



**Bainisteoir Gnó  
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Deputy Bernard Durkan

8<sup>th</sup> April 2022

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Dear Deputy Durkan

**PQ Number:** 14957/22

**Question: To ask the Minister for Health the total budget allocated to vaccine public awareness campaigns in each of the years 2018 to 2021 and to date in 2022; the breakdown based on Covid-19 and non-Covid-19 related funding; the way this compares to the allocation for vaccine public awareness campaigns in terms of both Covid-19 and non-Covid-19 related funding in other European Union states; and if he will make a statement on the matter.**

I've detailed the cost of vaccine campaigns for the years 2018 – 2021 below, as requested.

Please note I am answering for the National Communications Division of the HSE only. Spend on local vaccination campaigns or information materials or activities run by other HSE divisions are not included.

There are multiple factors that lead to vaccine uptake including perceived risks and benefits of the vaccine, perceived risks and benefits of the disease that the vaccine protects against, access, past behaviours and experiences and knowledge. Not all vaccines offered to the population in Ireland require a large scale mass media public information campaign. Before COVID-19 vaccine, our campaign spend on vaccines focused mostly on seasonal flu vaccine and the HPV vaccine. All of our campaigns are developed with the audience at the centre, listening to their concerns, understanding their information needs and trusted voices.

Seasonal flu vaccine is available to new audiences each year, either because of changes in eligibility criteria for the vaccine or because new people are entering existing criteria – for example people turning 65 or becoming pregnant. We've used radio, press ads, TV, digital display and social media to reach these audiences. In 2020, the children's nasal spray vaccine was added to the flu vaccine programme, first offered to children aged 2 to 12 and then to children aged 2 to 17.

HPV vaccine uptake was badly affected by a campaign of misinformation and so, to counter this and increase uptake from 50% to 80% in three years, a dedicated, targeted campaign was developed. In 2019 the programme was expanded to include both boys and girls in first year of secondary school.



The COVID-19 vaccine campaign was the largest and most ambitious campaign in the state's history. A new group of vaccines became available for a novel disease that required rapid rollout across the population. The public information campaign involved calling the population, starting with those most at risk and then by age group, moving mostly decade by decade through the population.

To communicate this to the public we used TV and Video on demand, radio including radio in 10 languages that targeted mobile phone users through digital platforms using the language setting on their phone, online digital display, outdoor advertising, social media, press advertising and media partnerships.

#### **Annual campaign spends**

In 2018, the spend on HPV and Flu vaccine campaigns was €486k

In 2019, the spend on HPV and Flu vaccine campaigns was €1.16M

In 2020, the spend on HPV and Flu vaccine campaigns was €742k

In 2021, the spend on COVID-19 vaccine campaigns was €8.9M and on flu vaccine campaigns was 504k

Please note that there was additional spend in 2020 on COVID-19 vaccine preparatory work – branding, creative development and information materials but this is costed under COVID-19 campaign so it's not possible to represent it separately.

In 2022 to date, there has been €14,330.67 billed but please note that January 2022 media is booked and paid for in December 2021. Value from this booking ran into February media and March is not yet fully billed.

I trust this addresses your question. If I can be of any further assistance, please do not hesitate to contact me.

Mary Brodie

Communications Division