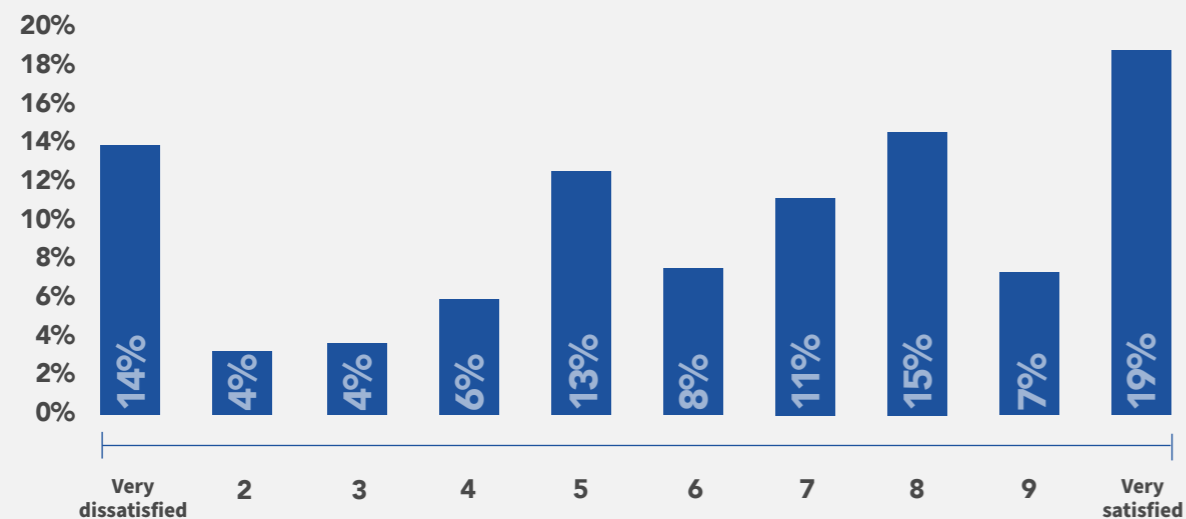


Figure 9: Feelings about the change in alert levels in Auckland (%)

Scale	Number	Percentage %
1 Very dissatisfied	160	14%
2	40	4%
3	43	4%
4	72	6%
5	143	13%
6	88	8%
7	128	11%
8	167	15%
9	85	7%
10 Very satisfied	215	19%
TOTAL	1,141	100%
Average Score	6.2	

Table 5: Feelings about the change in alert levels showing counts and percentages

Feelings about the change in alert levels by Geographical location

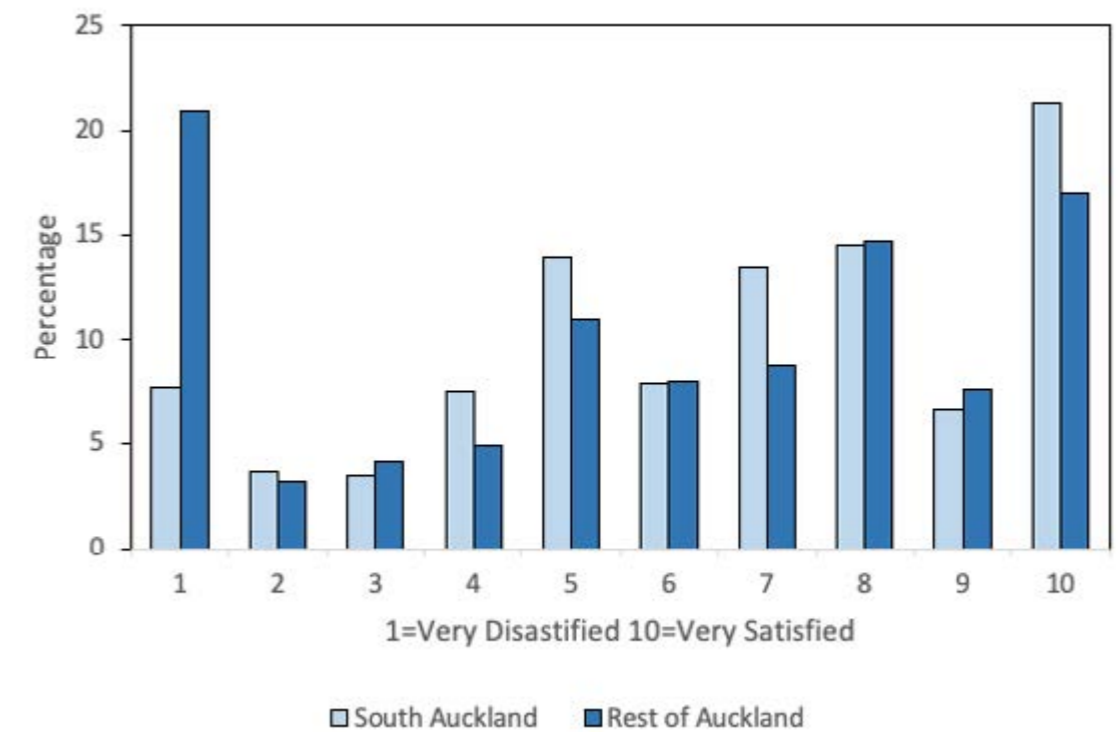


Figure 10: On a scale of 1 to 10, (1= very dissatisfied and 10 = very satisfied), how are you feeling about the recent changes in alert levels?

1141 people answered the question. Of those that answered, 52% (593) lived in South Auckland, 48% (548) lived outside South Auckland. Those in South Auckland were less likely to feel very dissatisfied (8% vs 21%) and more likely to feel very satisfied (21% vs 17%) about the recent changes in alert levels compared to respondents to the rest of Auckland (Figure 10).

Feelings about the change in alert levels by Gender

Male survey participants were 2.6 times more likely to feel dissatisfied compared to females' participants who were also more likely to feel very satisfied with the changed in alert levels. (Table 6 and Figure 11).

In the survey monkey gender diverse was an option, however when answering this question, the numbers were too low to be included.

Scale	Male		Female		Total	
	Number	%	Number	%	Number	%
1 Very dissatisfied	66	21%	57	8%	127	12%
2	9	3%	23	3%	32	3%
3	14	5%	27	4%	41	4%
4	13	4%	52	7%	65	6%
5	38	12%	92	13%	132	13%
6	35	11%	51	7%	86	8%
7	30	10%	91	13%	121	12%
8	41	13%	115	16%	156	15%
9	16	5%	59	8%	75	7%
10 Very satisfied	47	15%	152	21%	200	19%
TOTAL	309	100%	719	100%	1,035	100%
Weighted total	5.6		6.6			

Table 6: Feelings about the change in alert levels in Auckland by gender

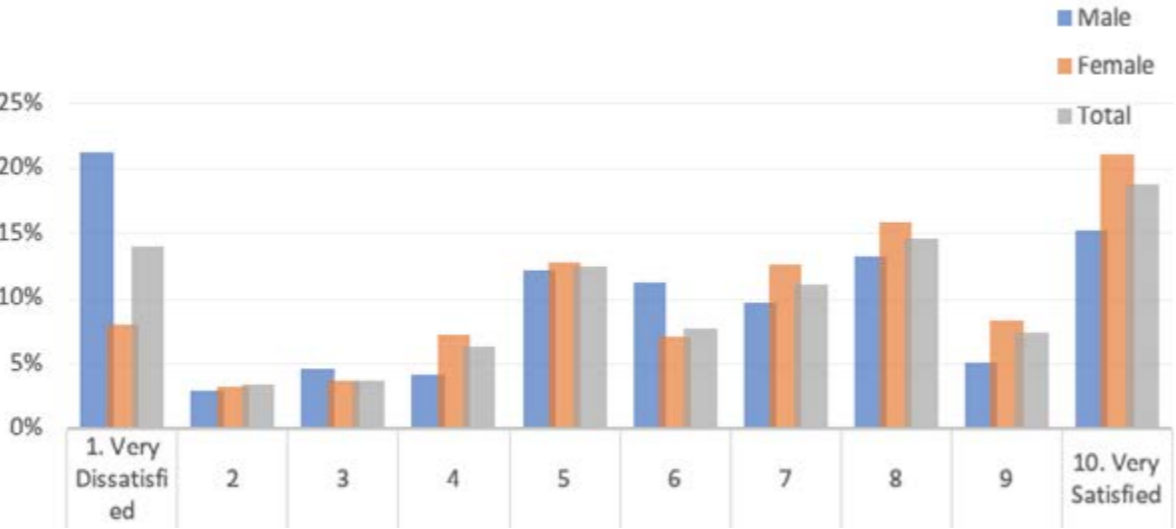


Figure 11: Feelings about the change in alert levels in Auckland by gender

Feelings about the change in alert levels by Ethnicity

Pacific had the highest average weighting when compared to Māori, Asian and European (Table 7), they were also less likely to be dissatisfied and be very satisfied compared to the other ethnic groups (Figure 12).

Scale	Maori	Pacific	Asian	European
1 Very dissatisfied	18%	5%	17%	24%
2	4%	2%	6%	5%
3	4%	3%	6%	4%
4	6%	8%	6%	5%
5	11%	16%	10%	9%
6	12%	8%	8%	9%
7	12%	14%	7%	9%
8	12%	15%	13%	14%
9	6%	8%	10%	6%
10 Very satisfied	17%	21%	19%	15%
Average weighting	5.8	6.75	5.96	5.47
TOTAL Count	1.63	6.05	0.72	3.88

Table 7: level of satisfaction based on age group, 1=very dissatisfied, 10=very satisfied

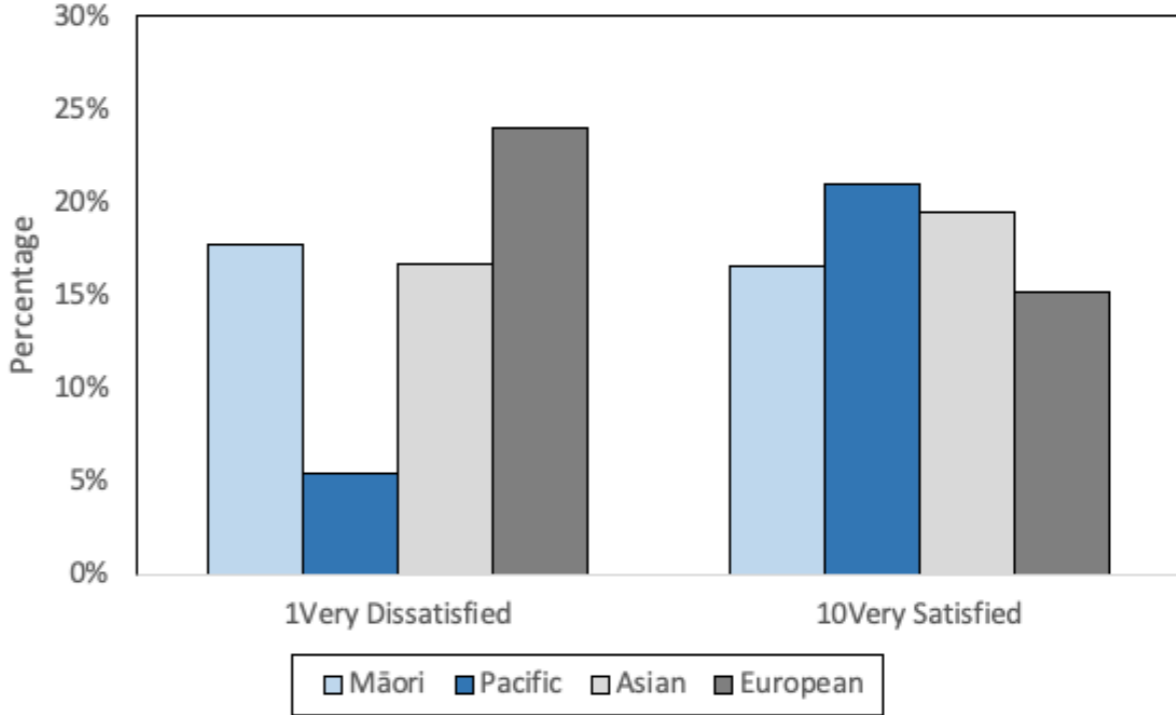


Figure 12: Level of satisfaction based on ethnicity.

Q2

How are you feeling about the recent COVID-19 outbreak and Why?



Figure 13: Word Cloud - Question 2: How are you feeling about the recent COVID-19 outbreak and why?

Coding Results

- 206 respondents were 'Very Satisfied' with the recent change in alert levels. When asked why, their responses ranged and coded under general headings as below:

Feeling	All Regions	Percentage %
Happy	20	10%
OK	45	22%
Safe	15	7%
Angry	5	2%
Frustrated	57	28%
Scared	30	15%
Disappointed	27	13%
TOTAL	206	100%

Table 7a: Most common feelings noted by those who were 'very satisfied' across the Auckland region

- 156 respondents were 'Very Dissatisfied' with the recent change in alert levels. When asked why, their responses ranged and coded as below:

Feeling	All Regions	Percentage %
Happy	0	0%
OK	12	8%
Patient	1	1%
Angry	35	22%
Frustrated	98	63%
Does not believe that COVID-19 exists	12	8%
There was no outbreak	10	6%
Anxiety	1	1%
Worried	2	1%
Other	1	1%
TOTAL	206	100%

Table 7b: Most common feelings noted by respondents by those who were 'very dissatisfied' across the Auckland region

By Region

Feeling	South Auckland	North Auckland	West Auckland	Central Auckland	Rodney	Pukekohe	East Auckland
Happy	15	1	1	5	-	1	2
OK	111	8	19	42	3	2	4
Safe	31	-	-	7	-	-	-
Angry	31	13	9	22	8	3	6
Frustrated	189	12	41	42	7	4	22
COVID-19 does not exist	9	3	1	3	-	2	3
None	11	-	-	-	-	-	-
Concerned	56	2	5	11	-	-	6
Disappointed	34	-	5	32	-	3	10
Empathetic	14	-	1	2	-	-	4
Tired/Fatigued	9	3	3	10	-	-	1
Anxious	23	5	10	10	2	2	5
Distrust	28	3	2	27	10	1	-
Irrelevant	-	-	-	4	-	-	-
Confident	-	1	-	1	2	1	2
Uncertain	-	-	4	-	-	-	-
TOTAL	561	51	101	218	32	19	65

Table 8: Most common feelings noted by respondents by Region

Q3

Clarity of the information on Alert Level 3?

Overwhelmingly, nearly half of Aucklanders reported the information at Alert Level 3 was totally clear (Figure 14). The respondents' average response was a score of 7.9, which was greater than 5.5 the expected average, indicating that more respondents reported the information on Alert Level 3 was clear compared to unclear. In fact, 80% of respondents (≥ 6 score) thought of the rules as clear compared to 20% (< 6 score) unclear.

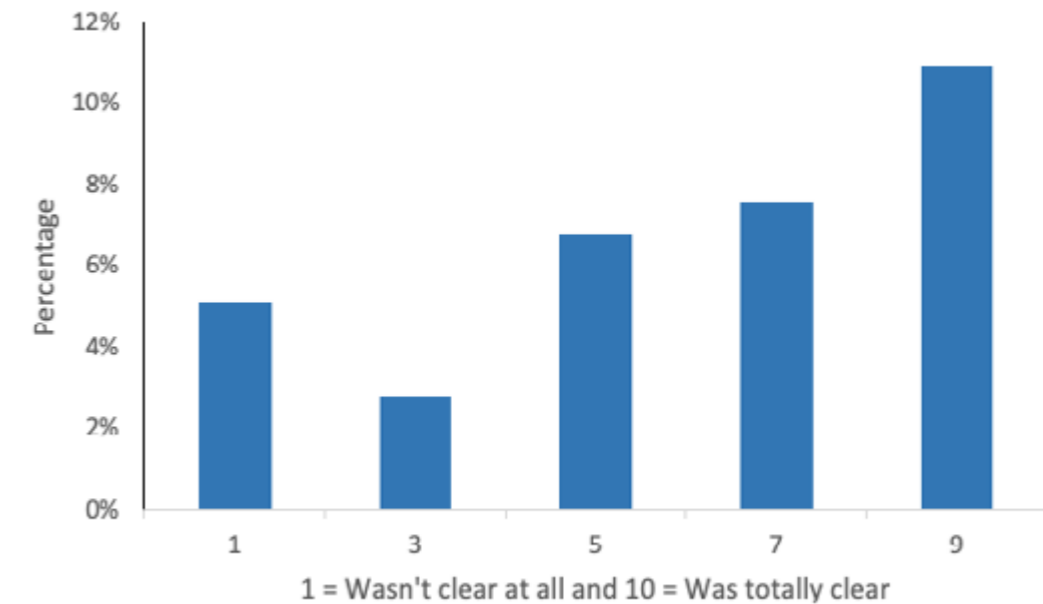


Figure 14: How clear was the information you got about what you need to do during Alert Level 3?

