



**Bainisteoir Gnó
An Roinn Cumarsáide**

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Deputy Holly Cairns

19th May 2022

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PQ 23069/22

Dear Deputy Cairns

To ask the Minister for Health the percentage of social media posts made on each of his Departmental social media accounts or the social media accounts of public bodies and agencies that operate under his remit that were exclusively in languages besides English or Irish between 1 May 2021 and 30 April 2022, inclusive; the percentage of same that featured languages besides English or Irish; and if he will make a statement on the matter.

Through our specialist services and our network of partner organisations, we have also planned for the needs of diverse communities, shared messages and earned valuable support as we rolled out the vaccine. To support the population who don't speak English as a first language, our vaccine information materials were provided in over 27 languages, both on video and online print versions. These materials are all available on hse.ie, and are shared through our social media campaign, and through regular translated and targeted social media posts.

The videos are designed to reach those who may have missed mainstream information campaigns or who do not consume local media. The 36 videos feature information about the vaccines spoken on video by health professionals who work in Ireland and are either native speakers or fluent speakers of the languages, and along with all translated information leaflets, are available on the HSE website at www.hse.ie/translations

We are currently running ads in Ukrainian and Russian targeting people who arrive in Ireland from Ukraine, giving information on where you can get support from the Irish state.

Approximately 3% of our advertisements are in different languages.

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.