



**Bainisteoir Gnó  
An Roinn Cumarsáide**

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Deputy David Cullinane

7<sup>th</sup> April 2022

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Dear Deputy Cullinane

### **To ask the Minister for Health**

**PQ 16531/22:-** To ask the Minister for Health the number of staff employed in his Department and the HSE working in public relations; and if he will make a statement on the matter.

**PQ 16532/22 :-** To ask the Minister for Health the total cost of any outsourcing carried out by the HSE to engage in public relations and or assist in the launch of publications, strategies or plans from 2010 to date; and if he will make a statement on the matter.

The National Communications Division News and Media team deals with news events happening daily in the health service. The team provides frontline media relations for the health service and responds to over 5,000 media queries each year. The team also co-ordinates the out of hours media service which is provided 7 days a week in response to the 24/7 news cycle. The team offers proactive and reactive media advice to management and staff in the HSE from events and launches to crisis management. The team also provides media training for HSE teams and offers a media monitoring and evaluation service.

As part of the Dementia Understand Together programme we engage the services of D2 Communications to communicate important information about dementia to the public at a national and local level. Between 2018 and 2021 D2 Communications supported our World Alzheimer's month campaign and other relevant opportunities. This is part of an ongoing campaign to increase understanding around dementia and reduce the social stigma that is present for those living with the condition. The below table outlines the totals paid to D2 Communications inclusive of vat between 2018 and 2021:



Campaign	Year	Spend	Vendor
M/H & Dementia	2018	€24,990.52	D2 Communications
M/H & Dementia	2019	€24,981.18	D2 Communications
M/H & Dementia	2020	€10,531.96	D2 Communications
M/H & Dementia	2021	€24,996.68	D2 Communications

Dementia Understand Together is a partnership between the HSE and the Alzheimer's Society of Ireland and is supported by 40+ national Partners and 400+ community Champions around the country.

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.