Scale	Male		Female		Total	
	Number	%	Number	%	Number	%
1 Very dissatisfied	66	21%	57	8%	127	12%
2	9	3%	23	3%	32	3%
3	14	5%	27	4%	41	4%
4	13	4%	52	7%	65	6%
5	38	12%	92	13%	132	13%
6	35	11%	51	7%	86	8%
7	30	10%	91	13%	121	12%
8	41	13%	115	16%	156	15%
9	16	5%	59	8%	75	7%
10 Very satisfied	47	15%	152	21%	200	19%
TOTAL	309	100%	719	100%	1,035	100%
Weighted total	5.6		6.6			

Table 9: Thoughts about the clarity of the information in Alert Level 3, showing counts and percentages

Q4

Where do you get most of your information about COVID-19? Choose your top 3.

Around 25% of respondents got information about COVID-19 from the TV news (followed by Social Media (21%), the Unite Against COVID-19 website (14%) and websites 10%.

Insights

TV news (25%), Social Media (21%) and the Unite Against COVID-19 (14%) website were the three most popular sources of information about COVID-19.

Information Source	Number	Percentage %
TV News	788	25%
Social Media	660	21%
Unite Against COVID-19 website	422	21%
Websites	319	10%
Radio stations	245	8%
Radio in non-English language	51	2%
Family members	238	8%
Health Professionals	184	6%
Community Leader	59	2%
Other	157	5%
TOTAL	3,123	100%

Table 10: Sources of information about COVID-19, showing counts and percentages.

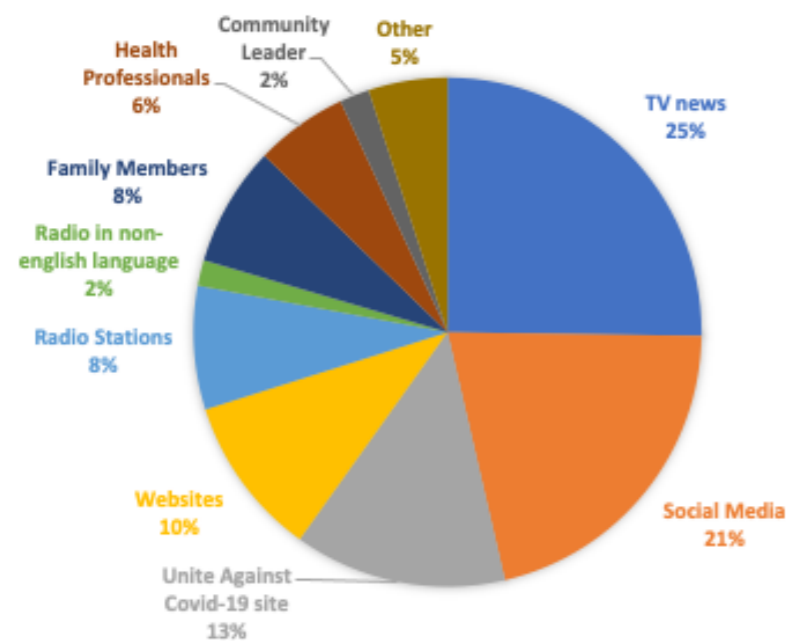


Figure 15: Source of information about COVID-19

15-24 year olds: Source of Information about COVID-19

Social Media (28%) and TV news (24%) accounted for around half of 15-24 year olds' sources of information about COVID-19 (Figure 16 and Table 11). Also popular were: family (16%), the Unite Against COVID-19 site (10%), websites (9%) and radio (5%). Health professionals (3%) and Community leaders (1%) were the least popular sources.

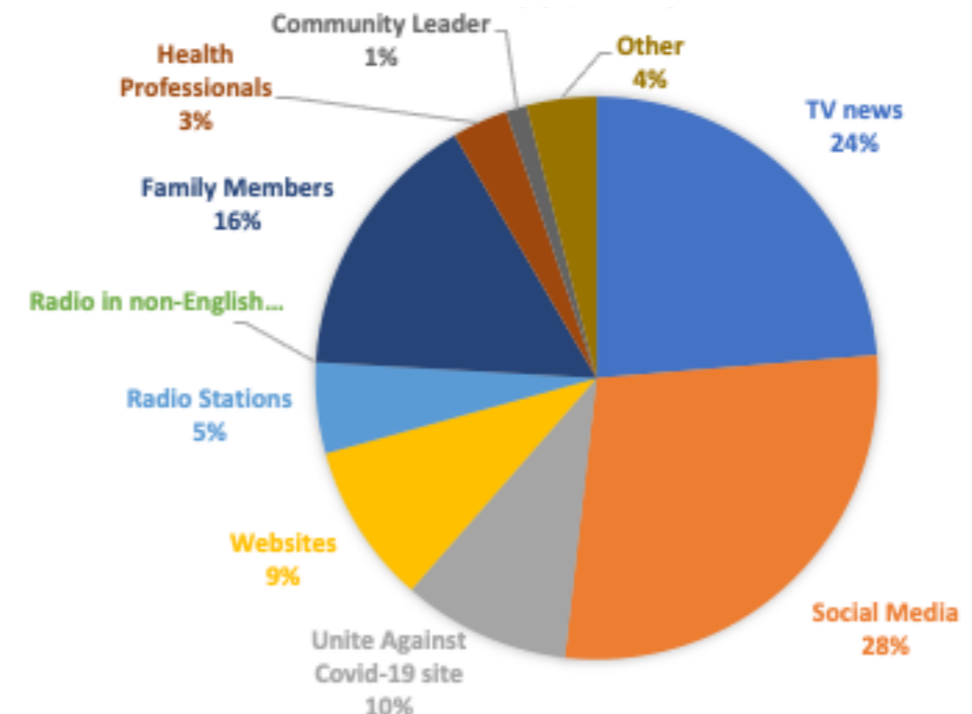


Figure 16: 15-24 year olds, Source of Information about COVID-19

Information Source	Number	Percentage %
TV News	59	24%
Social Media	70	28%
Unite Against COVID-19 website	24	10%
Websites	23	9%
Radio stations	13	5%
Radio in non-English language	0	0%
Family members	39	16%
Health Professionals	8	3%
Community Leader	3	1%
Other	10	4%
TOTAL	249	100%

Table 11: 15-24 year olds, Source of Information about COVID-19.

Indians or South Asians: Source of Information about COVID-19

TV news (23%) and Social Media (23%) were the most popular COVID-19 information sources for Indians or South Asians (Figure 17 and Table 12). Next most popular were: the Unite Against COVID-19 site (13%), websites (11%), Family (8%) and Radio (7%). Less popular were: Other (5%), Health professionals (4%), Community leaders (3%) and ethnic radio (3%).

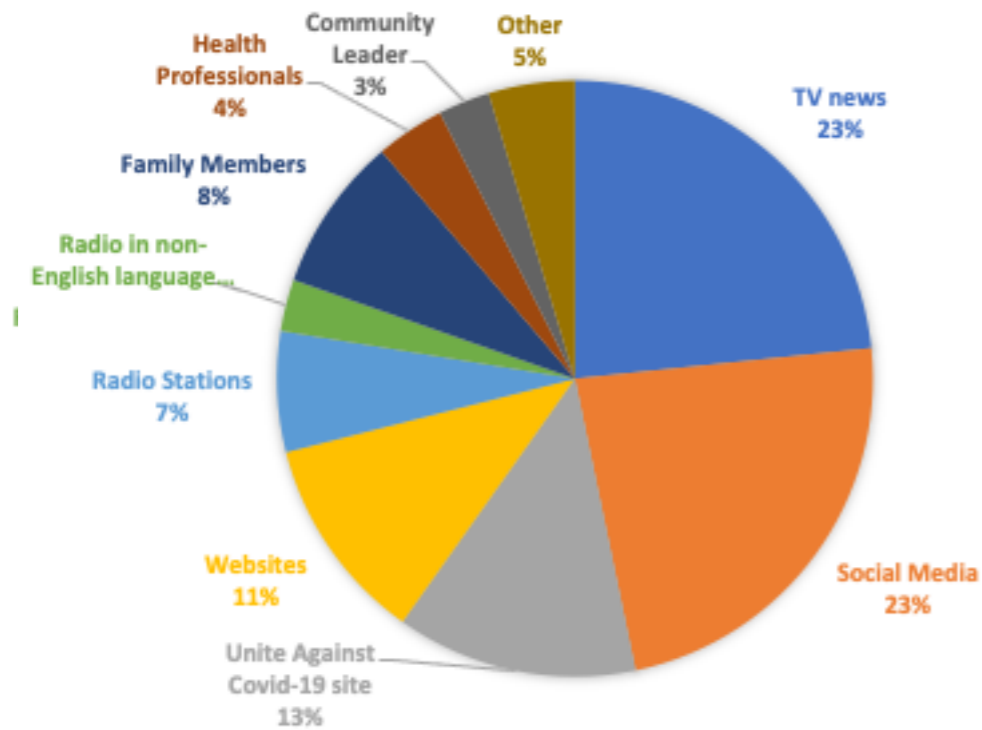


Figure 17: Indians or South Asians: Source of Information about COVID-19

Information Source	Number	Percentage %
TV News	25	23%
Social Media	25	23%
Unite Against COVID-19 website	14	13%
Websites	12	11%
Radio stations	7	7%
Radio in non-English language	3	3%
Family members	9	8%
Health Professionals	4	4%
Community Leader	3	3%
Other	5	5%
TOTAL		100%

Table 12: Indians or South Asians: Source of Information about COVID-19

Māori: Source of Information about COVID-19

The most popular sources of information about COVID-19 for Māori were: TV news (29%) and Social Media (23%), these accounted for just over half of all sources. The Unite Against COVID-19 site (13%) and websites (10%) were also popular sources, as were Radio, Family and Health professionals – all 6% each. Other (4%) and Community leaders (3%) were the least popular sources.

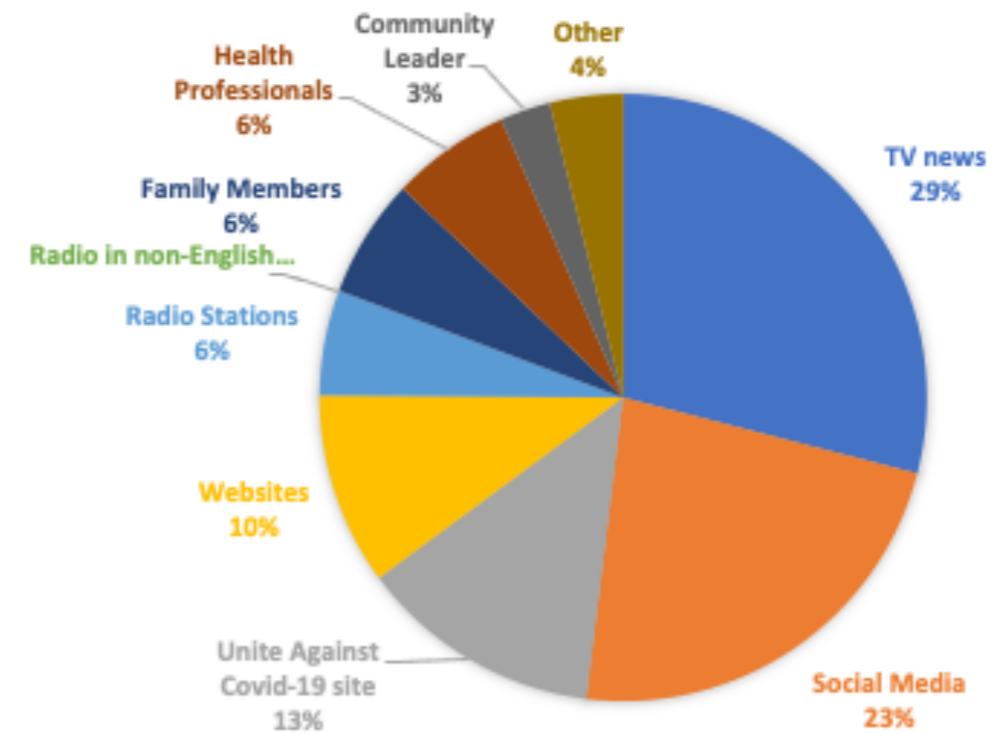


Figure 18: Māori, Source of Information about COVID-19

Information Source	Number	Percentage %
TV News	119	29%
Social Media	94	23%
Unite Against COVID-19 website	53	13%
Websites	42	10%
Radio stations	23	6%
Radio in non-English language	0	0%
Family members	26	6%
Health Professionals	26	6%
Community Leader	11	3%
Other	16	4%
TOTAL	410	100%

Table 13: Māori, Source of Information about COVID-19

Pacific: Source of Information about COVID-19

For Pacific, the most popular news sources for information about COVID-19 were TV news (26%) and Social media (22%) - accounting for nearly half of all the sources (Figure 19 and Table 14). The next popular sources were: the Unite Against COVID-19 site (13%), Family (9%), Websites (9%), Radio (6%), Health professionals (6%), Other (4%), Community leaders (2%) and Ethnic radio (2%).

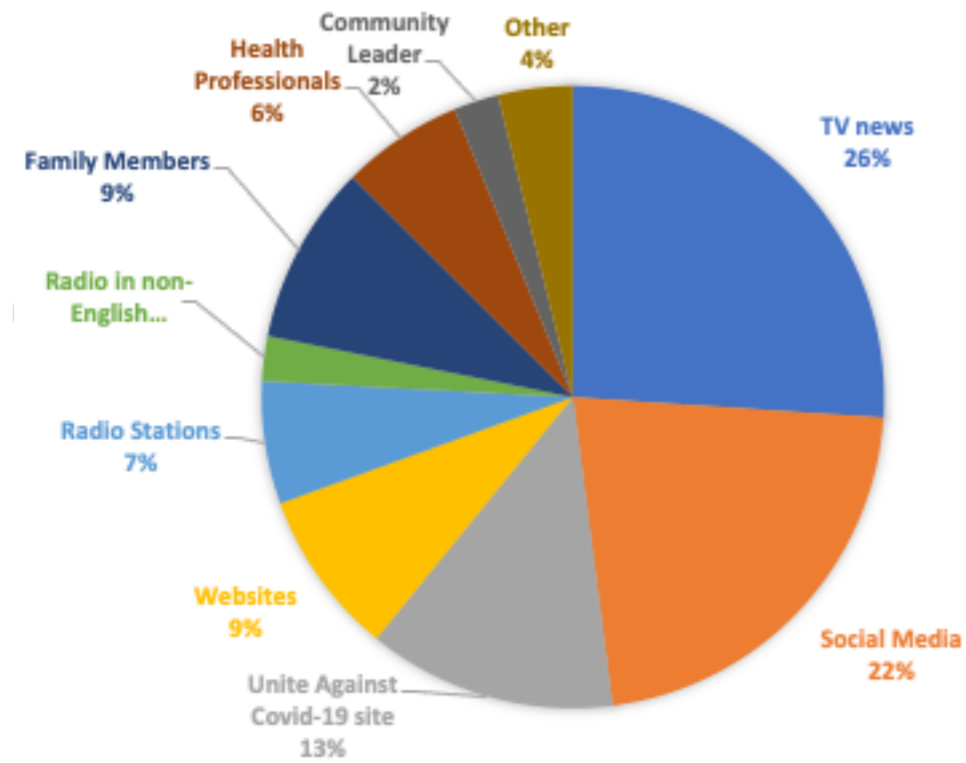


Figure 19: Pacific, Source of Information about COVID-19

Information Source	Number	Percentage %
TV News	458	26%
Social Media	385	22%
Unite Against COVID-19 website	227	13%
Websites	151	9%
Radio stations	112	6%
Radio in non-English language	41	2%
Family members	164	9%
Health Professionals	111	6%
Community Leader	41	2%
Other	68	4%
TOTAL	1,758	100%

Table 14: Pacific, Source of Information about COVID-19

Europeans and Sources of information about COVID-19 (corrected version)

For Europeans, TV news (24%) was the most popular source, followed by Social Media (19%), the Unite Against the COVID-19 site (15%), websites (13%) and Radio (11%) - see (Figure 20 and Table 15). Less popular were: Other (7%), Family (5%), Health professionals (5%) and Community leader (1%).

