



Deputy David Cullinane,
Dáil Éireann,
Leinster House,
Kildare Street,
Dublin 2

By email to David.Cullinane@oireachtas.ie

28th March 2022

Ref:

PQ Number: 13706/22

Question: To ask the Minister for Health the amount of funding that was provided to tackle smoking in 2021; and the estimated amount that will be provided in 2022; and if he will make a statement on the matter. – Deputy David Cullinane

Dear Deputy Cullinane,

The Health Service Executive has been requested to reply directly to your above referenced Parliamentary Question, which you submitted to the Minister for Health. The question concerned was referred to Strategy and Research, HSE, for review and direct response as the work of the Tobacco Free Ireland Programme (TFIP) is part of that function.

The TFIP is the HSE vehicle through which the actions identified for the HSE in the Department of Health *Tobacco Free Ireland* Strategy (2013) are implemented across the health services. The Programme falls under the governance of Strategy and Research in the HSE (in 2017 the TFI Programme was part of the former Health and Wellbeing Division of the HSE).

Our response to the PQ concerned is set out below.

	2021	Estimated 2022
HSE Tobacco Free Ireland Programme (Pay and Non-Pay) ¹	€ 595,505	€ 706,245

¹ Programme staff, research, design and development of new resources, online webinars etc.

QUIT Mass Media Campaign including TV/VOD, Social Media Advertising ²	€ 1,660,000	€ 1,800,000
Stop Smoking Services (Staff and Associated Costs) ³	€ 1,784,635	€ 3,313,068
National QUIT Line	€ 289,813	€ 289,813
QUITmanager IT System	€ 43,673	€ 60,000
Stop Smoking Medications to Medical Card Holders via Primary Care Reimbursement Scheme ⁴	€ 9,213,130	€ 9,043,393
Environmental Health (Tobacco Control legislation monitoring and National Tobacco Control Office Pay and Non Pay)	€ 1,742,007	€ 1,761,989
Free Stop Smoking Medication (HSE staff and new Sláintecare Healthy Communities Programme and HSE Staff) ⁵	€ 39,610	€ 726,000
We Can Quit Programme Delivery ⁶	€ 244,620	€ 413,540
TOTAL	€ 15,612,993	€ 18,114,048

The Department of Health-commissioned report *An Assessment of the Economic Cost of Smoking in Ireland*, published in 2016, estimated the annual cost to the health service as **€460 million**, and the total annual costs as **€10.7 billion**. In comparison, costs for providing support to stop smoking are relatively small ⁷ and as per the Department of Health commissioned HIQA report are highly cost effective.

I hope this information is of assistance to you. If you have any questions please do not hesitate to contact me.



Martina Blake

National Lead, HSE Tobacco Free Ireland Programme

² QUIT Campaign budget has not yet been finalized for 2022 but likely to be similar, with slight increase for new campaign creative development.

³ Sláintecare Healthy Communities Programme and Enhanced Community Care Chronic Disease investment in new stop smoking services in disadvantaged areas where smoking prevalence continues to be high.

⁴ The PCRS costs for stop smoking medication for medical card holders is a demand led service. The 2022 projection is based on a 5 year average (2017-2021).

⁵ New Sláintecare Healthy Communities Programme investment for free medication in 19 Disadvantaged areas and North Inner City Dublin in 2022.

⁶ The We Can Quit Programme is a peer led, 12 week stop smoking group support programme for disadvantaged communities. There is a new Sláintecare Healthy Communities Programme investment for 2 courses in 19 designated areas and North Inner City Dublin in 2022.

⁷ ICF International, 2016. *An Assessment of the Economic Cost of Smoking in Ireland*. ICF International, London 2016