

5th April 2022

Deputy Marc McSharry, TD
Constituency Office
Knockaderry House
Stephen Street
Sligo
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PQ 18336/22: “To ask the Minister for Health if he will publish details of the business case for the redesign of the logo of the CHO 1 area of the HSE; the reason this was deemed necessary, the company that was retained to carry out this work; the amount it was paid specifically for this work; his views on whether expenditure on such items can be justified given the immense challenges facing the health service at this time; and if he will make a statement on the matter”

Dear Deputy McSharry

The Health Service Executive has been requested to reply directly to you in the context of the above Parliamentary Question, which you submitted to the Minister for Health for response.

I have examined the matter and the following outlines the position:

All community healthcare areas, hospital groups and a number of national divisions across the HSE have their own name or logo or both and, therefore, their own visual identity. We have been asked for a logo for our Community Healthcare area on many occasions by our own HSE staff across the area, by national HSE divisions and by partner organisations whom we work with collaboratively, outside of the HSE, who wish to represent our involvement in various projects, events, etc.

The new name and logo have been designed to create and promote our visual identity and to assist service users and the public to identify and trust communications from our area. The work on the creation and design of the logo has been ongoing for some time; it was significantly delayed due to urgent priorities including the Covid 19 pandemic and subsequently the cyber-attack taking precedence but the work has now been completed.

The logo was designed in-house by our staff then a local print company did some minor editing work and assisted us with incorporation into various templates. The cost associated with the editing is €128 ex VAT and has created a strong and meaningful identity for our healthcare area. We have also received positive feedback from HSE staff.

I trust this information is of assistance to you, should you have further queries please do not hesitate to contact me.

Le dea- mhein



**A/Priomhoifigeach
A/Chief Officer
Community Healthcare Cavan, Donegal, Leitrim, Monaghan, Sligo**