



Business Manager,  
Communications Division  
10-11 Cornmarket, Dublin 8, D08 X8C6  
Mobile:- 087 9087126

**PQ Number: 56061/21**

**3<sup>rd</sup> December, 2021**

Dear Deputy McNamara

**Question**

**To ask the Minister for Health the total expenditure on Covid-19-related advertising conducted by the Government and the HSE in print, online and broadcast media since the beginning of 2020 to date; and the breakdown of payments issued to individual media outlets and advertisers.**

**-Michael McNamara**

**I am answering on behalf of the HSE National Communications Division.**

The HSE's paid media campaigns use evidence and insight to create campaigns that help people to navigate the health services and improve their health and wellbeing.

This includes a range of information and behaviour change campaigns including COVID-19 and COVID-19 vaccine campaigns, QUIT, Sexual Wellbeing, My Options, YourMentalHealth.ie, START (in partnership with Safefood), CervicalCheck, BowelScreen, BreastCheck, Dementia: Understand Together and MyChild.

COVID-19 and COVID-19 vaccine campaigns accounted for approximately 60% of campaigns spend in 2020 and will also account for a significant portion of spend in 2021. Communicating with the public, listening to their needs and giving accurate and easy-to-follow health advice is considered a central part of any country's pandemic response plan. For 18 months, we have had dedicated multi-channel, ever evolving information campaigns on COVID-19 and, from late December 2020, COVID-19 vaccines

Our duty in planning and executing paid media advertising campaigns is to ensure good value for money in the use of public funds to protect health through communications. In choosing channels to help us achieve this, we take the advice of our media agency, Spark Foundry, on the channels used by various groups within our population, and the costs involved. Our decisions are also based on our wide experience in conducting social marketing campaigns and public information campaigns for people living in Ireland.

Our campaigns are evidence based and built on insight from the public. Research and real world impacts, like attendance and screening, vaccine uptake or QUIT plan sign-ups, are key to monitoring and evaluating campaign effectiveness.

On COVID-19 campaigns, the HSE and Department of Health conduct regular research to check people's understanding of and their reaction to the information and ongoing situation, allowing any new messages or content to be developed in line with feedback. Consistently high satisfaction levels with the HSE's and the Dept of Health's information and communications have been reported in our research.

I have attached a document which contains media buying costs January 2020 to October 2021 by media type as requested.

All amounts are excluding VAT. Recruitment advertising, social media, advertising creative or locally purchased advertising is not included.

Press includes local and national press.

It's not possible to provide spend by media owner as this information is commercially sensitive. We have however, provided a list of media owners that we have purchased advertising with on tab 2.

I trust this helps to answer your questions, and I can help with anything else, please let me know

Yours truly,

Mary Brodie

Communications Directorate