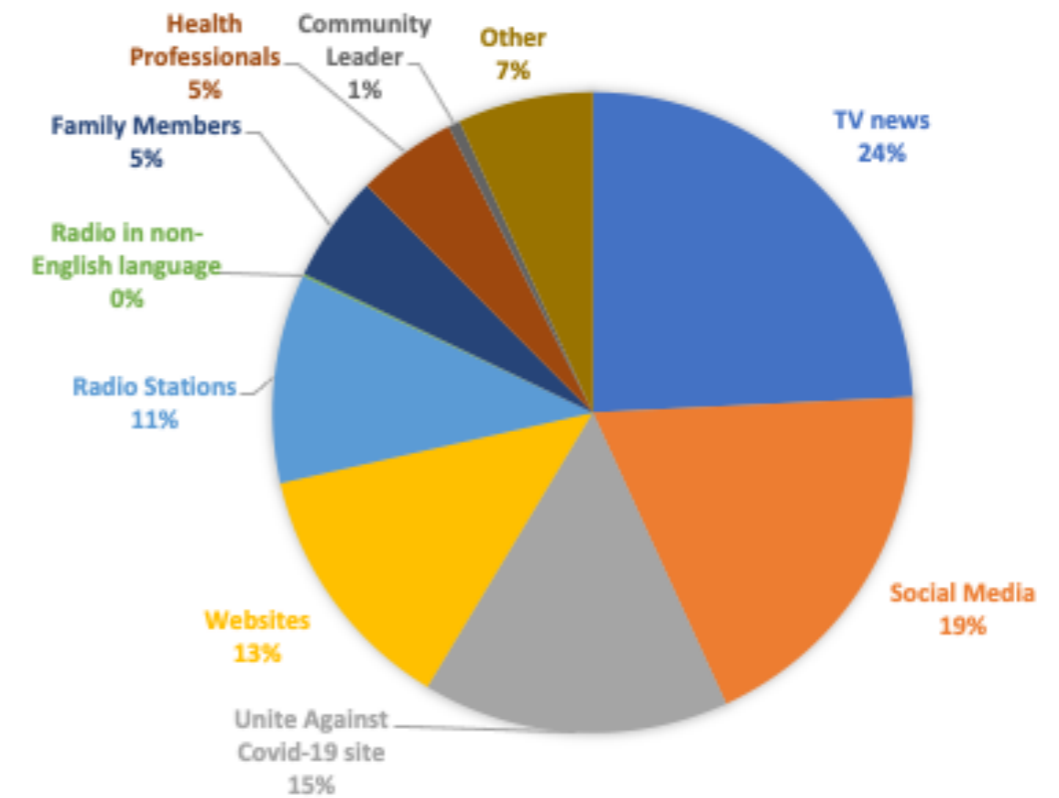


Figure 20: Europeans and Sources of information about COVID-19

Information Source	Number	Percentage %
TV News	202	24%
Social Media	158	19%
Unite Against COVID-19 website	129	15%
Websites	107	13%
Radio stations	88	11%
Radio in non-English language	1	0%
Family members	45	5%
Health Professionals	42	5%
Community Leader	5	1%
Other	57	7%
TOTAL	834	100%

Table 15: Europeans, Sources of information about COVID-19

Q5

Who are you most likely to believe about COVID-19?

In general, people were most likely to believe the news (31%), followed by the Unite Against COVID-19 site (26%) and Health professionals (20%). (Figure 21) Social Media hardly registered on 3% as did listening to family members (2%) and radio (3%) either English language or non-English. Similarly, community leaders such as Pastors or Iwi leaders was believed by only 2%, with websites at 5%. (Table 16)

Who are you most likely to believe about COVID-19?

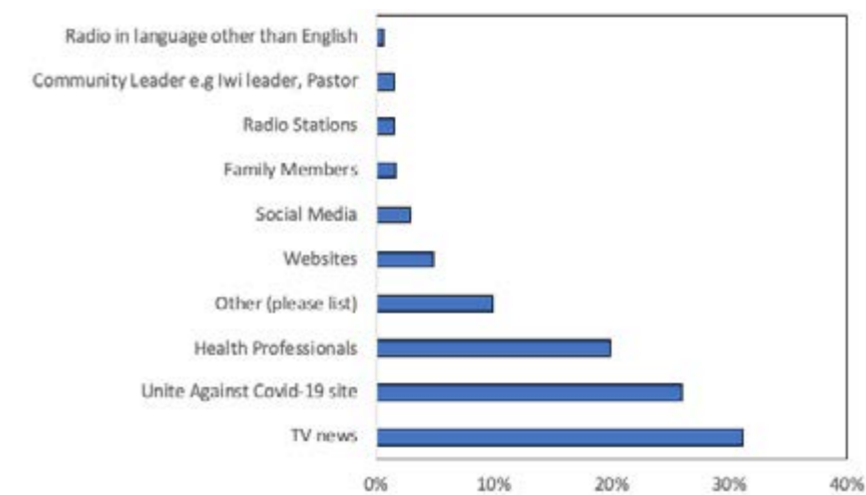


Figure 21: Who are you most likely to believe about COVID-19?

Information Source	Number	Percentage %
TV News	354	31%
Social Media	33	3%
Unite Against COVID-19 website	295	26%
Websites	55	5%
Radio stations	18	2%
Radio in non-English language	7	1%
Family members	19	2%
Health Professionals	226	20%
Community Leader	18	2%
Other	113	10%
TOTAL	1,138	100%

Table 16: Most believable sources of information about COVID-19, showing counts and percentages.

Q6

How easy is it to follow Alert Level 3 rules?

Nearly half of respondents found it **very easy** to follow the Alert Level 3 rules (Figure 22). Moreover, 84% of respondents with a score 6 or above found it easy to follow rules. The weighted average show that majority of survey participants consider it easy to follow the rules (Table 17).

How easy is it to follow Alert Level 3 rules?

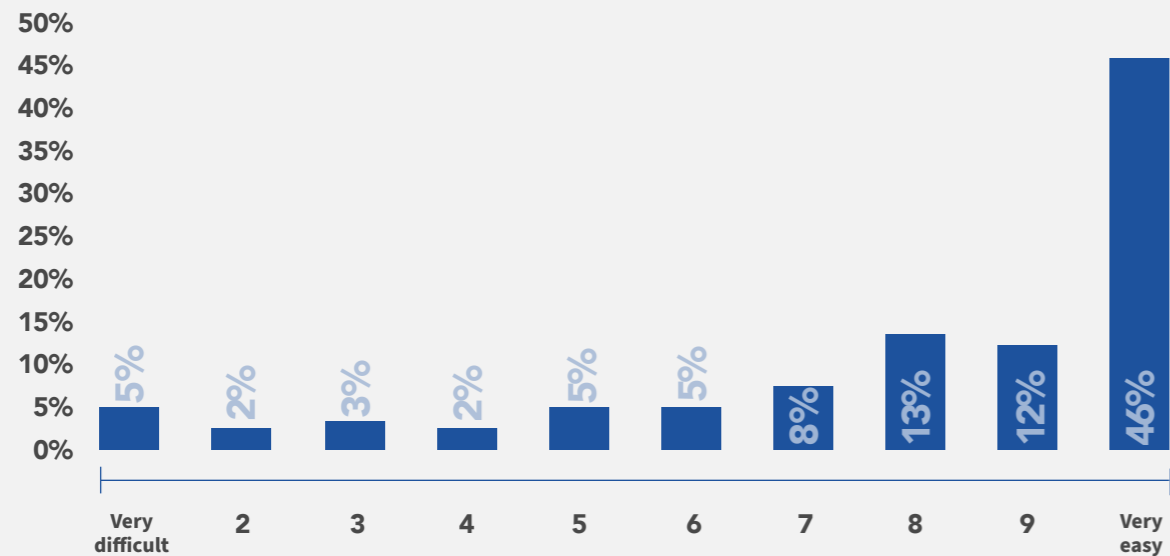


Figure 22: How easy is it to follow Alert Level 3 rules?

Scale	Number	Percentage %
1 Very difficult	57	5%
2	18	2%
3	32	3%
4	21	2%
5	53	5%
6	54	5%
7	90	8%
8	152	13%
9	133	12%
10 Very easy	526	46%
TOTAL	1,137	100%
Weighted Average	8.07	

Table 17: How easy is it to follow Alert Level 3 rules?

Q7

Motivation to follow the alert level rules?

The vast majority 83% (score ≥ 6) of survey participants were motivated to follow the alert level rules with nearly 50% following them all the time (Figure 23 and Table 18).

Easy to follow Alert Level 3 rules?

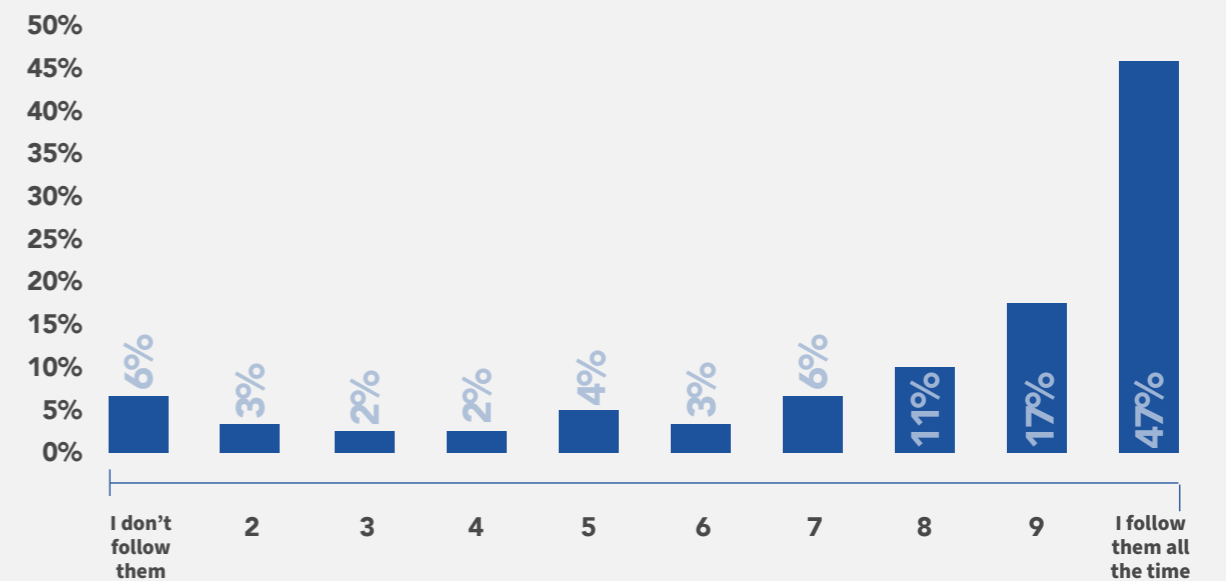


Figure 23: Overall motivation to follow the alert level rules.

Scale	Number	Percentage %
1 I don't follow	70	6%
2	33	3%
3	25	2%
4	19	2%
5	43	4%
6	29	3%
7	69	6%
8	124	11%
9	194	17%
10 I follow all the time	529	46%
TOTAL	1,135	100%
Average	8.1	

Table 18: Motivation to follow the Alert level rules, showing counts and percentages.

Geographical location and ease of following the alert level rules.

When analysing the responses to the questions based on geographical location in Auckland, the most popular choice was 10 (I follow them all the time), chosen by half of those from South Auckland and 43% of participants from the rest of Auckland. (Figure 24). Those living outside of South Auckland were almost five times more likely to not follow the rules (Table 19).

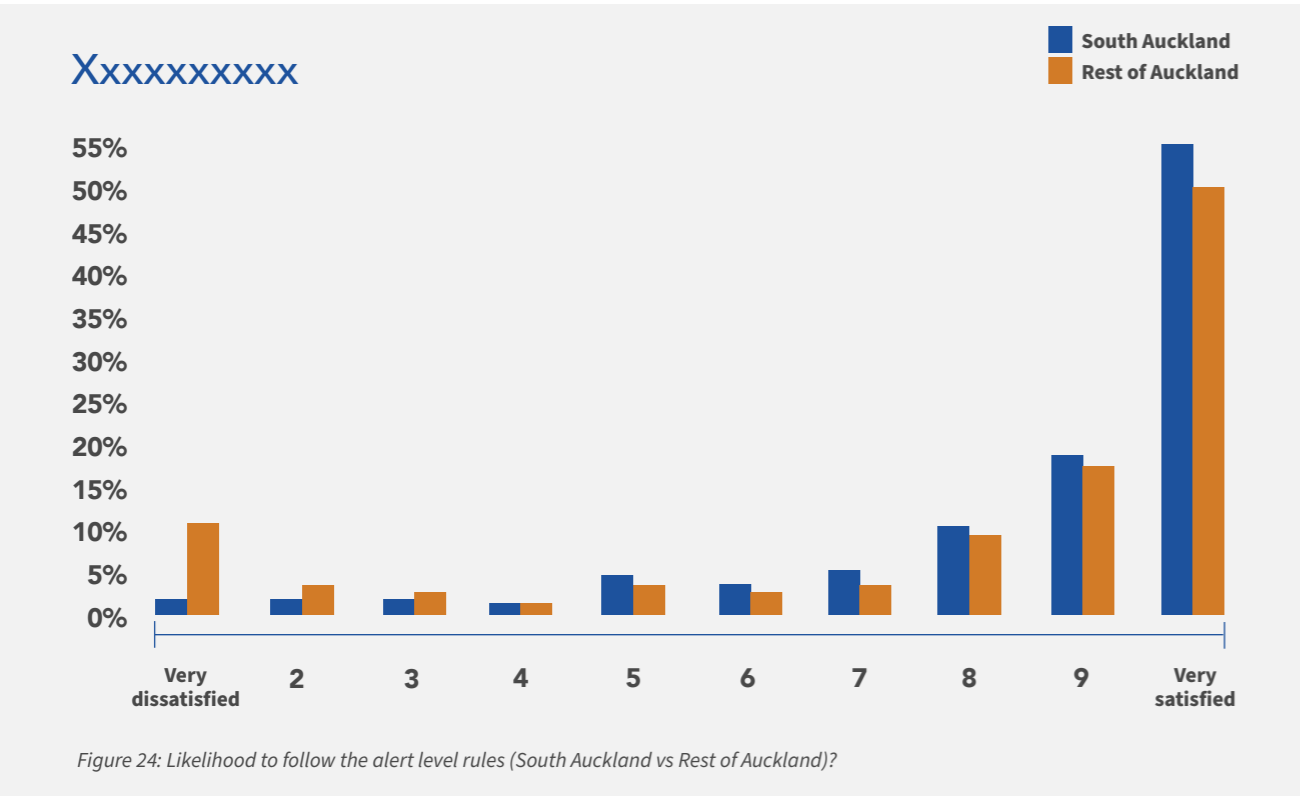


Figure 24: Likelihood to follow the alert level rules (South Auckland vs Rest of Auckland)?

Scale	Number	Percentage %	Number	Percentage %
1 I don't follow them	9	2%	43	8.3%
2	5	1%	11	2.1%
3	13	2%	18	3.4%
4	10	2%	10	1.9%
5	19	3%	32	6.1%
6	30	5%	23	4.4%
7	40	7%	47	8.9%
8	77	13%	69	13.1%
9	68	12%	63	11.9%
10 I follow them all the time	302	53%	212	40%
TOTAL	574	100%	530	100%

Table 19: Likelihood to follow the alert level rules (South Auckland vs Rest of Auckland)?

Ethnicity and ease of following the alert level rules.

