


# Our COVID-19 journey: Aotearoa New Zealand

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Unite  
against  
COVID-19

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# WHAT WE DID

## Introduced an Alert Level system on 21 March

### New Zealand COVID-19 Alert Levels Summary

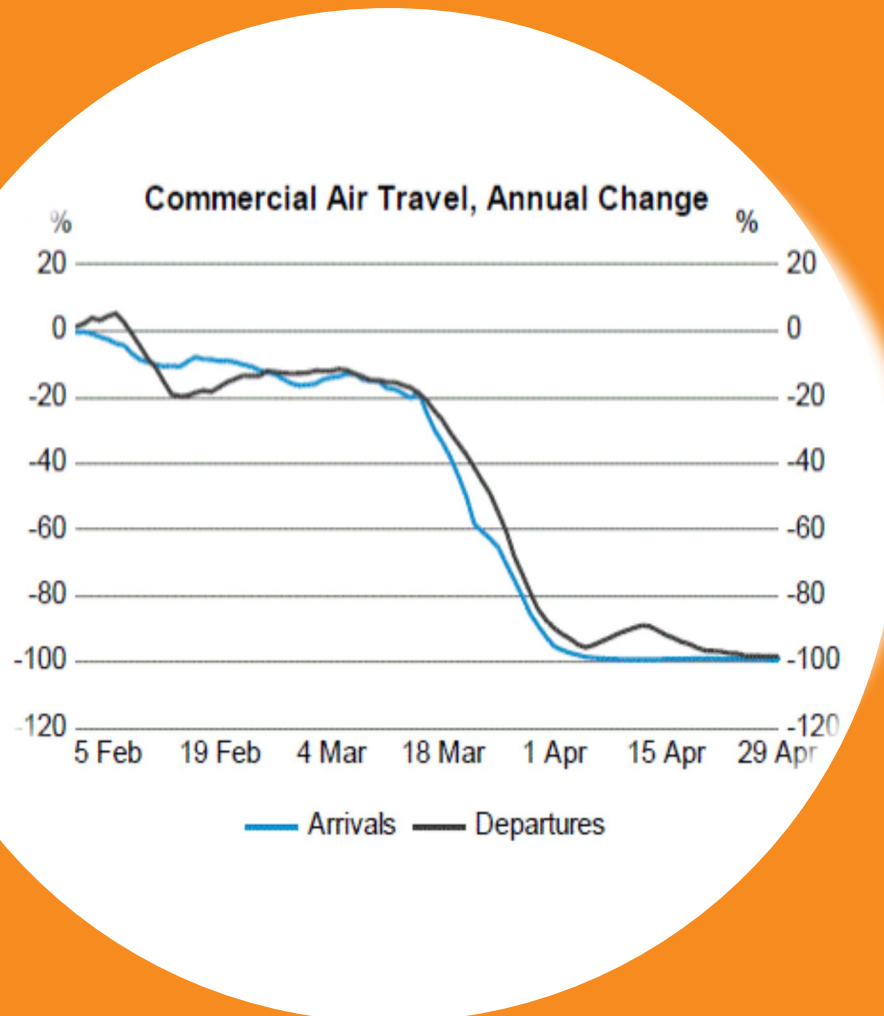
- The Alert Levels are determined by the Government and specify the public health and social measures to be taken in the fight against COVID-19. Further guidance is available on the [Covid19.govt.nz](https://www.covid19.govt.nz) website.
- The measures may be updated based on new scientific knowledge about COVID-19, information about the effectiveness of control measures in New Zealand and overseas, or the application of Alert Levels at different times (e.g. the application may be different depending on if New Zealand is moving down or up Alert Levels).
- Different parts of the country may be at different Alert Levels. We can move up and down Alert Levels.
- Essential services including supermarkets, health services, emergency services, utilities and goods transport will continue to operate at any level. Employers in those sectors must continue to meet health and safety obligations.
- Restrictions are cumulative (at Alert Level 4, all restrictions from Alert Level 2 and 3 apply).

