



27th July, 2021

Deputy Claire Kerrane,
Kildare Street,
Dáil Eireann,
Dublin 2

Re: PQ 24582/21

PQ 24582/21 – “To ask the Minister for Health the number of badges that have been produced to distribute to those after they have received their Covid-19 vaccine; the cost of production; and if he will make a statement on the matter. -Claire Kerrane”

Dear Deputy Kerrane,

The Health Service Executive (HSE) has been requested to reply directly to your above Parliamentary Questions which you submitted to the Minister for Health for response. I have examined the matter and the following outlines the position:

The ‘I got my COVID-19 vaccine badges’ cost approximately 15c per badge and are one part of the HSE’s extensive multimedia communications campaign on COVID-19 vaccines. 500,000 badges were printed in an initial print run in time for the opening of vaccination clinics and were well received. An additional 500,000 were then ordered.

Since the badges began being distributed, there has been an increase in people sharing pictures of their badges after vaccination on social media. It is known from planning and from listening to people’s views that seeing other people share their experiences of having their vaccine, encouraging social proof, is a very important part of the COVID-19 vaccine communications strategy.

Apologies for the delay in issuing this response. Access to systems was impacted by the cyber-attack.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'David Walsh'.

David Walsh
Workstream Lead Vaccination Process and Workforce