A small percentage of people (irrespective of ethnicity) who don't follow the alert rules the time. (Figure 25)

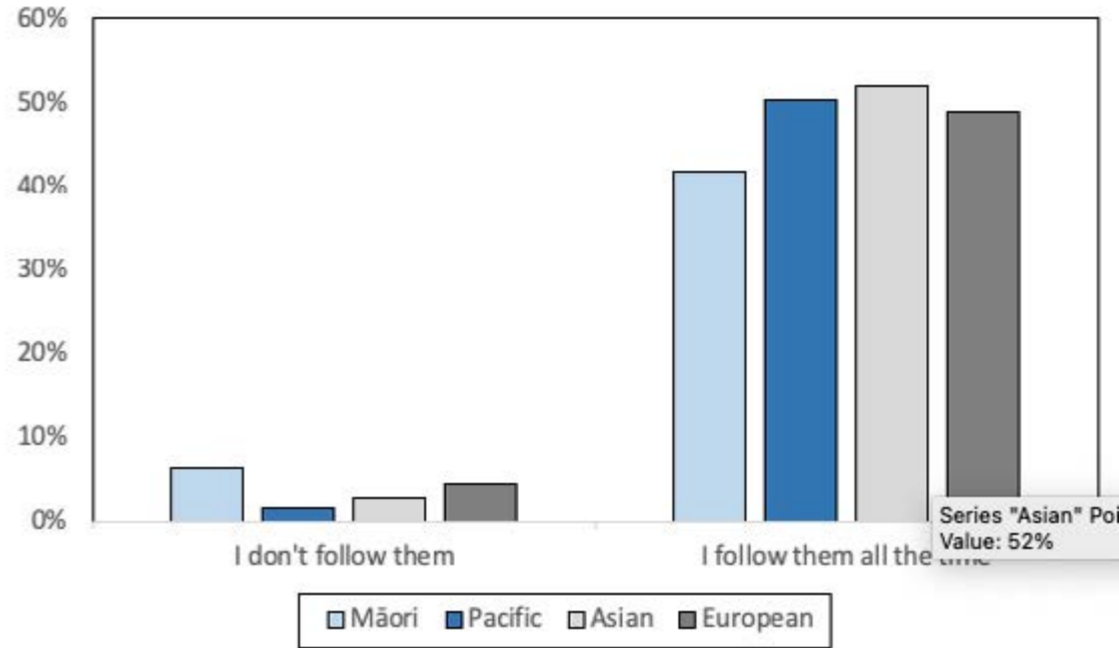


Figure 25: Likelihood to follow the alert level rules based on ethnicity

Gender and ease of following the alert level rules.

Female respondents were more likely to find the Alert Level 3 rules easy to follow than male respondents having an average score higher than males (8.6 vs 7.5) (Figure 26 and Table 21). Just over half of the female respondents (53%) found the rules very easy to follow compared to 35.4% of males.

Ease of following the alert level rules

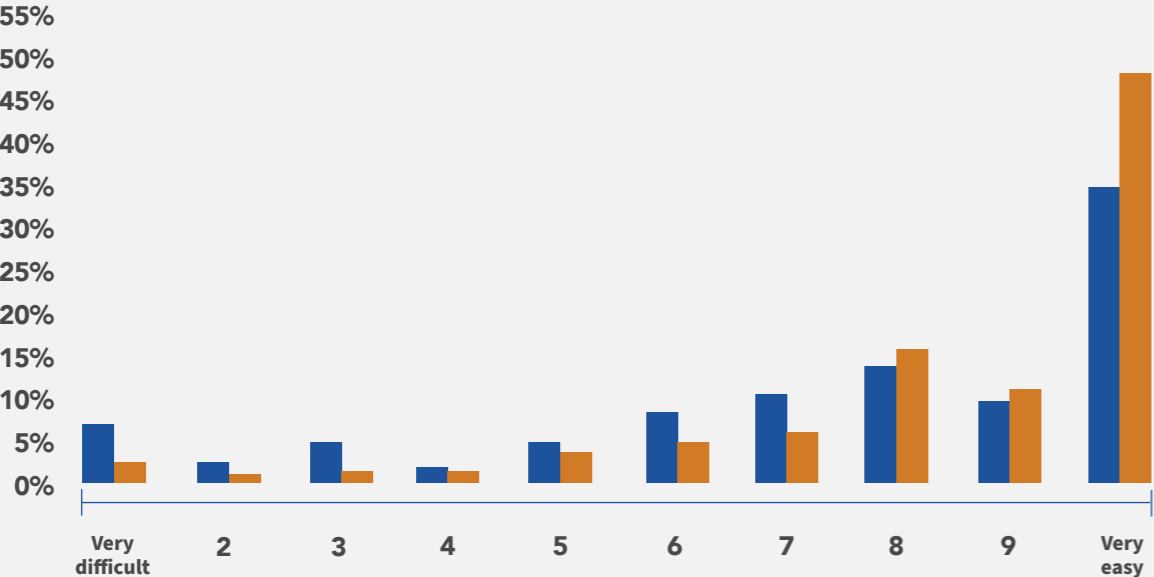


Figure 26: On a scale of 1 to 10, how easy is it to follow Alert Level 3 rules?

Scale	Male		Female	
	%	Number	%	Number
1 Very difficult	6.8%	21	1.7%	12
2	2.3%	7	1.0%	6
3	5.5%	17	1.7%	12
4	2.0%	6	1.5%	11
5	5.2%	16	4.1%	29
6	6.8%	21	4.2%	30
7	12.0%	37	5.9%	42
8	12.0%	37	14.5%	104
9	12.0%	37	12.4%	89
10 Very easy	35.4%	109	53.2%	381
TOTAL	100%	308	100%	716
Average score		7.5		8.6

Table 21: Ease of following the alert level rules by gender

Q8 What are your concerns?

- 61 respondents who were 'Very Satisfied' with the move to Alert Level 3, outlined their concerns as follows:

Concern	Number	Percentage %
Health	3	5%
Wellbeing	3	5%
Financial	4	6%
Trust in Government	4	6%
Compliance	22	34%
Conspiracy	2	3%
Vaccine-related	4	6%
Communications	9	14%
Racism	2	3%
Culture-related	1	2%
Travel	3	5%
None	8	12%
TOTAL	61	100%

Table 22: Most common concerns by those who were 'very satisfied'

- 146 respondents who were 'Very Dissatisfied' with the move to Alert Level 3, outlined their concerns as follows:

Concern	Number	Percentage %
Health	2	1
Wellbeing	6	4
Financial	6	4
Trust in Government	4	3
Compliance	18	12
Conspiracy	3	2
Propaganda	19	13
Literacy	18	12
Non-compliance	7	5
No support needed	63	43
TOTAL	146	100%

Table 23: Most common concerns by those who were 'very dissatisfied'

Q9

What support do you need?

- 53 Respondents who were 'Very Satisfied' with the move to Alert Level 3, outlined support needs which are categorised as follows:

Concern	Number	Percentage %
Health	4	8%
Wellbeing	4	8%
Financial	11	21%
Trust in Government	0	0%
Compliance	0	0%
Conspiracy theories	0	0%
Propaganda	0	0%
Literacy	0	0%
Non-compliance	0	0%
No support needed	34	64%
TOTAL	53	100%

Table 24: Support outlined by those who were 'very satisfied'

27/53 (51%) respondents noted communication as a support need.

- 146 respondents who were 'Very Satisfied' with the move to Alert Level 3, had support needs categorised as follows:

Concern	Number	Percentage %
Health	2	1%
Wellbeing	6	4%
Financial	6	4%
Trust in Government	4	3%
Compliance	18	12%
Conspiracy theories	3	2%
Propaganda	19	13%
Literacy	18	12%
Non-compliance	7	5%
No support needed	63	43%
TOTAL	146	100%

Table 25: Support outlined by those who were 'very dissatisfied'

Q11

Which part of Auckland do you currently live in?

Around 52% of respondents live in South Auckland, followed by Central (20%), West (9%), East (7%), North Shore (6%), Rodney (3%), Pukekohe (2%), and 1% that do not live in Auckland.

Auckland Regions

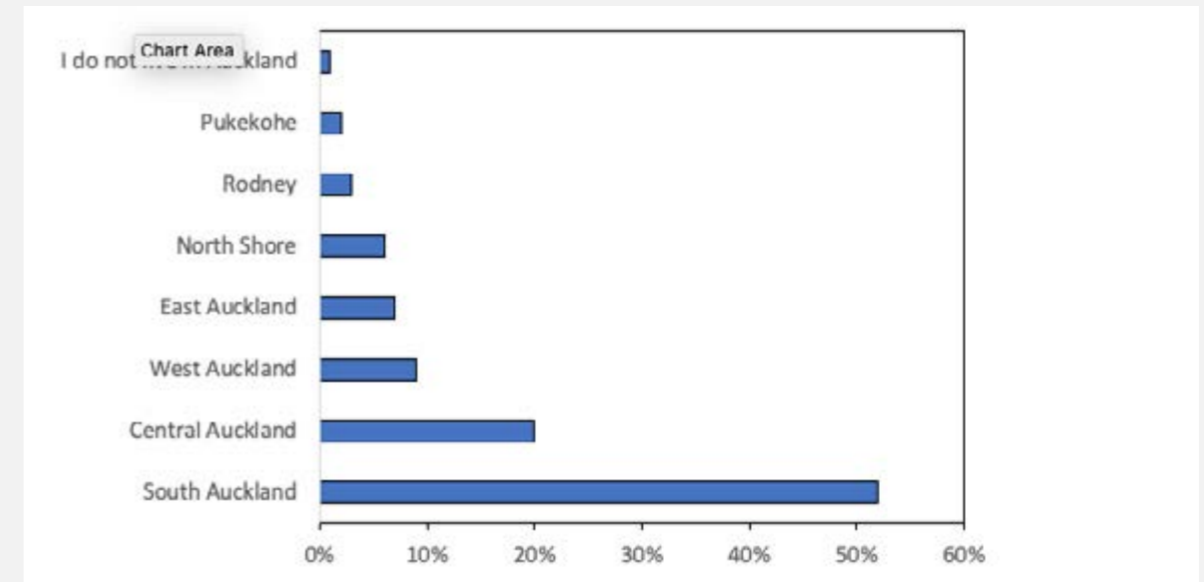


Figure 27: Auckland Region where the respondents live

Region	Number	Percentage %
Central Auckland	217	20%
West Auckland	104	9%
East Auckland	76	7%
South Auckland	574	52%
North Shore	62	6%
Rodney	36	3%
Pukekohe	20	2%
I do not live in Auckland	15	1%
TOTAL	1,104	100%

Table 26: Auckland regions where the respondents live, showing counts and percentages.

Q18 Age range

There was a good spread of ages of the respondents (Figure 28) with around half between the ages of 35 and 54, with age ranging from 15-24 years to 75-84 years (Table 27).

Age Range

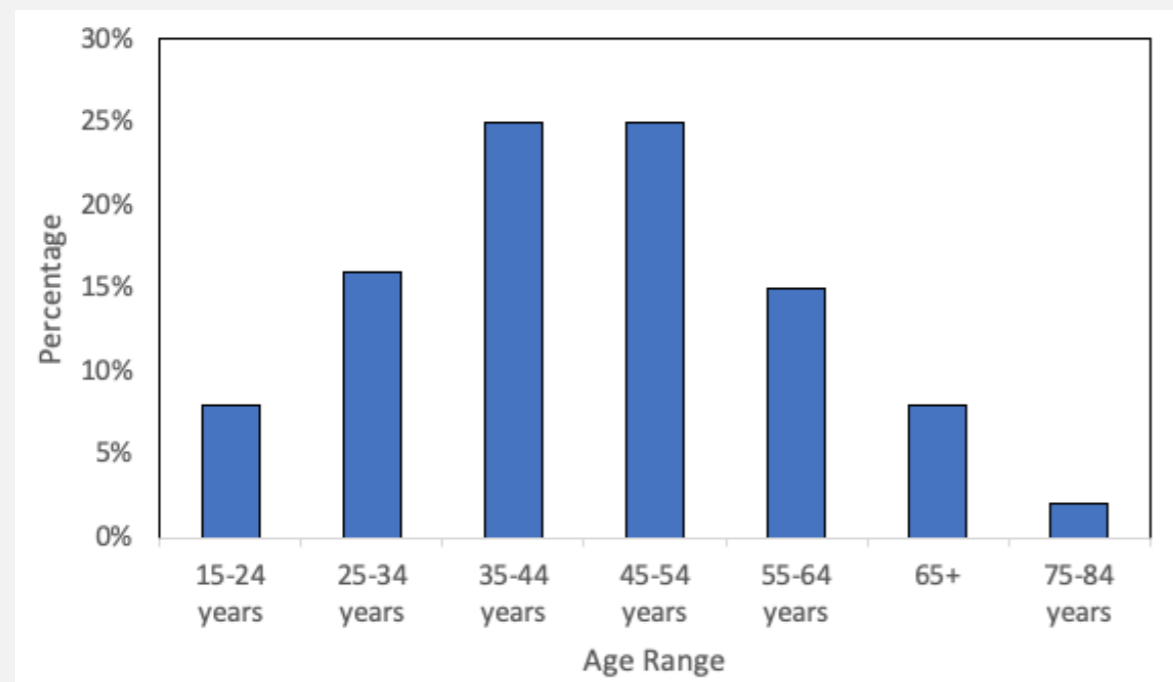


Figure 28: The age range of survey participants

Age Range	Number	Percentage %
15-24 years	87	8%
25-34 years	174	16%
35-44 years	269	25%
45-54 years	269	25%
55-64 years	163	15%
65-74 years	86	8%
75-84 years	21	2%
TOTAL	1,067	100%

Table 27: Age range in years of respondents, showing counts and percentages.

Q19 Gender

Two-thirds of respondents were female, causing an imbalance in gender (Figure 29). However, gender analysis was still conducted with over 309 men completing the online survey.

Gender

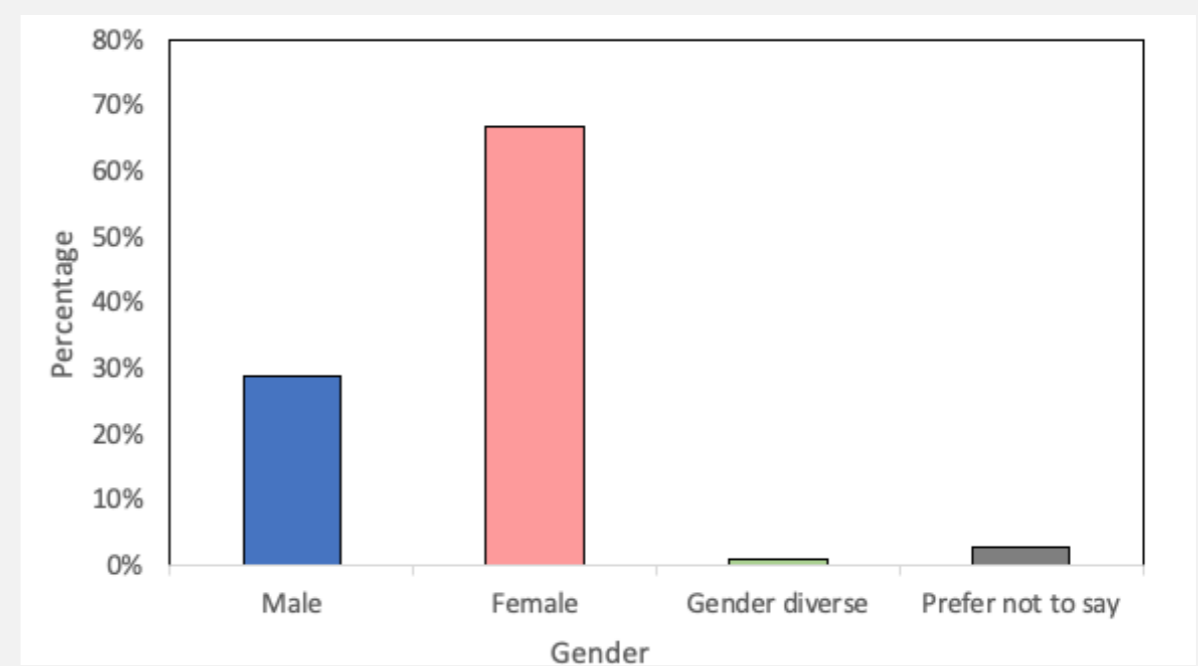


Figure 29: Gender of participants who took part in the survey.

Gender	Number	Percentage %
Male	309	29%
Female	720	67%
Gender diverse	7	1%
Prefer not to say	31	3%
TOTAL	1,067	100%

Table 28: Gender of respondents who took part in the survey, showing counts and percentages.

