



PQ Number: 36093/22

Question

To ask the Minister for Health the amount spent on advertisements including online and in the media in relation to Covid-19 in each month since the start of the pandemic by his Department and by the HSE

19th July 2022

Dear Deputy Tóibín

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.

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 more than two years now, we have had dedicated multi-channel, ever evolving information campaigns on COVID-19 public health information, Test and Trace, Keeping Well this Winter and 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. Advertising metrics, evaluation through research and real world impacts, like vaccine uptake, are key to monitoring and evaluating campaign effectiveness.

On COVID-19 campaigns, 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 included an excel attachment which details media buying costs January 2020 to May 2022 by media type by month as requested.

All amounts are excluding VAT, creative and media fees. Recruitment advertising or locally purchased advertising is not included. Press includes local and national press. Radio includes local, national and community radio.

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