



Deputy Colm Burke,  
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Dublin 2

By email to [colm.burke@oireachtas.ie](mailto:colm.burke@oireachtas.ie)

12<sup>th</sup> March 2024

Ref: PQ 9096/24

**To ask the Minister for Health the level of funding provided for tobacco cessation services from 2013 to 2023, and to date in 2024; and if he will make a statement on the matter.**

Dear Deputy Burke,

The Health Service Executive has been requested to reply directly to your above referenced Parliamentary Question, which you submitted to the Minister for Health. The question concerned was referred to Strategy and Research, HSE, for review and direct response as the work of the Tobacco Free Ireland Programme (TFIP) is part of that function.

Tobacco cessation measures include; smoking cessation medications provided to medical card holders through the Primary Care Reimbursement Scheme (PCRS), frontline HSE intensive smoking cessation services (staff costs, IT patient management system costs), the National Quitline and mass media (QUIT) campaigns. The QUIT Campaign aims to increase the demand for QUIT support services and National Quitline and medication costs subsequently vary and are demand led.

Our response to the PQ referenced above is set out below.

<b>Year</b>	<b>Item</b>	<b>€ Cost</b>
<b>2013</b>	Smoking Cessation Medications (PCRS)	10,584,198
	Social Marketing	1,090,000
	National Quitline (ICS)	130,060
	Smoking Cessation Staff Costs	1,000,252
		<b>12,804,510</b>
<b>2014</b>	Smoking Cessation Medications (PCRS)	8,732,617
	Social Marketing	1,500,000
	National Quitline (ICS)	158,836
	Smoking Cessation Staff Costs	1,000,252
		<b>11,391,705</b>

<b>2015</b>	Smoking Cessation Medications (PCRS)	8,475,125
	Social Marketing	1,500,000
	National Quitline (new provider & new service options)	284,206
	Smoking Cessation Staff Costs	1,000,252
		<b><u>11,259,583</u></b>
<b>2016</b>	Smoking Cessation Medications (PCRS)	8,718,785
	Social Marketing	1,650,000
	National Quitline	262,500
	Smoking Cessation Staff Costs	1,000,252
		<b><u>11,631,537</u></b>
<b>2017</b>	Smoking Cessation Medications (PCRS)	8,504,801
	Social Marketing (QUIT Campaign)	1,668,000
	National Quitline	259,724
	Smoking Cessation Staff Costs	1,371,129
		<b><u>11,803,654</u></b>
<b>2018</b>	Smoking Cessation Medications (PCRS)	8,640,775
	Social Marketing (QUIT Campaign)	1,500,000
	National Quitline	231,746
	Smoking Cessation Staff Costs	1,485,000
	Quitmanager (IT Capital Development Cost)	73,918
	Quitmanager (Patient Management System Licensing)	24,182
		<b><u>11,955,621</u></b>
<b>2019</b>	Smoking Cessation Medications (PCRS)	9,492,877
	Social Marketing (QUIT Campaign)	1,800,000
	National Quitline	258,453
	Smoking Cessation Staff Costs	1,425,530
	Quitmanager (Patient Management System Licensing)	24,182
		<b><u>13,001,042</u></b>
<b>2020</b>	Smoking Cessation Medications (PCRS)	9,365,383
	Social Marketing (QUIT Campaign)	1,688,719
	National Quitline	267,588
	Smoking Cessation Staff Costs	1,425,530
	Quitmanager (Patient Management System Licensing)	24,182
	Slaintecare Integration Fund (2 x Maternity Stop Smoking Services)	139,194
		<b><u>12,910,596</u></b>
<b>2021</b>	Smoking Cessation Medications (PCRS)	9,213,130
	Social Marketing (QUIT Campaign)	1,660,000
	National Quitline	289,813
	Smoking Cessation Staff Costs	1,784,635
	Quitmanager (Patient Management System Licensing)	24,182
	We Can Quit Programme Delivery <sup>1</sup>	244,620
		<b><u>13,216,380</u></b>
<b>2022</b>	Smoking Cessation Medications (PCRS)	9,134,767
	NRT/Stop Smoking Medications via Stop Smoking Services	276,681
	Social Marketing (QUIT Campaign)	2,153,992
	National Quitline	377,388

<sup>1</sup> The *We Can Quit* Programme is a peer led, 12-week stop smoking group support programme for disadvantaged communities.

	Smoking Cessation Staff Costs	3,179,160 <sup>2</sup>
	Quitmanager (Patient Management System Licensing)	33,629
	We Can Quit Programme Delivery	599,604
		<b>15,775,221</b>
<b>2023</b>	Smoking Cessation Medications (PCRS)	8,316,961 <sup>3</sup>
	NRT/Stop Smoking Medications via Stop Smoking Services	1,240,539 <sup>4</sup>
	Social Marketing (QUIT Campaign)	1,721,315
	National Quitline	429,152
	Smoking Cessation Staff Costs	4,722,818
	Quitmanager (Patient Management System Licensing)	37,257
	We Can Quit Programme Delivery	558,252
		<b>17,026,294</b>

<b>YTD Costs 2024</b>	<b>€</b>
Smoking Cessation Medications (PCRS)	Not yet available <sup>5</sup>
NRT/Stop Smoking Medications via Stop Smoking Services	184,590 <sup>6</sup>
Social Marketing (QUIT Campaign)	569,811
National Quitline	53,145 <sup>7</sup>
Smoking Cessation Staff Costs	787,136 <sup>8</sup>
We Can Quit Programme Delivery	134,394 <sup>9</sup>
	<b>1,729,076</b>

The Department of Health-commissioned report *An Assessment of the Economic Cost of Smoking in Ireland*<sup>10</sup>, published in 2016, estimated the annual cost to the health service as **€460 million**, and the

<sup>2</sup> The development of the Sláintecare Healthy Communities and Enhanced Community Care Chronic Disease Programmes have seen investment in new stop smoking services in disadvantaged areas where smoking prevalence continues to be high.

<sup>3</sup> Jan-Oct 2023 costs currently available from PCRS. Full 2024 total will be available at the end of March.

<sup>4</sup> Spend on NRT products by Community based HSE Stop Smoking Services with 69% of recommendations fulfilled and paid for as of 28<sup>th</sup>Feb 2024. Spend on NRT products by National Quit Line (introduced in November 2023) also included.

<sup>5</sup> 2024 spending not yet available from PCRS

<sup>6</sup> Spend on NRT products by National Quit Line **only**. Community based HSE Stop Smoking Services will not report this data until April 2024.

<sup>7</sup> The National Quitline is a contracted service. The cost provided here is January billing in 2024. No other billing available at present.


<sup>8</sup> Staff costs for January and February 2024.

<sup>9</sup> 13 *We Can Quit* Courses delivered to date in 2024 at €10,338 per course.

<sup>10</sup> ICF International, 2016. *An Assessment of the Economic Cost of Smoking in Ireland*. ICF International, London 2016

total annual costs to the state are **€10.7 billion**. As per the Department of Health commissioned HIQA report, tobacco dependence treatments and associated campaigns are highly cost effective.

I hope this information is of assistance to you. If you have any questions please do not hesitate to contact me.



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**Martina Blake**

National Lead, HSE Tobacco Free Ireland Programme