Q20

Which ethnic groups do you belong to?

Samoans (31%) and New Zealand Europeans (30%) had the highest representation of respondents (Figure 30), followed by Māori (15%), Tongan (12%), Niuean (11%) and Cook Islands Māori (7%).

The denominator used was the number (1,063) of respondents who answered this question.

Note: nfd = not further defined.

Ethnic Group

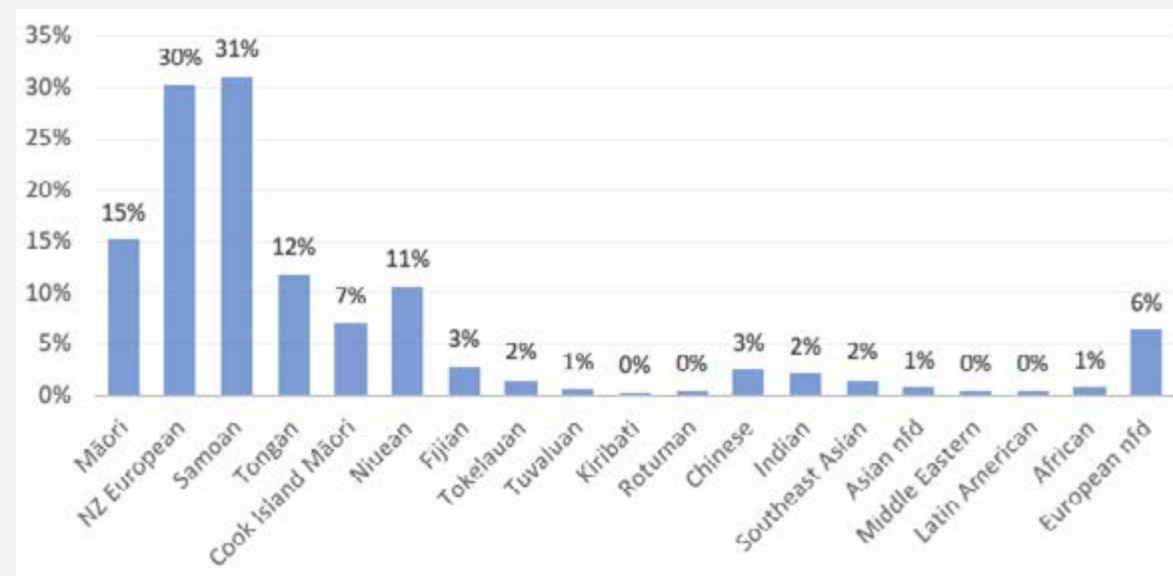


Figure 30: Ethnic groups of the respondents in the online survey

Ethnicity	Number	Percentage %
Māori	153	15%
NZ European	324	30%
Samoan	332	31%
Tongan	127	12%
Cook Island Māori	75	7%
Niuean	114	11%
Fijian	30	3%
Tokelauan	17	2%
Tuvaluan	7	1%
Kiribati	3	0%
Ratuman	5	0%
Chinese	27	3%
Indian	24	2%
Southeast Asian	17	2%
Asian nfd	9	1%
Middle Eastern	5	0%
Latin American	5	0%
African	9	1%
European nfd	69	6%
TOTAL	1,363	100%

Table 29: Ethnic groups of the respondents, showing counts and percentages.

Q23

What is your occupation status?

Most respondents were Full-time employed (57%), with 10% part-time and 9% self-employed (Figure 31 and Table 30).

Occupation

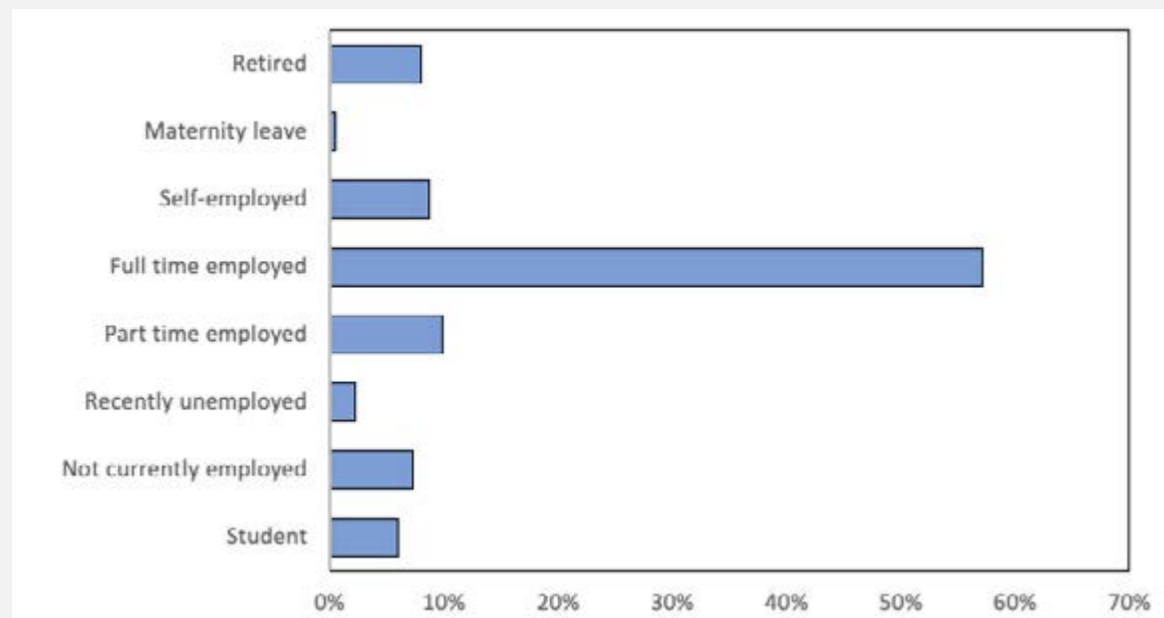


Figure 31: Occupation of respondents.

Occupation	Number	Percentage %
Student	64	6%
Not currently employed	77	7%
Recently employed	23	2%
Part-time employed	106	10%
Full-time employed	611	57%
Self-employed	93	9%
Maternity Leave	5	0%
Retired	85	8%
TOTAL	1,064	100%

Table 30: Occupation of respondents, showing counts and percentages.

Q24

Essential workers

Essential workers made up 35% of respondents (Figure 32 and Table 31).

Number of respondents who were Essential workers?

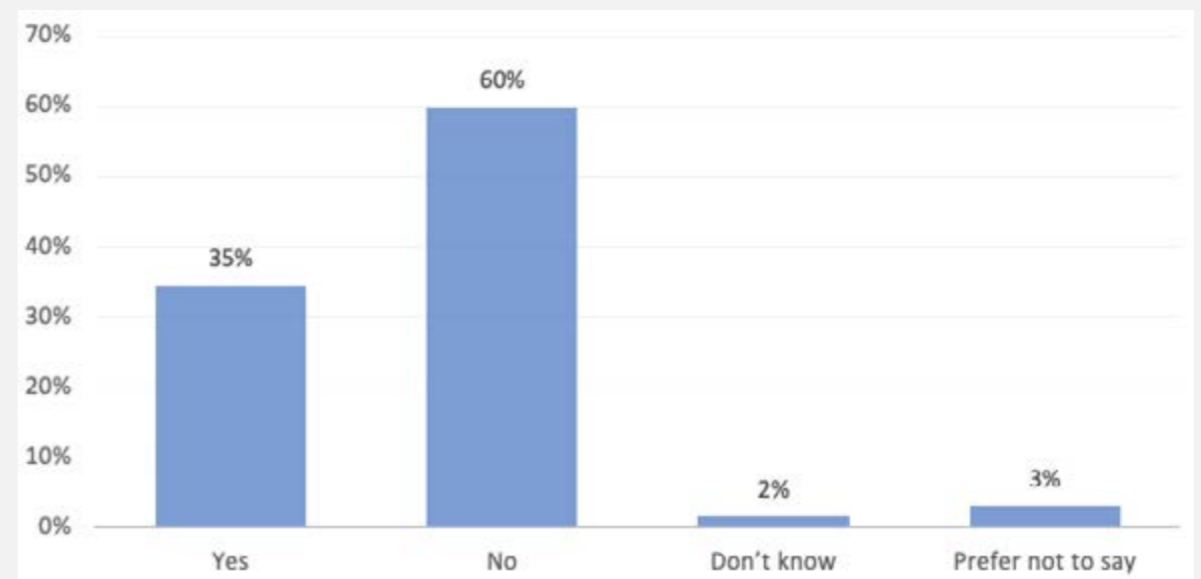


Figure 32: Number of respondents who were Essential workers?

Are you an Essential Worker?	Number	Percentage %
Yes	369	35%
No	640	60%
Don't know	18	2%
Prefer not to say	32	3%
TOTAL	1,059	100%

Table 31: Number of respondents who were Essential workers?

Essential Workers: Where do they live? Or come from?

In this online survey South Auckland supplies 60% of the Essential workers compared to 40% for the rest of Auckland (Figure 33 and Table 32).

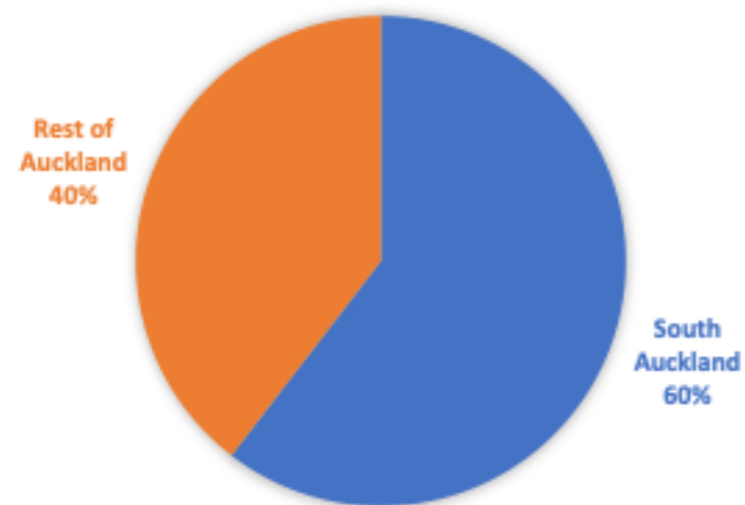


Figure 33: Essential workers-where do they live?

Region	Number	Percentage %
South Auckland	223	60%
Rest of Auckland	146	40%
TOTAL	369	100%

Table 32: Essential workers - where do they live?

Essential workers within ethnic groups

	No	Yes	TOTAL	row %
Maori	108	55	163	33.7%
Pacific	330	231	561	41.2%
European	182	55	237	23.2%
Other	151	28	179	15.6%
TOTAL	771	369	1,143	

Table 33: Essential workers within ethnic groups, showing row %

Interview Results

Feelings & Why

Across ethnic and age groups, the top three feelings people experienced towards the current lockdown was mostly 'ok', with others feeling 'frustrated' and 'angry'. A summary of the interview responses is provided here.

GENERALLY OK

- Individuals across the different age and ethnic groups were feeling generally ok with the recent lockdown alert levels.
- People were aware of the new reality of going in and out of lockdown. Much of the experience of the current lockdown was better compared to the first lockdown.
- Communities were aware of the uncertainty, but because of the communications provided by the Government about the lockdown, they felt reassured that it was necessary in order to keep communities safe.

MIXED EMOTIONS

- Though people were ok, there was still a range of mixed emotions – frustration, anger, anxiety, and concern when going into lockdown.
- Most emotions reflected feelings towards individuals who did not follow the rules around testing, isolation, and social distancing. Frustration also centred on people's inability to continue undertaking normal routines and activities such as work, school, and travel restrictions.
- South Aucklanders were frustrated with the stigma portrayed by the media, especially when many families were protecting their households which for some were intergenerational.

Feelings & Why cont.

DISRUPTION TO SCHOOL, WORK, and INCOME

- Parents who needed to work from home did not always find it easy to transition within this space, especially when IT infrastructure was not always easy to set up.
- Parents still find it difficult to home school children especially when they were working from home themselves. There were still difficulties around access to devices and having a dedicated learning space to enable children to learn from home.
- Students found working from home difficult as they preferred being present in school. Finding a space that enabled schoolwork to be completed was not always possible.
- Business owners found it stressful, as not everyone was able to continue operating as an essential service. Though café owners were able to operate on a smaller scale, others who worked in salons or events planning found it difficult as businesses were required to shut down completely.

COMMUNICATION

- Some individuals felt reassured when the messaging around lockdown was clear, especially when communicated by the Prime Minister, Dr Ashley Bloomfield, and other credible scientists. There were other varying views towards this however as small pockets of Aucklanders were distrustful of the Government and Ministry of Health officials.
- There was confusion around the terminology of 'casual contacts' and 'close contacts'. Mixed messaging of such terms was not always accurately communicated by health professionals on HealthLine as well as through the Community Based Assessment Clinics. Clear messaging with such terminology is important to avoid confusion among communities who were adhering to social distancing requirements.

Interviews: 15–24 years

A total of 47 young people were interviewed – 22 students, 23 working and 2 unemployed (1 stranded since COVID-19 hit). Most young people identified as Samoan (n=20), followed by Tongan (n=7) and Niue (3) with others also identifying with other ethnicities (Māori, Pakeha, Cook Island Māori, Chinese). Of the 47 young people interviewed, most of them felt generally okay or fine.

Feelings	N=47
OK	33
Patient	5
Happy	4
Frustrated	2
Mental Health concerns	2

Interviews: Samoa

A total of 90 Samoan individuals were interviewed from a range of professions (teachers, council workers, professionals). Seventy-two were sole Samoan, with others also identifying with other ethnicities (Niue=5; New Zealand European=4; Tongan=4; Fijian=3; Cook Island=2; Māori=2; Chinese=2; Hawaiian=1). Household bubbles ranged from one to twelve with a median of six per household.

Feelings	N=90
OK	35
Annoyed	11
Frustrated	8
Anxious	7
Unsettled	6
Worried	6
Stressed	3
Tired	2
Disappointed	4
Uncertainty	2
Sad	1
Safe	1
Disruptive	1
Angry	1

Interviews: Tonga

A total of 27 interviews were conducted with people who identified as Tongan. Of the 27 there were 20 who identified solely as Tongan and seven who also identified with another ethnic group. Household bubbles ranged from 3 to 11, with a median of five people per bubble.

Feelings	N=27
Frustrated	7
OK	6
Difficult	5
Annoyed	4
Anxious	3
Stressed	2

Interviews: Cook Island

A total of 17 Cook Island individuals were interviewed. Fifteen identified as sole Cook Island with two also identifying with Samoan, New Zealand European and Hawaiian ethnicities. Household bubbles ranged from two to eight with a median of five people per bubble. Cook Islanders generally felt okay with lockdown while others also felt frustrated and not surprised at the announcement.

Feelings	N=17
OK	6
Frustrated	4
Not surprised	3
Annoyed	1
Patient	1
Sad	1
Curious	1

Interviews: Niue

A total of 21 Niue individuals were interviewed which ranged from professionals, parents and retired elderly. A total of 21 Niue individuals were interviewed which ranged from professionals, parents, and elderly. Sixteen identified solely as Niuean, while others also identified as Samoan, Tongan, and New Zealand European. Household bubbles ranged from one to nine with a median of five people per bubble. Most Niue respondents felt okay with the current lockdown.

Feelings	N=21
OK	12
Annoyed	4
Frustrated	3
Disrupted	2

Interviews: Indian or Fijian- Indian

A total of 17 interviewees identified as Indian or Fijian-Indian. Household bubbles ranged from four to ten with a median of six per household. The general sentiment was one of concern and frustration while 8 out of 17 respondents felt okay or safe.

Feelings	N=17
OK	5
Concerned	4
Safe	3
Frustrated	3
Anxious	1
Disappointed	1

Clarity & sources of information

“The news, the ‘the United for COVID-19’ website and other social media platforms were other sources that community would frequently listen.”

PRIMARY SOURCES

- Families are a significant source of information for Pacific and Young People
- Māori and Asian receive their information from across a wide range of sources

TRUSTED SOURCES

- The Prime Minister and Ashley Bloomfield were considered truthful.
- Health professionals were deemed trusted sources for some families.
- The COVID-19 website was a reliable source that many community groups would often access for information.

