



12 May 2022

Kia ora [REDACTED]

Your Official Information Act request, reference: GOV-018001

Thank you for your email of 28 April 2022, to our Media team, asking for the following information:

*I've looked at some international research on superhero play and read a limited case study about how several kids really have been hurt trying to be Spiderman or Superman.
My questions to you guys, if you have time to answer or can point me in the right direction are, have such injuries occurred in New Zealand. If so, how many and how often?
Another question is around funding (Don't worry not for this project). Does ACC fund its own social marketing campaigns or is there a Government pool of funds for such projects that ACC bids/applies for?*

Due to the nature of your request, it was forwarded to my team to respond to under the Official Information Act 1982 (the Act).

How ACC funds social marketing campaigns

All ACC social marketing campaigns are funded by ACC.

We can provide you data on superheroes claims

The data set available to ACC is reliant on the information provided on an ACC45 injury claim form, which is completed when a person seeks treatment for their injury. The form has a free-text field 'accident description' where a person can provide a brief description of how their accident happened. This field is not mandatory to complete and not every client does so. Also, when the field is completed, there is considerable variation in the way accidents are described.

The data below was extracted for claims where the key words "spiderman" or "superman" were used in this field. Due to the limitations above, while largely representative of the claims received by ACC, the data should not be considered a complete, definitive measure of the claims related to superhero accidents that ACC received during the period covered by this response.

The table below shows the number of accepted claims between 1 January 2012 to 31 December 2021 where the client was under 18 years of age at the time of lodgement. This data was extracted on 3 May 2022 and may differ if extracted at a later date.

Search Criteria	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Superman or Spiderman	5	10	17	10	11	16	12	6	9	7

If you're concerned about this response, please get in touch

You can email me at GovernmentServices@acc.co.nz.

Ngā mihi

Sara Freitag

Acting Manager Official Information Act Services
Government Engagement & Support