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28th February 2023

Deputy Nolan
Dáil Éireann,
Leinster House
Dublin 2

PQ Ref 7260/23: To ask the Minister for Health the total amount spent by the State on advertising campaigns related to abortion provision broken down by year and category, in tabular form, in 2019, 2020, 2021 and 2022; and if he will make a statement on the matter

Dear Deputy Nolan,

The Health Service Executive has been requested to reply directly to you in the context of the above Parliamentary Question, which you submitted to the Minister for Health for response. I have examined the matter and the following outlines the position.

HSE My Options is a Freephone helpline and web chat service that provides information and support to anyone experiencing an unplanned or crisis pregnancy. My Options offers non-directive counselling and information. Information is available about all options, including continued pregnancy supports and abortion services. The My Options team can provide the phone numbers of doctors who provide abortion services.

The HSE supports this service with the comprehensive [MyOptions.ie](https://www.myoptions.ie) information campaign. The My Options information campaign is based on research and insights from Irish people who have used or would potentially use the service.

The [MyOptions.ie](https://www.myoptions.ie) website provides comprehensive information to everyone in Ireland about all aspects of unplanned pregnancy and abortion care services, including our phone and text support team. In 2022 the My Options website had 524K visits, average time spent on the website per session was 00:01:23 in 2022 (increase of 16.5% compared to 2021)

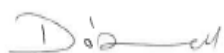
This website is promoted by paid social media advertising, and Google Search advertising, which is live all year round. A campaign burst that ran across radio, digital audio, paid search and Out-of-Home targeting a female audience promoting information about the My Options service to women aged 18-45 in Ireland has just been completed (Jan/Feb). Making sure the free service is well promoted and as accessible as possible to all people experiencing an unplanned pregnancy is a priority for the HSE.

The following table outlines the HSE My Options campaign spend from 2019 to 2022, which include creative development, media buying and associated costs; paid search, out of home advertising; radio advertising; digital audio, social media, and print. Total costs include VAT.

Year	Total spend
2019	Total: €434,754
2020	Total: €149,177
2021	Total: €155,322
2022	Total: €95,071

I trust this clarifies the matter.

Yours sincerely,



Davinia O'Donnell, General Manager, National Women and Infants Health Programme