MOST LIKELY TO LISTEN TO

Overall, communities did access information

- Communities were most likely to listen to the Prime Minister and Ashley Bloomfield.
- Family, friends and community leaders were sources whom communities would most likely listen to.
- The news, the ‘the United for COVID-19’ website and other social media platforms were other sources that community would frequently listen

Concerns

There were various concerns raised which ranged from uncertain feelings to safety and the digital divide.

UNCERTAINTY

- Most concerns related to the uncertainty of lockdowns with communities requesting consistent messaging around alert levels and the different expectations within each level.
- Not all communities were connected to social media so ensuring messages were delivered through various platforms and languages was necessary.
- Businesses were uncertain and anxious about income and job losses during each successive lockdown.
- Financial support for businesses were not always communicated easily. New pathways for assistance with IRD was considered difficult with different layers of questions asked before assistance was granted. Before IRD was involved, it was considered easier.
- Health professionals expressed concerns pertaining to the uncertainty of information for the change of levels being delivered in a timely way, as this impacted their ability to resource capacity and capability in a timely manner.

SAFETY

- Though safety was paramount expressed across all communities, young people were more likely to show concern for their grandparents, other elderly, and members of their community.
- Communities felt people were becoming complacent after each successive lockdown.
- Samoan, Tongan, Cook Island, and Niue communities wanted clearer information about the vaccine, particularly providing reassurance about safety and efficacy.

Communities voiced their concerns of not being able to connect with loved ones both locally and abroad.

DIGITAL DIVIDE

- Not all parents had access to digital devices to access online learning for their children. This was visible during online sessions when children were not able to join online sessions.
- Not all elderly were had access to digital devices so were unable to use apps, or QR codes.

STIGMA

- Communities wanted to ensure messaging about positive COVID-19 cases were portrayed fairly, especially when South Auckland was involved. Lockdowns outside of South Auckland were less negative compared to the current cases.

CONNECTION

- Communities voiced their concerns of not being able to connect with loved ones both locally and abroad. Youth relayed their concerns of missing peers and not being able to socialise frequently.

Support

Overall, many Auckland communities generally expressed no further support required to improve their understanding and/or compliance with Alert Level 3 restrictions apart from messages being clear, consistent and simple.

COMMUNICATION

- Communication required clear, consistent and simple messaging, particularly around self-isolation, the level changes and the types of contacts, for example, casual and close contacts.
- Communication needs to be engaging and inclusive of all population's groups, particularly for the ethnic specific and youth groups.
- Communication around level changes need to be in real time to prepare for capacity and capability.
- Communities wanted a greater appreciation of the COVID-19 virus and wanted more understanding around the science of the virus.
- Participants wanted media to bridge the regional profiling that often occurs when cases are reported in the different regions.

RESOURCES

- Communities want resources to be delivered in the various modes, for example, utilising digital platforms and visual/video such as tik tok for youth.
- Individuals wanted information content to be delivered by people who they would trust, and they could relate to such as community leaders, celebrities, sports figures and others who could engage specific audiences.
- Some parents required access to digital devices to assist with home schooling. Chrome books were often shared between 3 or more children which was not ideal when each child had unique learning needs.

Individuals want more information about the vaccine, particularly reassurance around the efficacy and side effects, especially when misinformation was being circulated within various communities.

VACCINE AWARENESS

- Individuals want more information about the vaccine, particularly reassurance around the efficacy and side effects, especially when misinformation was being circulated within various communities.

SOCIAL SUPPORT

- Communities wanted raised awareness of social support services available and accessible which would include, food parcels and assistance to other relevant entitlements.

FINANCIAL ASSISTANCE

- Financial hardship was a concern for some, particularly for those who did lose jobs and ran small businesses, there was a need for increased awareness and simplified processes.”
- Many young people relied on family support during the pandemic, and financial support was not a concern, however, some wanted raised awareness for financial services and social services for families who maybe struggling.

SAFETY & WELLBEING

- Overall communities commonly wanted their families and loved ones to stay safe and protected from the virus and wanted support to ensure others were abiding to the level restrictions.
- Communities want services to support families who are experiencing mental distresses.
- Innovative ways of connecting communities, in particular youth and the elderly.

WORKFORCE SUPPORT

- The health workforce wanted more communities trained to support the current health workforce.
- Health professionals wanted training opportunities for staff, other than deploying staff from different contracts.

Social Media Analysis

This section presents the emerging narratives, voices and framings from the news media articles. The methodology employed for this section of the analysis included a high-level plot synopsis, applying articles through a pre-defined media grid, and a thematic analysis of the textual corpus.

News Media Articles

Media Articles – Search and data collation

A search was conducted on Friday the 5th of March to yield the relevant news media articles. The Knowledge Basket Newztext was used as multi-database engine. The database includes collections from:

- Online blogs such as: Bill Bennett 2008, The Daily Blog, Foreign Affairs, Greater Auckland, Kiwi Blog, Live News, Offsetting Behaviour, Pundit, The Spinoff, Newsroom and SciBlogs.
- Magazines and The National business review.
- Newspapers (including the national newspapers with the greatest readership): Fairfax, Interest.co.nz, Nelson Weekly, News Whakatane, NZ Herald 1998-, Oamaru Mail, Otago Daily Times, Stuff, Waiheke Gulf News.
- Newswires such as 1XX Regional News, Asia Pacific Report, Business Desk, Radio NZ, RNS The Detail and Scoop.

The following search terms and time parameters were entered through the Newztext search engine:

The screenshot shows the Newztext search interface with the following details:

- First search:** COVID-19 AND Auckland AND lockdown
- Select zone(s):** All Author Source Title
- Additional search terms:** Required Important Excluded
- Additional search term:** "South Auckland"
- Select zone(s):** All Author Source Title
- Dates:** 27 Feb 2021 to 4 Mar 2021
- Sort results by:** Score Date (latest) Date (earliest)

The search terms included: “COVID-19 AND Auckland AND lockdown” with an additional term as important as “South Auckland”.

Media grid

The media grid used to explore the articles posed the following questions:

1	Title of the article
2	Authors
3	Source of the article (e.g., stuff.co.nz)
4	Date of dissemination
5	Categorisation: Opinion, Knowledge, Experience (multi-choice)
6	Were there any ethical issues in reporting?
7	What perspectives dominate the articles related to South Auckland: Etic (outsider) and/or Emic (insider) perspective
8	Who are the 'experts' in the text?
9	Who is the article about?
10	High level summary/synopsis
11	Causes of the recent outbreak: In other words, as per the text; is the recent outbreak assigned to anyone?
12	Does the article indicate information about levels and corresponding rules or restrictions?
13	Does the text indicate motivators versus barriers for compliance?
14	What are the solutions?

Specific to articles that (majority did in fact) was centred or referenced South Auckland, the following questions in the media grid applied:

1	Is a South Auckland resident voice included?
2	Are personal characteristics of the South Auckland community or persons presented?
3	What is the tone and framings towards South Auckland?
4	Are there notable silences in the corpus?

A total of 793 news media articles were identified.

Source(s) of the article

A total of 793 news media articles were identified. Of the 793 articles, 300 articles were analysed as qualitative saturation of the themes were strongly developed. The main sources of the articles (N=793) were STUFF with 325 articles followed by the New Zealand Herald with 237 articles.

Nielson statistics released audience data of the Top New Zealand local news sites with metrics of de-duplicated views that indicates actual audiences across devices in 2018. Stuff was the top news site with the highest unique audience (2.1 million), followed by The New Zealand Herald (1.7 million) when reviewing the average unique audience over a three-month period. This was followed by other news sites which were also included in the multi-database search such as: The Otago Daily Times (220,000), The Spin off (176,000), Scoop (152,000), newsroom (100,000) and SunLive (58,000).

A limitation of the search was that NewzText did not include news media content through platforms such as YouTube Videos or international sources which have viral shares across Social Media sites, as there was a focus on national or local news media. Further, Newztext does not include material from Pacific or Māori outlets such as Tangata Pasifika such as Pacific Media Network (and corresponding ethnic specific channels), Tangata Pasifika, Te Whakaruruhau o Ngā Reo Irirangi Māori or Māori Television.

Date of dissemination

The dates for the search were from 27 February 2021 to 04 March 2021. Although the 27th of February 2021 is the eve of the alert level changes, the announcement of the change to Alert Level 3 took place during a 9pm COVID-19 media conference on the 27th of February 2021.

To allow for coding and analysis of the news media corpus, the end date for the search was 04 March 2021 – ergo news media reporting that captures the announcement on the 5th of March that indicated a change in Auckland to level 3 from 7th of March (Sunday at 6am).

No articles explicitly breached ethical standards. However, there was problematic reporting that tended to regionally profile the South Auckland region, and I shift blame and judgement on “Case M” and their family.

Categorisation (opinion, knowledge, experience) and ethical reporting

The articles were categorised as either an opinion piece, and/or a knowledge piece, and/or an experience piece. Although most articles fit more than one categorisation, for example an opinion and experience piece, majority of the developed news articles were primarily a knowledge and experience piece with very few articles indicating it was an opinion piece. However, within the knowledge and experience pieces were transcripts of varied opinions regarding key topics such as prioritisation of vaccinations, (dis)agreement towards alert level changes, the reasons or drivers for the lockdown, as well as solutions for enhancing COVID-19-response, among other topical issues.

No articles explicitly breached ethical standards. However, there was problematic reporting that tended to regionally profile the South Auckland region, and individually ostracise or significantly shift blame and judgement on “case M” and their family. In response, there were also articles that advocated for regionally profiled regions such as Papatōetoe, South Auckland, and Auckland; as well as compassionate rhetoric towards “case M” and their family.

This media analysis does recommend ensuring accountability for media dissemination, particularly during a time of a pandemic whereby the news media are an accessible source that shares information widely. The core principles for ethical reporting includes (but are not limited to):

- Proactive striving for truth and accuracy in content.
- Independence that deters from or declares conflicts of interest.
- Fairness and impartiality of stories which builds trust and confidence.
- Humanity that upholds the human dignity of ‘subject’ or those spoken about.
- Accountability that signals professionalism and responsible journalism.

“The overwhelming perspectives embedded in the news media articles were etic outsider perspectives, even when factoring if articles were specifically centred or referenced South Auckland communities.”

Dominant perspectives regarding South Auckland (etic outsider or emic insider) and ‘experts’ in the text: The dominant etic perspectives

The overwhelming perspectives embedded in the news media articles were etic outsider perspectives, even when factoring if articles were specifically centred or referenced South Auckland communities. There were notable silences whereby minimal engagement or elevation of South Auckland families or resident’s voices were included in the dialogue. These cohorts were distanced from being experts of their own experience. Moreover, where formulated solutions directly impacting South Auckland emerged, it is presented from perspectives and voices of those residing outside of South Auckland.

In unique cases where South Auckland perspectives were included, a predominant default was ‘spokespersons’ that spoke on behalf of South Auckland such as local Councillors, spokespersons from places of interest linked to the recent cluster (e.g., MIT lecturers and student bodies), and local groups in the frontline responses, such as South Auckland NGOs, Marae or churches, organisation senior leadership team, chairs and CEOs (e.g., Counties Manukau District Health Board Chair).

The positioned ‘experts’

By and large the most notable ‘experts’ of COVID-19-related topics in the news media are Prime Minister Jacinda Ardern, Director-General Dr Ashley Bloomfield and Hon. Chris Hipkins who is the Minister for COVID-19 Response, Minister of Education, and the Minister for Public Service. Their perspectives are largely direct quotes and interpretations extracted from Live post cabinet press conferences.

Meanwhile, compared to 2020 coverage or the initial lockdowns, there is less of a focus on scientific and academic ‘experts’ such as public health physicians, economists, statisticians, scientists (e.g., microbiologists), and academics.

Unlike previous lockdowns, there are less articles based on alert level messages.

Further, as per previous lockdowns; a suite of resources or credible sources such as the Ministry of Health Website, Healthline, or the Unite against COVID-19 and national or regional services for support are not as widely disseminated in news media articles, which may still be helpful for promoting credible sources, addressing misinformation.

Central narratives

A wide range of topics were covered across the 700+ news media articles published between the 27 February 2021 and 04 March 2021 – even when reviewing the 300 articles that were analysed (qualitative saturation was strongly fulfilled at this point in the analysis and time constraints meant that not all articles could be reviewed). However, the main groupings of topics identified across the media news articles includes:

1. Multi-levelled responses to lockdown (micro to macro level).
2. Heightened concerns over non-compliance and recommended solutions.
3. Vaccination: roll out, planning, prioritising and implementation.
4. Regional profiling versus advocacy for South Auckland, specifically ‘Case M’.
5. Updates on new cases and anticipated changes to the alert levels.
6. Criticisms towards Government over changes in alert level changes.
7. Reported causes of the reason community cases and lockdown.
8. Reported solutions and recommendations.

Media coverage from previous lockdowns tended to focus on the purpose of lockdown and defining the alert levels.

Responses to lockdown

Following the announcements that indicated a change in alert levels, there was a surge of coverage that captured the responses to the lockdown from a familial and household scale to national implications.

- Narratives around responses to lockdown included: Communities on edge, lockdown fatigue, lockdown loneliness, traffic delays due to checkpoints, South Auckland's sense of pressure, economic repercussions (entitlements, challenges/stresses of accessing relief, paid leave, wage subsidies – processes and eligibility) and hardships.
- Crisis and response services reported overwhelming community demands. Specifically, the 'flood' of demands at Inland Revenue as businesses and families sought to apply for COVID-19 help, testing stations, food banks, South Auckland local organisations, and refuges.
- Many articles centred material around the disruptions of the lockdown at:
 - A national level (impacts to institutions such as education, businesses and the growing debt implications for economy)
 - Locally among communities with smaller/local businesses and frontline services and major events across regions.
 - Household and family level: in aims of reflecting the impact on New Zealand families and households such as impacted livelihoods, consequences of 'yo-yo' lockdowns and general health and wellbeing. Specifically, the mental and social distress deriving from lockdown restrictions.

While the drawbacks of the lock-down from a national to household level were explored, when compared to previous lockdown news media; there is a subtle shift. Media coverage from previous lockdowns tended to focus on the purpose of lockdown and defining the alert levels. While this was still present, and a common understanding that lockdowns were an attempt to

The news media articles repeatedly posited that a central cause of COVID-19-spread was individual and structural failings which led to non-compliance.

manage community outbreak of stamp COVID-19 out, there was less dialogue on the purpose and the medium to long term intended benefits of the lockdown. This inherently included material that covered greater levels of criticism towards lockdown approaches in terms of feasibility (macro to micro level) and sustainability (macro to micro level), cooperation, compliance and effectiveness of lockdowns.

- Several articles referred to the disruptions or cancellation of major sporting or regional events such as round the bays, TEDx events in wellington, International Cricket, Super Rugby, and fears over the America's Cup being delayed or cancelled. Event planners were strongly engaged to illicit their sense of disappointment and being upset over the resources and time to plan for events, only for efforts to be squandered. However, there was acknowledgement that events valued public safety.

Heightened concerns over non-compliance and recommended solutions or punishment

While the focus in previous lockdowns for compliance were basic handwashing, wearing masks, physical distancing, scanning, only necessary travel and getting tested; there was more of a focus on compliance measures for regional travelling (in and out of Auckland), self-isolation (to await tests before suspending self-isolation, however self-isolation guidelines were still not clearly or consistently presented in material) and mention but not clarity around types of contacts for example casual, casual plus or close contacts.

The news media articles repeatedly posited that a central cause of COVID-19-spread was individual and structural failings which led to non-compliance. Moreover, community outbreak would persist if non-compliance was not appropriately addressed.

By and large ‘South Auckland’ and therefore South Aucklanders were profiled as a problematic region with a high level of non-compliance, e.g., Papatoetoe, Māngere, Airport.

From a high-level analysis, the non-compliant attitudes and behaviours of New Zealanders were viewed as one of the critical risks for ongoing COVID-19 spread.

- By and large ‘South Auckland’ and therefore South Aucklanders were profiled as a problematic region with a high level of non-compliance, e.g., Papatoetoe, Māngere, Airport.
- Other groups that were tied to non-compliance were small businesses that were not implementing non-contact services, churches still gathering.
- Individuals who were repeatedly indicated as non-compliant were Destiny Church Senior Pastors who ‘fled’ from Auckland the evening prior to Alert Level 3, ‘Case M’ and the ‘KFC worker’.

