



**FSS Seirbhís Náisiúnta Sláinte  
Comhshaoil**

Páirc Ghnó na Gaillimhe, An Daingean,  
Gaillimh

**HSE National Environmental Health  
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10 March 2025

Deputy Pádraig Rice  
Leinster House  
Kildare Street  
Dublin 2

**Re: PQ Ref 8507/25 Public Health (Alcohol) Act 2018**

Dear Deputy Rice

I refer to your recent Parliamentary Question below:

Section 19 prohibits daytime broadcasting of alcohol advertisements from 3am to 9pm. Yet during the Ireland v England rugby match on 1st of February alcohol marketing was broadcast. According to Alcohol Action Ireland, there was a seamless blend between the identical branding of Guinness 0.0 on the field of play and Guinness branding on hoardings. This must be addressed before the next home game in the Six Nations on 8th March.

To ask the Minister for Health if her attention has been drawn to repeated breaches of section 19 of the Public Health (Alcohol) Act 2018 during sports broadcasting (details supplied); if she will ensure that the legislation is enforced ahead of upcoming sports events; if she will commit to engaging with those who are running and broadcasting these events to ensure that the legislation is adhered to; and if she will make a statement on the matter.

Response: The HSE National Environmental Health Service enforces the Public Health (Alcohol) Act 2018, including Section 19 relating to the broadcast watershed which was commenced on 10<sup>th</sup> January 2025.

The HSE National Environmental Health Service is aware of alleged breaches of this provision during the recent Six Nations Rugby match between Ireland and England and is investigating the matter. I trust this answers your query.

Yours sincerely

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Dr. Maurice Mulcahy  
Regional Chief Environmental Health Officer