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Deputy Cian O Callaghan

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20th January, 2021

Dear Deputy O'Callaghan,

Question: To ask the Minister for Health his plans to raise awareness of the importance of properly disposing of facemasks to reduce the spread of Covid-19; and if he will make a statement on the matter.

Using face coverings, and using them correctly, has been promoted by HSE since their use was recommended by NPHET in June 2021. In June, HSE ran a TV, radio and social media campaign on face coverings. At the time, face coverings were a new concept that we had to learn and get used to. Market research conducted by the Department of Health and HSE has since shown consistently high compliance with the protective behavior of wearing face coverings.

<https://www.youtube.com/watch?v=sVLZHDdEBRO>

This HSE COVID protective behaviors campaign is currently live on TV, radio and social media and encourages the use of face coverings, as well as the other measures that help keep us safe from COVID-19 like hand washing, distance and cough etiquette and the COVID Tracker App.

<https://www.youtube.com/watch?v=8BPG1vT1CkU>

HSE.ie content promotes on a continuous base through social media including Facebook, Instagram and Twitter.

There is detailed up to date content on proper wearing and disposal of face coverings on [hse.ie](https://www.hse.ie)

📄 [How to properly wear face coverings and masks:-](https://www2.hse.ie/conditions/coronavirus/face-coverings-masks-and-covid-19/how-to-wear.html)

<https://www2.hse.ie/conditions/coronavirus/face-coverings-masks-and-covid-19/how-to-wear.html>

📄 [How to remove and dispose of face coverings and masks:-](https://www2.hse.ie/conditions/coronavirus/face-coverings-masks-and-covid-19/how-to-wear.html#removing)

<https://www2.hse.ie/conditions/coronavirus/face-coverings-masks-and-covid-19/how-to-wear.html#removing>

Since the 3rd May there have been 327.6k page views on this content and it has been promoted through social media with ongoing posts as weeks go by, we had one social post on it with a reach of 70k.

This content is planned for promotion again next week.

Partners and stakeholders

There is also a poster available in both English and Irish for download that has been promoted through HSE partner updates:

- [COVID-19 Face coverings \(PDF, 715 KB, 1 page\)](#)
- [COVID-19 Face coverings \(Irish\) \(PDF, 705 KB, 1 page\)](#)

Additionally, HSE partner updates have shared video resources on face coverings on the following topics:

- -How to wear a face covering
- -How to safely put on and remove a face covering
- -How to safely put on and remove a facemask when required to wear one in a healthcare setting
- -Face covering use while visiting a healthcare setting

<https://www.hpsc.ie/az/respiratory/coronavirus/novelcoronavirus/videoresources/videoresourcesforthepublic/#d.en.20445>

HSE Staff

Information is also available to staff on correct use of face coverings through the distribution of these posters and through the [HSE staff website](#).

I trust this addresses your question. If I can be of any further assistance, please do not hesitate to contact me.

Yours truly,

Mary Brodie

Communications Directorate