When contrasted to previous 2020 lockdown media articles, the consequences for non-compliance or ‘rulebreakers’ shifted from predominantly united, compassionate and kind approaches to public urges for stronger approaches, more stringent enforcement by police or authorised agencies, and legal consequences such as ‘tougher penalties’ for ‘rule breakers. However, remnant reminders of the ‘Be Kind’ messaging were still perpetuated.

There is an established pendulum of compassion and co-operation versus coercion and consequences, and polarising this issue further is how the media has portrayed political parties as for and against certain approaches for non-compliance to COVID-19 alert level guidelines. National and ACT have been identified as for harsher penalties towards non-compliance and Labour’s relevant messaging is (a) it is not for politicians to make prosecution decisions and (b) zero complacency, kindness and teamwork is the approach to implement.

Most articles did allude to or list down the restrictions and guidelines corresponding to alert levels. However, there was no consistent or clear messaging on self-isolation or clear definition on ‘contact’ types and the corresponding required actions or responsibilities.

The vaccination has been framed as a sustainable solution to avoiding future lockdowns, with aspirations of working towards a herd immunity.

Vaccination: roll out, planning, prioritising and implementation

Following government updates on the vaccination plan, the articles did place an emphasis on vaccination supply, planning, prioritising and implementation for New Zealand.

Interest and attention of the COVID-19 vaccination in the news media significantly increased, compared to previous 2020 lockdowns. There was a keen focus on prioritisation of vaccine recipients, and consideration of who ought to get vaccinated first, e.g., border workers, South Auckland region due to higher risks of exposure and being within proximity to the borders, elderly, and those with pre-existing health issues. There were reviews on the effectiveness of vaccinations and types of vaccines planned to be rolled out in New Zealand.

The vaccination has been framed as a sustainable solution to avoiding future lockdowns, with aspirations of working towards a herd immunity. The material on vaccinations were largely in agreement with the roll out to protect our health, our families and the economy.

Regional profiling versus advocacy for South Auckland, specifically ‘case M’

Regional profiling and discriminatory undertones were heavily present in the news media articles. Multiple sources stressed that the lockdown was triggered or offset by the non-compliance of ‘case M’ and continually perpetuated the idea that South Aucklanders were non-compliant, and ‘irresponsible’.

This blame-shifting coincides with social media (in the following section) rhetoric that places the responsibility of the community transmission on ‘Case M’ and his family, South Auckland and Auckland.

The articles did include stories about the backlash that South Auckland communities and individuals are receiving such as abusive mail received by Papatoetoe High School principal, targeted blame and bullying of Case M on social media, as well as implicitly to news media articles.

Daily, multiple articles would report on the number of community cases, and the places of interest.

While there was apparent social distancing and regional profiling that stigmatized and ostracised South Auckland and 'Case M', there were lesser but still potent articles advocating for the 'debt of gratitude' and significant contributions of South Auckland at the borders and in essential services.

The response of advocacy primarily derived from the emic insider perspectives of South Aucklanders who called out the unfair shift of blame on a region despite the 'Be Kind' and 'a team of 5 million' rhetoric. Advocates issued a no tolerance stance on bullying. There were specific urges to 'Be Kind' from places of interest such as MIT, and insights that 'finger pointing' was unproductive.

Updates on new cases and anticipated changes to the alert levels

Daily, multiple articles would report on the number of community cases, and the places of interest. This ranged from no cases to several new cases. Of greater importance were figures for community cases over imported cases. In instances whereby there was no community cases but apparent imported cases, the general reporting was that there were no new cases.

The updates were complemented with predictions on whether the lockdown would be lifted or extended. All the articles on the number and nature of new cases were tied to the daily updates presented by PM Jacinda Ardern, Director-General Ashley Bloomfield and Hon Chris Hipkins.

- Perspectives from scientists hinted to hidden or undetected cases. There was caution that exiting lockdown too soon may lead to even greater community outbreak, and to consider learnings from the 3-day lockdown. Auckland was "not yet out of the woods" and scientists suggested a level of caution and concern over hidden or undetected cases.

While perspectives within the articles considered the efficacy of lockdown; others critiqued that Auckland exited the previous 3-day lockdown too soon.

Criticisms towards Government over changes in alert level changes

Notably the government was subject to scrutiny due to the changes in alert levels. While perspectives within the articles considered the efficacy of lockdown; others critiqued that Auckland exited the previous 3-day lockdown too soon. However, Government officials consistently conveyed that given the evidence at the time and number of cases, it was the right decision at the time.

- Messaging by the authorities around self-isolation was highlighted as problematic. The solutions to strengthen messaging included clearer or simplified messaging for a range of literacy and comprehension levels, diversifying the modalities of messaging to reach youth such as online media platforms (e.g., TikTok) and better education in schools.
- Multiple articles called for a long-term COVID-19 strategy for businesses and at a national level, there needed to be alternatives to the lockdown. The options needed to be sustainable for the economy and Kiwi families. Of note, as the community cases started to decrease to eventuate to zero cases, the critiques over the efficacy of a lockdown slightly subsided.

Reported causes of the reason community cases and lockdown.

There was a general tone that the outbreak and lockdowns were and are preventable, if there is greater cooperation and compliance to Public Health guidelines and measures. The main causes of the recent community cases and lockdown, as reported in the news media articles, are as follows:

Multiple sources explicitly noted that Case M's movement and risk-taking behaviors directly caused or led to the lockdown.

- Individual failings of cases such as Case “M” and personal judgement or behaviors that have placed the region and country at risk. Multiple sources explicitly noted that Case M’s movement and risk-taking behaviors directly caused or led to the lockdown. This was coupled with implicit denotation that this outbreak and therefore lockdown was tied to individual cases in specific regions. The individual failings were intentional, irresponsible, and a deliberate decision by individuals to put everyone else at risk. This is despite acknowledging the structural and systemic issues that are relevant and may pose more challenges and barriers for compliance at the individual level.
- Noncompliance by individuals and groups: a notable cause of the lockdown or spread of COVID-19 were specific regions such as South Auckland, churches (notably within South Auckland), Schools (notable within South Auckland) and business breaches. The coverage over church gatherings breaching the alert level restrictions is an ongoing narrative since previous lockdowns.
- Further, individual compliance was identified as a cause, whereby ‘people were not playing their part’ or complying with the alert levels in terms of handwashing, wearing masks, scanning, self-isolating, getting tested, physical distancing and restricting travel.
- Structural factors: Advocates for South Auckland issued that the root causes are systems, policies, and processes at a governmental, governance and structural level. This included:
 - The decision to exit level 3 after 3-days prior to this lockdown which was seen too soon. Decisions that were regarded as ill-informed tended to lead to discourse around eroded trust and diminishing confidence in governmental strategies and COVID-19 responses.

It was echoed that while trust is being placed on government to perform and fulfil its core responsibilities, the trust is not reciprocated as communities are not authentically engaged in decision-making processes.

- Structural factors included poor governmental planning with no accountability for errors. For example, instead of blaming regions, individuals and their families, there ought to be accountable by key decision makers and authorities. There are policies and processes (or lack thereof) which creates pre-conditions that subjects regions to higher levels of risk, or makes it extremely difficult for various cohorts to comply/
- Top-down engagement is poor, as seen with communities like South Auckland with lower immunization rates or lower engagement rates for the census indicates problems with top-down relationship building with regions and communities. Additionally, it was echoed that while trust is being placed on government to perform and fulfil its core responsibilities, the trust is not reciprocated as communities are not authentically engaged in decision-making processes. As a result, as well, approaches are not tailored for various communities and do not work or are disruptive.
- Economic inequities: there was insufficient government support for implementation. As iterated by Councilor Efeso Collins, there needs to be the consideration of the broader determinants of health. As such.
 - o Not all New Zealanders can afford to stay from work.
 - o The main breadwinners for families cannot take anymore leave without pay.
 - o Those who live-in overcrowded housing conditions may not be physically able to self-isolate.

Moreover, there were no economic incentives, only repercussions, for self-isolation. Ultimately the stance was that non-compliance may not be deliberate, but rather reflect existent socioeconomic inequities.

Articles presented mixed reviews on governmental communications.

- Inadequate public health messaging: Articles presented mixed reviews on governmental communications. On one hand, some articles indicated it was effective, team building and consistently presented. However, others noted that inadequate public health messaging. In particular, messaging linked to self-isolation and types of contacts were viewed as inconsistent. Overall, public health messaging was criticized as ‘not strong enough’ and ‘not clear enough for people to understand’ and follow. In addition, there was noted misinformation by the Ministry of Health about dates and places of interest, which created unnecessary worry. There was concern that testing was not accurate given the two to three negative tests of a Papatoetoe student before a positive test was finally confirmed.

- Open borders and MIQ: There were concerns over the open borders and the open risk that coincides with imported cases. This was compounded by the potential exposure for those working in the aviation sector or at the borders.

Reported solutions and recommendations

The articles presented a range of solutions to prevent future COVID-19 transmission and lockdowns. These included:

- **Vaccination:** a strong campaign and roll out that prioritised those at risk of contracting COVID-19 such as South Auckland, elderly, front line employees, those with health issues and the wider Auckland region. COVID-19 vaccinations needed to be expediently rolled out and required addressing the misinformation and conspiracy theories circulating the vaccination.
- **Compliance by individuals and groups:** appropriate self-isolation and adherence to the respective and active alert levels was a mitigation of COVID-19 spread. The collective responsibility and accountability of the team of 5 million was a way to unite New Zealanders. Compliance was tied to wearing masks, handwashing, getting tested, physical distancing, scanning and self-isolation, as needed.
- **Testing:** Ongoing and increased uptake of testing for reassurance was an ideal solution to stamp out COVID-19. Articles emphasized the diligence in ensuring that those needing to self-isolate, until testing was available, were

Supporting bottom-up initiatives which leveraged off local leaders and placed high-trust in communities to build compliance and confidence in the effectiveness of public health guidelines.

supported; therefore, willing and able to do so. Articles noted intensified efforts for testing such as pop-up testing stations. Further, texts provided advice on locations to get tested.

- **Tracking and tracing:** To determine who needs to self-isolate and trace transmissions, New Zealand has well established system in place for scanning. The media encourages consistent utilisation of the tracing app, and for public spaces to continue to display QR codes. Effective tracing means that those who are most likely to have contracted the virus do not spread it even further, as they are notified of the risks and self-isolate.
- **Enhanced Public Health Messaging:** A repeated solution was consistent and strong public health messaging around self-isolation, testing and vaccinations. This messaging ensured that any confusion around guidelines is addressed for improved compliance. Further, ensuring that messaging is simple for a range of comprehension levels, and promoted within school.
- **Mobilising community:** supporting bottom-up initiatives which leveraged off local leaders and placed high-trust in communities to build compliance and confidence in the effectiveness of public health guidelines. There was an ethos instilled that communities were capable, resilient and committed. Utilising local led initiatives would be more effective than coerced compliance, regional profiling and blaming regions or communities.
- **Creating environments and pathways for compliance:** Compliance needs to be practical, feasible and affordable for people. There was a growing emphasis on government responsibilities to make it economically feasible and practical to comply to alert levels. For example, access to accommodation or income support if households were required to self-isolate.
- **Be Kind versus Not too Kind:** there was a mixed response related to non-compliance with reports indicating parties like National calling for harsher punishments (such as fines) and Labour or PM Jacinda Ardern calling people to be kind. PM Jacinda Ardern iterated that harsh judgement may deter people from getting tested. There was a strong reminder to Be Kind to South Auckland with no tolerance for unfair scrutiny as while there seemed to be ‘finger-pointing’, South Auckland is paramount for the COVID-19 response.

#LIVE Post-Cabinet conferences

This analysis extended to considering the social media responses to the #LIVE: Post-Cabinet Press conference as disseminated on Jacinda Ardern’s public Facebook page. The relevant lives from the 27th of February to the 5th of March were considered and included the following lives:

#	Title as per post caption	Time
1	#LIVE Post-Cabinet press conference	27 February at 21.05
2	#LIVE Post-Cabinet press conference	1 March at 15.02
3	A quick check in with everyone who is at level three right now, and a chance to answer your Covid and vaccine questions!	1 March at 21.18
4	#LIVE COVID-19 Update	5 March at 16.02

1. #LIVE Post-Cabinet press conference (27 February at 21.05)

This press conference was presented by Prime Minister Jacinda Ardern and Director-General Dr Ashley Bloomfield, indicating a transition of levels whereby Auckland would change to Alert Level 3, while the rest of New Zealand would change to Alert Level 2.

This #LIVE accrued a total of 362,000 views and 6,500 comments. The exacting clicked responses are not provided in the data analytics, however the figure provided for clicked responses is 7,200 (ergo percentage breakdowns are approximations as exacting denominator figures are not reported).

Clicked responses						
 3.9K	 1.9K	 616	 300	 226	 139	 98

Key points and feedback

“Well, they need to start helping small businesses because this is effecting people’s livelihoods.”

“Small businesses aren’t going to like this. People who are already on the brink of struggle street are going to find it hard 😞.”

Most viewers who clicked a response indicated positive clicked responses such as a ‘like’ (3.9k / ~54% of clicked responses) or ‘love’ (1.9k / ~26% of clicked responses), or ‘care’ (226 / ~3% of clicked responses). Evidently, there were responses whereby viewers were ‘angry’ (616 / ~8.5% of clicked responses), surprised with a ‘wow’ (139 / ~2% of clicked responses), or ‘sad’ (300 / ~4.1% of clicked responses), or laughing (98 / ~1%).

According to the ‘most relevant comments’ the following sentiments predominantly emerged:

Concern for the socio-economic repercussions of a lockdown.

The concern was geared towards detrimental economic repercussions at a national level (weakening economy, national debt, and national costs of lockdown) to a meso-micro level (hardships for small or local businesses due to lockdown and the financial strain on families and households).

“Ungrateful comments peeps... it’s clear to me our govt is doing its utmost to protect us all. Look at the world 🌍 we are so fortunate”

“Why the heck do you not keep Aucklanders in Auckland and leave the South Island out if this! We should not have to be in level 2!!!”

Positive Affirmations for the Team of 5 million from abroad and nationally.

Many of the viewers submit positive affirmations that subscribes to unity and working together as a nation to get through challenges ahead.

“Go team New Zealand. You’ve got this! Just wish we had such an awesome team. ❤️ from us here in the UK ❤️ X”

“Jacinda Ardern, you’re the best and you’re only doing what is best for us”

Disagreement with the change in alert levels for the rest of New Zealand as the community outbreak(s) are an Auckland issue. Within the Auckland region, many indicated frustration over the alert level.

“A great stance to take Jacinda! Very wise on so many fronts. Team of 5 million - follow the rules, be glad of where we are in the world 🌍”

“You really need to toughen-up on these “mistakes”. OK people are human but why should everyone, even those hundreds of kms away, suffer because some folks just aren’t taking this seriously...”

Agreement and affirmation of the Prime Minister’s stance.

There was a strong agreement with the decision for alert level changes as a COVID-19 response. Many commenters continue to note that cross comparisons to other countries regarding COVID-19 shows that while our response is not perfect, it is working far more effectively.

“Well said Prime Minister, blame & shame will not work. Thank you & your team, for such empathetic & intelligent leadership”

‘Be Kind’ messaging. but not too kind: The ‘Be Kind’ messaging still exists but there is a growing and strengthening rhetoric for enforcing the level restrictions and more harsher penalties (‘reprimanded’, ‘prosecution’, ‘punishment for illegal breaches’, ‘fining’) for ‘rule breaking’. There is also a concentrated focus on cases and blame on specific cases whereby self-isolation was not adhered to. Encroaching on the ‘be kind’ messaging is social distancing and regional profiling or targeting; several comments called for punishment and lockdown of only South Auckland, specifically the Papatoetoe region.

“Just shut down the area Papatoetoe not the whole of Auckland for goodness’s sake!!!”

“GO TEAM NEW ZEALAND... THE TEAM OF 5 MILLION! 🏆”

“Please move MIQ out of Auckland. Every time COVID-19 gets out you have to lockdown the biggest city in New Zealand”


Borders and MIQ related risks: Many commenters indicated concern over the borders and MIQ. Of note, they shared that imported cases will continue to be a risk and the MIQ’s being highly concentrated in Auckland due to borders has led to higher exposure and likelihood of community outbreaks in the Auckland region.