Published 16 April 2020

#### ELIMINATION STRATEGY – New Zealand is working together to eliminate COVID-19

Alert Level	Risk Assessment	Range of Measures (can be applied locally or nationally)
<b>Level 4 – Lockdown</b> Likely the disease is not contained	<ul style="list-style-type: none"> <li>• Community transmission is occurring.</li> <li>• Widespread outbreaks and new clusters.</li> </ul>	<ul style="list-style-type: none"> <li>• People instructed to stay at home (in their bubble) other than for essential personal movement.</li> <li>• Safe recreational activity is allowed in local area.</li> <li>• Travel is severely limited.</li> <li>• All gatherings cancelled and all public venues closed.</li> <li>• Businesses closed except for essential services (e.g. supermarkets, pharmacies, clinics, petrol stations) and lifeline utilities.</li> <li>• Educational facilities closed.</li> <li>• Rationing of supplies and repositioning of facilities possible.</li> <li>• Reprioritisation of healthcare services.</li> </ul>
<b>Level 3 – Restrict</b> High risk the disease is not contained	<ul style="list-style-type: none"> <li>• Community transmission might be happening.</li> <li>• New clusters may emerge but can be controlled through testing and contact tracing.</li> </ul>	<ul style="list-style-type: none"> <li>• People instructed to stay home in their bubble other than for essential personal movement – including to go to work, school if they have to or for local recreation.</li> <li>• Physical distancing of two metres outside home (including on public transport), or one metre in controlled environments like schools and workplaces.</li> <li>• People must stay within their immediate household bubble, but can expand this to reconnect with close family / whānau, or bring in caregivers, or support isolated people. This extended bubble should remain exclusive.</li> <li>• Schools (years 1 to 10) and Early Childhood Education centres can safely open, but will have limited capacity. Children should learn at home if possible.</li> <li>• People must work from home unless that is not possible.</li> <li>• Businesses can open premises, but cannot physically interact with customers.</li> <li>• Low risk local recreation activities are allowed.</li> <li>• Public venues are closed (e.g. libraries, museums, cinemas, food courts, gyms, pools, playgrounds, markets).</li> <li>• Gatherings of up to 10 people are allowed but only for wedding services, funerals and tangihanga. Physical distancing and public health measures must be maintained.</li> <li>• Healthcare services use virtual, non-contact consultations where possible.</li> <li>• Inter-regional travel is highly limited (e.g. for essential workers, with limited exemptions for others).</li> <li>• People at high risk of severe illness (older people and those with existing medical conditions) are encouraged to stay at home where possible, and take additional precautions when leaving home. They may choose to work.</li> </ul>
<b>Level 2 – Reduce</b> The disease is contained, but the risk of community transmission remains	<ul style="list-style-type: none"> <li>• Household transmission could be occurring.</li> <li>• Single or isolated cluster outbreaks.</li> </ul>	<ul style="list-style-type: none"> <li>• Physical distancing of one metre outside home (including on public transport).</li> <li>• Gatherings of up to 100 people indoors and 500 outdoors allowed while maintaining physical distancing and contact tracing requirements.</li> <li>• Sport and recreation activities are allowed if conditions on gatherings are met, physical distancing is followed and travel is local.</li> <li>• Public venues can open but must comply with conditions on gatherings, and undertake public health measures.</li> <li>• Health services operate as normally as possible.</li> <li>• Most businesses open, and business premises can be open for staff and customers with appropriate measures in place. Alternative ways of working encouraged (e.g. remote working, shift-based working, physical distancing, staggering meal breaks, flexible leave).</li> <li>• Schools and Early Childhood Education centres open, with distance learning available for those unable to attend school (e.g. self-isolating).</li> <li>• People advised to avoid non-essential inter-regional travel.</li> <li>• People at high risk of severe illness (older people and those with existing medical conditions) are encouraged to stay at home where possible, and take additional precautions when leaving home. They may choose to work.</li> </ul>
<b>Level 1 – Prepare</b> The disease is contained in New Zealand	<ul style="list-style-type: none"> <li>• COVID-19 is uncontrolled overseas.</li> <li>• Isolated household transmission could be occurring in New Zealand.</li> </ul>	<ul style="list-style-type: none"> <li>• Border entry measures to minimise risk of importing COVID-19 cases.</li> <li>• Intensive testing for COVID-19.</li> <li>• Rapid contact tracing of any positive case.</li> <li>• Self-isolation and quarantine required.</li> <li>• Schools and workplaces open, and must operate safely.</li> <li>• Physical distancing encouraged.</li> <li>• No restrictions on gatherings.</li> <li>• Stay home if you're sick, report flu-like symptoms.</li> <li>• Wash and dry hands, cough into elbow, don't touch your face.</li> <li>• No restrictions on domestic transport – avoid public transport or travel if sick.</li> </ul>

