



Clár Sláinte Náisiúnta do Mhná & do Naíonáin
Feidhmeannacht na Seirbhíse Sláinte, 2ú Hurlár, An
Foirgneamh Brunel, An Ceantar Theas,
Baile Átha Cliath D08 X01F
T: 01 7788970

National Women and Infants Health Programme
Health Service Executive, 2nd Floor, The Brunel
Building, Heuston South Quarter, Dublin D08 X01F
T: 01 7788970

14th July 2023

Deputy Nolan
Dáil Éireann,
Leinster House
Dublin 2

PQ 32386/23: To ask the Minister for Health the total amount of money spent on abortion services in 2022 (including abortions carried out in hospitals, community settings or via telemedicine, and including the cost of the operation and promotion of the MyOptions government helpline) broken down by category in tabular form; 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.

The Termination of Pregnancy Service was first introduced on January 1st, 2019 following the 2018 referendum on the 8th Amendment. The Service commenced with eight hospitals, approximately 200 GPs and community providers i.e. Well Women and Irish Family Planning Association. The service has since expanded with additional hospitals and GPs coming on board, so that currently there are 12 maternity hospitals/units providing termination of pregnancy services and 413 termination of pregnancy providers in the community. This includes 403 GP contractors and 10 women's health services contractors.

In relation to the spend within the acute hospital sector regarding the development and roll-out of termination services, in 2019, €11.5m was allocated for the provision of expanded termination of pregnancy service, comprising of €7m to enable the implementation of the service in the acute hospital system and €4.5m to fund delivery of termination of pregnancy services in the community setting. In 2020, an additional €9.5m was allocated with €5m of same provided to acute hospitals and €4.5m allocated to fund services in the community. No additional new funding was provided to the HSE for termination of pregnancy services in 2021 or 2022.

HSE MyOptions

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 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 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)

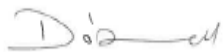
This website is promoted by paid social media advertising, and Google Search advertising, which is live all year round. A campaign burst that ran across radio, digital audio, paid search and Out-of-Home targeting a female audience promoting information about the My Options service to women aged 18-45 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 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.

<u>Year</u>	<u>Total spend</u>
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