“Close the borders. Don’t let anyone in unless they are an NZ resident!”

2. #LIVE Post-Cabinet press conference (1 March at 15.02)

This press conference was presented by Prime Minister Jacinda Ardern and Director-General Dr Ashley Bloomfield, providing an update of the COVID-19-response and implications of the alert level restrictions.

This #LIVE accrued a total of 245,000 views and 5,700 comments. The exacting clicked responses are not provided in the data analytics, however the figure provided for clicked responses is 5,700 (ergo percentage breakdowns are approximations as exacting denominator figures are not reported).

Clicked responses						
 3.6K	 1.7K	 145	 108	 65	 48	 34

Key points and feedback

“Penalise people who do not follow COVID-19 isolation rules. The whole country is suffering and economy loss just for few ignorant. Be kind and respect isolation process . The people who break the rules need to be held accountable by the law, they should be fined or charged with manslaughter if anyone dies because of their actions!”

Most viewers who clicked a response indicated positive clicked responses such as a ‘like’ (3.6k / ~63% of clicked responses) or ‘love’ (1.7k / ~30% of clicked responses), or ‘care’ (108 / ~2% of clicked responses). Evidently, there were responses whereby viewers were ‘angry’ (145 / ~2.5% of clicked responses), laughing (65 / ~1.1% of clicked responses), ‘sad’ (48 / ~0.8% of clicked responses) or surprised with a ‘wow’ (34 / ~0.6% of clicked responses).

According to the ‘most relevant comments’ the following sentiments predominantly emerged:

Concerns and consequences for non-compliance and breaches within Auckland, with specific references South Auckland. Several comments called for penalties and enforced punishment on those who did not follow rules or self-isolate. Social distancing commentary is still present and regional profiling of Aucklanders as non-compliant. Further, individual failings are a key driver of non-compliance:

“Start issuing fines! The selfishness of one person has affected the whole country”

“Close South Auckland don’t punish the rest of us”

“South Auckland has never followed rules”

“People hating on South Aucklanders and or Aucklanders need to grow up!”

“Can society quit blaming the whole of South Auckland? There are people who actually follow the rules... Gee’s!!”

“Govt doing a fantastic job in enormously difficult circumstances, special thanks to all of Auckland people who are doing the right thing”

These comments led to responses of advocacy for Auckland and South Auckland:

“This is not the first outbreak and it’s been other regions, yet South Auckland did it, South Auckland did it fits with your narratives and ignorance. We have so many MIQs and frontline workers in essential services. South Auckland are the solution in so many ways through their selfless service, yet South Auckland did it continues to be spat out instead of all the exceptionally awesome things that South Auckland has done, does and continues to do”

Commending PM Jacinda and Cabinet for their leadership:

Many commenters internationally and nationally applauded the efforts of the Prime Minister and government despite the difficult contexts and circumstances.

“Why are these journos trying so hard to find fault with the government? Not hearing Fair and Balanced questioning. Unprofessional and Irritating”

“Govt can only do so much. If they are too heavy handed then you will get civil unrest/protest. Good luck, you will get over this quick”

Journalism blame shifting and unprofessionalism: A few commenters criticized the line of questioning by journalists during the Q&A segment. In particular, their questions have been framed as unreasonable, while their attempt to blame the government is termed as ‘unprofessional’.

“Nasty comments from that journalist - “asking people to nark” trying to listen instead of twisting words”

“Nasty comments from that journalist - “asking people to nark” trying to listen instead of twisting words”

Acknowledgement of the difficult challenges faced by the government: Many viewers noted that the government are tasked with the challenge of having to develop effective solutions for noncompliance. It is believed by a viewer that punishment that is too harsh can lead to civil unrest, while other notes that too much leniency will continue to lead to non-compliance.

“Hang in there Jacinda you are doing the best job of any politician. True leadership in a very difficult job”

“Just appreciate everything that the government and prime minister is doing for nz”



3. A quick check in with everyone who is at level three right now, and a chance to answer your COVID-19 and vaccine questions! (1 March at 21.18)

As captioned, this live was a quick check in regarding the level three lockdown and to answer questions regarding the COVID-19 vaccinations, by Prime Minister Jacinda Ardern.

This video post accrued a total of 420,000 views and 7,800 comments. The exacting clicked responses are not provided in the data analytics, however the figure provided for clicked responses is 20,00 (ergo percentage breakdowns are approximations as exacting denominator figures are not reported).

Clicked responses						
12K	7.2K	547	138	110	28	22

Key points and feedback

“From a Kiwi in Scotland, where we’ve been in lockdown since Boxing Day with weeks and months of it still to come, you are very lucky in NZ thanks to the team of five million. Big aroha to all of you”

Most viewers who clicked a response indicated positive clicked responses such as a ‘like’ (12k / ~60% of clicked responses) or ‘love’ (7.2k / ~36% of clicked responses), or ‘care’ (547 / ~2.7% of clicked responses). There were responses whereby viewers were ‘laughing’ (138 / ~0.7% of clicked responses), ‘angry’ (110 / ~0.5% of clicked responses), ‘surprised/wow’ (28 / ~0.1% of clicked responses) or ‘sad’ (22 / ~0.11% of clicked responses).

According to the ‘most relevant comments’ the following sentiments predominantly emerged:

Commendation of PM Jacinda Arden’s leaderships:

This live yielded significant praise and gratitude towards Jacinda for her leadership and efforts around the COVID-19 response, both internationally and nationally.

“Thank goodness we have you Jacinda - you have such a reassuring manner – wonderful to have a human being who cares about us as our prime minister – Thank you and enjoy the chocolate x”

“I am watching from England Jacinda. Huge admiration for the way you are managing ❤️”

“Hi from Sweden, it’s so nice to listen to a sane approach of the Pandemic, have a nice day 😊”

“You’re Awesome our P.M. Jacinda. You are doing an awesome job with this COVID-19 hanging around. Awesome”

“Can’t wait for the trans-Tasman bubble I’ve been separated from my whole family. Thanks for keeping us safe but would love an idea of when this is feasible”

Requests for a trans-Tasman bubble: Several of the comments requested a trans-Tasman bubble so that families can unite and for dual citizens wanting to return home. There was a case that like New Zealand, Australia also did not have a high risk of outbreak.

“Please open the trans-Tasman bubble! I’ve been apart from my family for nearly a year now stuck in Australia even though I’m a dual citizen”

“Trans-Tasman bubble please! Parts of Aus. have little to no cases just like us”

“I had the vaccine last week no pain and no side effects and very grateful 🙏”

Vaccine questions or experiences: Given that the video welcomed questions about the vaccines; the comments section held mixed responses (a) for and (b) against the vaccine, (c) questions and (d) the sharing of vaccination experiences (e) conspiracies related to the vaccination.

“Will you vaccinate the kids in their schools or do we have to take them to a Dr?”

“I’ve been vaccinated in the UK as a healthcare worker - and would 100% recommend it. Please do it!”

“If the vaccine needs to be stored in a cold environment why is it being injected into a warm environment?”

“Will dentists be part of the pool who will be vaccinated next? We are the most highly risked job to airborne infections”

“Front line health care worker here, received my vaccine on Sat THANK YOU”

“I am watching from Tasmania and I have had the first Pfizer vaccine. No problems at all!”

“The vaccine is microchipped for the system”



4. #LIVE COVID-19 Update (5 March at 16.02)

This press conference was presented by Prime Minister Jacinda Ardern and Director-General Dr Ashley Bloomfield, indicating a transition of levels whereby Auckland would change to Alert Level 3, while the rest of New Zealand would change to Alert Level 2.

This #LIVE accrued a total of 163,000 views and 2,200 comments. The exacting clicked responses are not provided in the data analytics, however the figure provided for clicked responses is 5,800 (ergo percentage breakdowns are approximations as exacting denominator figures are not reported).

Clicked responses						
 3.4K	 2K	 156	 65	 44	 36	 22

Key points and feedback

“Awesome work Aucklanders, you all are absolutely amazing and true warriors 🍌”

Most viewers who clicked a response indicated positive clicked responses such as a ‘like’ (3.4k / ~58% of clicked responses) or ‘love’ (2k / ~34% of clicked responses), or ‘care’ (156 / ~3% of clicked responses). There were responses whereby viewers were ‘angry’ (65 / ~1% of clicked responses), ‘laughing’ (44 / ~0.7% of clicked responses), or ‘surprised/wow’ (36 / ~0.6% of clicked responses), or ‘sad’ (22 / 0.4 ~%).

“Every country in the whole entire world wishes it was New Zealand right now”

“You are doing a great job and alerts and lockdowns work!! Better to be safe than like the rest of the world”

“Sooo great to have you as our Leader in NZ thankyou sooo much Jacinda Ardern, cannot wait to bring my grandchildren home to NZ one day in the near future, from Australia”

“Thanks to absolutely everyone involved in tracing, testing, being tested and isolating, all the medical team and Jacinda and Ashley. Good job once again”

According to the ‘most relevant comments’ the following sentiments predominantly emerged:

Congratulatory commendation to Auckland and New Zealand for getting through the lockdown: A great number of comments commended the united efforts against COVID-19 by Aucklanders and New Zealanders. Despite disagreement in previous lives around the decision to enter into lockdown, the zero cases and containment of the spread of COVID-19 appears to have boosted public morale and the regional profiling of Auckland, which was earlier marked by social distancing and harsh judgement, was changed to acknowledging the gains from the sacrifices made during lockdown restrictions. This was followed by sentiments of well wishes of safety for the Auckland region and wider New Zealand.

“Great job, no one wants to be doing any of this, but we NZ, are doing it better than the rest of the world!!!! 🍌🍌🍌🍌”

“Front line health care worker here, received my vaccine on Sat THANK YOU”

“Seriously thank you such great leadership. And thank you for bringing in clearer communication ❤️❤️❤️”

“Go Auckland! Keeping staying strong and safe for the rest of us! You all doing your part rock! ❤️❤️❤️🙏🙏🙏🙏”

“There’s no other leader who could juggle all these current challenges with such diligence, fortitude, compassion, and grace. We so appreciate you PM Ardern 🍀”

“THANK YOU to the dream team Jacinda and Ashley for keeping All of New Zealand safe and well 🍀”

Positive comments towards PM Jacinda Ardern and Director-General Dr Ashley Bloomfield’s leadership:

While the announcements of the lockdown #Live saw mixed responses from viewers agreeing or disagreeing with the decision, the positive outcomes of minimal to no community outbreak led to much more positive agreeance with the leadership and decision making by PM Jacinda Ardern and Director-General Dr Ashley Bloomfield. The tone of this comment thread was marked by gratitude.

“Thank you, PM and team, for looking out for New Zealand and its people. It’s been a difficult time for many of us, we will get through this together!”

**“I salute all the advisors and experts. We couldn’t have responded appropriately without you 🍀🍀
🙏🙏🙏 this is new for me, but I didn’t feel alone at all. Nuff respect 🍀”**

“True, South Auckland have stepped up for us all again and again”

“South Auckland stand up, from being stood down and stood all over by the media and social media, you finally prove that you can really hold the rest of us on your shoulders”

“Poor south Aucklanders got a bit of grief - this is our engine of Auckland they need support not criticism 🙏”

Critique over the South Auckland Backlash: commenters reflected in hindsight that the prejudices and criticisms towards South Auckland was unfair and unacceptable. Commenters posited that while positive outcomes have emerged, South Auckland was still heavily blamed and ‘attacked’ despite all of the contributions they have made at the borders and in the essential services. These responses appear to advocate for South Auckland while raising the point that blame shifting towards suburbs and regions is neither helpful or ethical.

“Next time you want to blame it on South Auckland, remember we’re in this together and tomorrow it might be another suburb, so don’t discriminate – the virus doesn’t”

“All these attacks towards South Auckland and now everyone’s happy but South Auckland still bruised and battered from serving at the borders, on the frontlines and targeted all the time as the poor cousin to blame for everything”

“Can we please extend lockdown? Not that I like it but. Just I’d rather us all be safe cause some people just don’t seem to have common sense and stay home when sick to stop spreading germs 🧑♂️”

Concern over lockdown and requests for an extension: with the announcement that Auckland would be shifting out of level three to level two; there were anxious comments from viewers who felt that ‘hidden’ or undetected cases may persist. Thus, there was a recommendation to extend the lockdown period, until there was certainty that the recent cluster or community outbreak was resolved.

“What if there’s hidden cases or people don’t listen? It’s going to spread, let’s stay in lockdown just until, we are sure”

“Put us all in lvl 4 because people can’t stay home and be honest”



Appendix One: Moana Research Engagement Framework

Moana Research’s work approaches are premised on values, and we believe in the importance of these values in achieving positive actions. The three key steps in our approach are engagement, exchange and action.

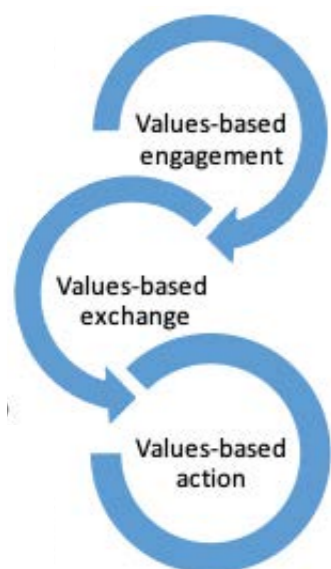


Figure 34:

Values-based Engagement

Reaching out to our communities and families requires meaningful engagement that “involves forming a relationship that is sustained and maintained”.^[1] In any of our efforts to reach out and engage with our communities and families, and regardless of the mode of communication, the following values are inherent in our work:

- Respect (“fa’aaloalo”/ “faka’apa’apa”): As a value respect has universal meanings and interpretation that is commonly understood around the world and is considered by many to be fundamental in any interactions. In Pacific cultures, respect also takes on various forms and expressions in different contexts and via different relationships. It is important to understand this in our delivery of the programme.
- Love and Service (“alofa”/ “ofa”): We engage not just out of contractual obligation or desire to achieve outputs and outcomes, but we do so out of a genuine sense of love and service. Some may describe this as social justice, but in Pacific paradigms, it is borne from a sense of connectedness to our communities^[2].
- Valuing culture and language (“fa’aSamoa”/ “anga fakaTonga”): We recognise the importance of language and cultural practices if we are wanting to engage with Pacific peoples, particularly in ethnic-specific settings. These include formal settings and understanding Pacific protocols in engagement e.g. formal welcome and acknowledgements and prayer. Even if English is the predominant language spoken in a home, the framing and construction of sentences and spoken word can also lend itself to Pacific audiences e.g. subtle references to Pacific practices and values.

Values-based Exchange

Exchange goes further than engagement to recognise the importance of a two- or multi-way communication approach. The opportunity to evolve and improve the programme arises from values-based exchange with our communities and families.

- Reciprocity: encouraging and listening to the voices of our families and communities, as well as recognising the potential for mobilisation from within our communities. Reciprocity is also about acknowledging and appreciating the time and contributions of our stakeholders and families who play a pivotal role in the development and rollout of the programme activities. In our work to date we extend reciprocity in various ways including hospitality and catering, remuneration of time e.g. advisory group fees and koha for consultation, payment of Pacific talent in design and production work and grants for those who are in a position to meaningfully engage and work with our target groups.
- Respecting and nurturing relationships: (“Tausi le va”/ “Tauhi le va”): Forging relationships is fundamental in exchange, however nurturing relationships with stakeholders and communities is crucial in effecting positive change. The ‘va’ has richer connotations in Pacific contexts and can be the difference between doors opening and gates closing – the latter more likely to occur if there is a breach of trust and respect in the relationships.

- Empathy and positivity: Bringing positive energy and enthusiasm to the work we do and identifying the strengths of our stakeholders and communities is a value we strive to uphold. We cannot underestimate the impact of encouragement and positive narratives in our exchanges. Even when identifying and exchanging stories of struggles and negative experiences, we advocate from a position of empathy and the desire to respond accordingly.

Values-based Action

To increase the likelihood of intended actions and goals, we look to weave the following values throughout our programme:

- Purpose: e.g. Family (“aiga”/ “kainga”), God/spirituality, Sense of duty to community, country: We recognise that for change to occur, programmes need to align with Pacific peoples’ sense of purpose. Simply telling and giving instructions will elicit less of a response compared with actions that resonate with people’s sense of responsibility and purpose to others.



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