# WHAT WE DID – BORDER MEASURES

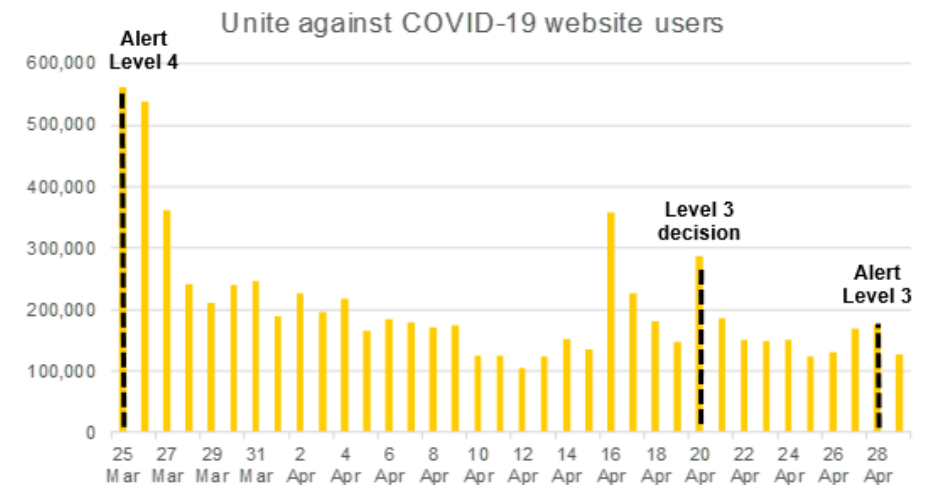
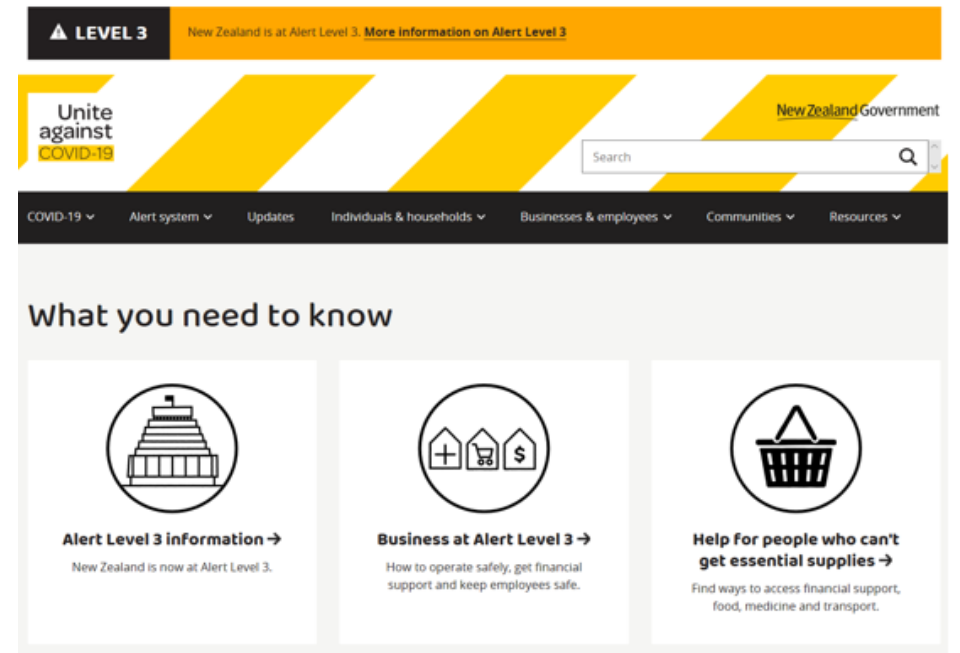


- New Zealand had an active border with an economy highly reliant on tourism and our export trade
- Progressive tightening of the border – 16 March 2020 border restrictions, compulsory self-isolation following travel, cruise ship restrictions
- Currently only New Zealand citizens and residents can enter and must go into Government-administered isolation or quarantine for 14 days

