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Deputy Louise O'Reilly  
Dáil Éireann  
Leinster House  
Kildare Street  
Dublin 2

30<sup>th</sup> June 2020

**Ref: PQ 10941/20**

Dear Deputy O'Reilly,

The Health Service Executive has been requested to reply directly to your above referenced Parliamentary Question, which you submitted to the Minister for Health. The question concerned was referred to Strategic Planning and Transformation, HSE, for review and direct response as the work of the Tobacco Free Ireland (TFI) Programme is part of that function. Our response to the PQ concerned is set out below.

**HSE response to PQ 10941/20 : To ask the Minister for Health the funding spent on tobacco cessation measures in each of the past ten years in tabular form; and if he will make a statement on the matter.**

Tobacco use remains a leading cause of preventable death, disease and disability in Ireland: approximately 6,000 deaths, 30,000 hospital inpatient admissions, 120,000 hospital out-patient events, 40,000 emergency department presentations and €500 million in healthcare costs are attributable each year to tobacco use.

The total funding spent on tobacco cessation measures from 2010 – 2019 inclusive (the last 10 full years for which data is available) is detailed in the table below, with the 10 year total being **€124,844,994**. The prevalence of daily tobacco use has decreased from 23% in 2015 to 17% in 2019 (Healthy Ireland Survey). Tobacco cessation measures include; smoking cessation medications provided to medical card holders through the Primary Care Reimbursement Scheme (PCRS), frontline HSE intensive smoking cessation services (staff cost), the national quit line and mass media campaigns. The quit campaign aims to increase the demand for QUIT support services and national quitline and medication costs subsequently vary and are demand led.

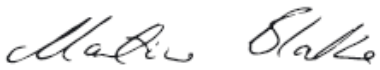
Year	Item	€ Cost
2010	Smoking Cessation Medications (PCRS)	10,806,030
	Social Marketing	564,536

	National Quitline (ICS)	100,251
	Smoking Cessation Staff Costs	1,354,188
		<b><u>12,825,005</u></b>
<b>2011</b>	Smoking Cessation Medications (PCRS)	11,751,879
	Social Marketing*	1,010,000
	National Quitline (ICS)	111,992
	Smoking Cessation Staff Costs	1,077,195
		<b><u>13,951,066</u></b>
<b>2012</b>	Smoking Cessation Medications (PCRS)	12,193,491
	Social Marketing	840,000
	National Quitline (ICS)	110,585
	Smoking Cessation Staff Costs	1,077,195
		<b><u>14,221,271</u></b>
<b>2013</b>	Smoking Cessation Medications (PCRS)	10,584,198
	Social Marketing	1,090,000
	National Quitline (ICS)	130,060
	Smoking Cessation Staff Costs	1,000,252
		<b><u>12,804,510</u></b>
<b>2014</b>	Smoking Cessation Medications (PCRS)	8,732,617
	Social Marketing	1,500,000
	National Quitline (ICS)	158,836
	Smoking Cessation Staff Costs	1,000,252
		<b><u>11,391,705</u></b>
<b>2015</b>	Smoking Cessation Medications (PCRS)	8,475,125
	Social Marketing	1,500,000
	National Quitline (new provider & new service options)	284,206
	Smoking Cessation Staff Costs	1,000,252
		<b><u>11,259,583</u></b>
<b>2016</b>	Smoking Cessation Medications (PCRS)	8,718,785
	Social Marketing	1,650,000
	National Quitline	262,500
	Smoking Cessation Staff Costs	1,000,252
		<b><u>11,631,537</u></b>
<b>2017</b>	Smoking Cessation Medications (PCRS)	8,504,801
	Social Marketing	1,668,000
	National Quitline	259,724
	Smoking Cessation Staff Costs	1,371,129
		<b><u>11,803,654</u></b>
<b>2018</b>	Smoking Cessation Medications (PCRS)	8,640,775
	Social Marketing	1,500,000
	National Quitline	231,746
	Smoking Cessation Staff Costs	1,485,000
	Quitmanager (IT Capital Development Cost)**	73,918
	Quitmanager (Patient Management System Licensing)	24,182
		<b><u>11,955,621</u></b>
<b>2019</b>	Smoking Cessation Medications (PCRS)	9,492,877
	Social Marketing	1,800,000
	National Quitline	258,453
	Smoking Cessation Staff Costs	1,425,530
	Quitmanager (Patient Management System Licensing)	24,182
		<b><u>13,001,042</u></b>

\*This was the first national mass social marketing campaign for smoking that was funded by the HSE. Initially, this was the *1 in every 2* campaign. The QUIT campaign fronted by *Gerry Collins* was launched in 2014. The *I Will Survive* TV ads (developed in 2016) began airing in 2017 and the current iteration of the QUIT campaign *Curated by You* developed in 2019, began airing in January 2020.

\*\*Quitmanager is an electronic patient management system which allows for referrals to be made to smoking cessation services via Healthlink (GPs), the MN-CMS and other hospital inpatient systems. The Quitmanager system also enables smoking cessation advisors to manage their appointments, follow ups and client files electronically. The total capital development cost for this project is €141,150 which is paid in instalments as agreed work bundles are completed. To date, €73,918 has been paid to the appointed IT developer.

Yours Sincerely,



**Martina Blake**

National Lead, HSE Tobacco Free Ireland Programme