# WHAT WE DID

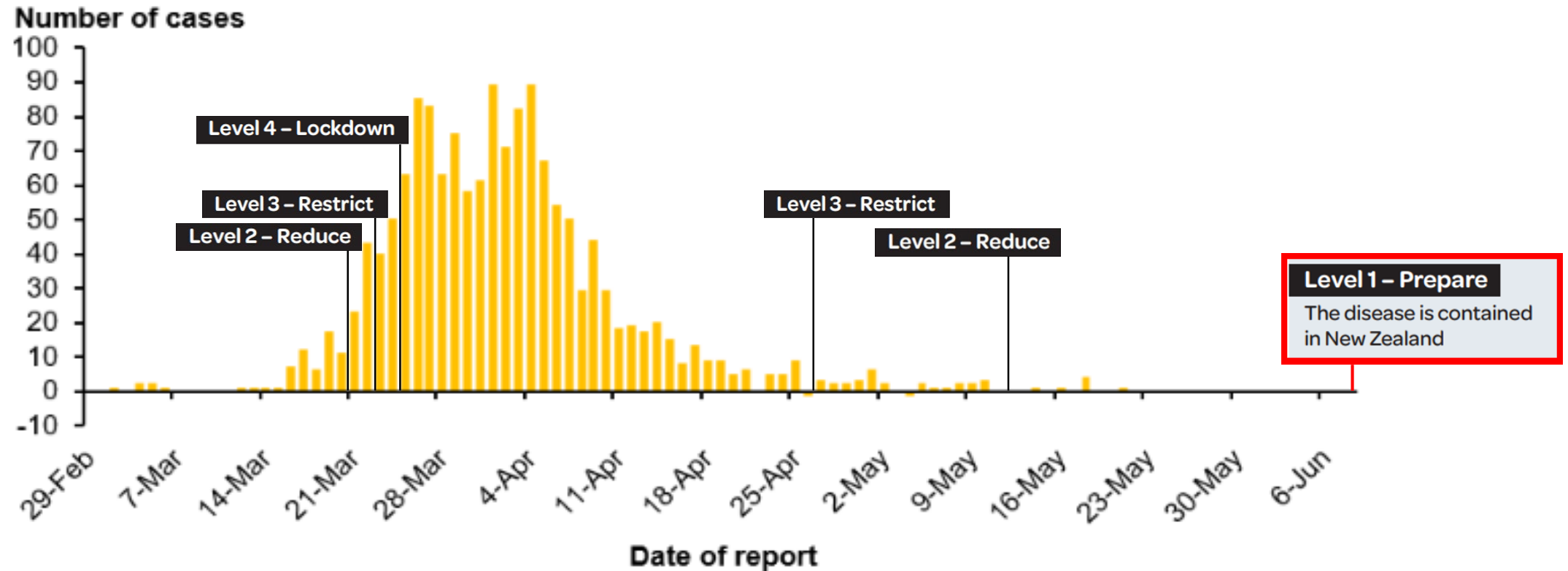
## All of Government approach

- The All of Government (AoG) Response to COVID-19, Public Information Management (PIM) function is responsible for engaging with and informing the New Zealand public about the response to COVID-19, and how this changes over time for individuals and businesses
- The Unite against COVID-19 website is an information hub with every topic related to COVID-19 in New Zealand
- The brand uses a range of digital channels to reach all New Zealanders
- Multiple public surveys on sentiment have found the campaign is positively received, clear and accepted by New Zealanders



# WHERE ARE WE NOW?

## Daily confirmed and probable cases



*New confirmed and probable cases over time, as at 9.00 am, 8 June 2020*

# LESSONS LEARNED

## Clear and consistent communications

**Ministry of Health - Manatū Hauora** @minhealthnz · 1h  
 Let's show our frontline health and disability workers how much we appreciate them for their mahi! Create your #ArohanuiHealthHeroes video with a sign of thanks. Tag us @minhealthnz in your video and "Pass on the Aroha" ❤️



1 18 44



## Protect yourself and others from COVID-19



Wash your hands with soap and water often (for at least 20 seconds). Then dry.



Cough or sneeze into your elbow or by covering your mouth and nose with tissues.



Clean and disinfect frequently touched surfaces and objects, such as doorknobs.



Don't touch your eyes, nose or mouth if your hands are not clean.



Put used tissues in the bin or a bag immediately.



Stay home if you feel unwell.

For updates and more information on keeping yourself safe, visit [Covid19.govt.nz](https://www.covid19.govt.nz)  
 New Zealand Government

Unite against COVID-19

# LESSONS LEARNED

## Equity

- COVID-19 Response Action Plan for Māori (New Zealand's indigenous people)
- Ensuring communications reached all communities
- Guidance for residential care providers

## Domestic reviews

- Contact tracing review
- PPE review





**Thank you**