



FSS Seirbhis Náisiúnta Sláinte
Comhshaoil

Páirc Ghnó na Gaillimhe, An Daingean,
Gaillimh

HSE National Environmental Health
Service

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Deputy Pádraig Rice
Leinster House
Kildare Street
Dublin 2

Re: PQ Ref 8508/25 Public Health (Alcohol) Act 2018

Dear Deputy Rice

I refer to your recent Parliamentary Question below:

Extract from Alcohol Action Ireland's blog (7th Feb) - "Section 15 of the PHAA prohibits the advertising of an alcohol product in or on a sports area when a sports event is taking place. Essentially, it bans alcohol advertising on the field of play. However, since its introduction we witnessed countless attempts by the alcohol industry to circumvent this modest restriction. Indeed, we must only look at last weekend's game between Ireland and England to see this practice in action. During the Guinness Six Nations match, the Guinness logo, with 0.0 tagged on, was emblazoned in the centre of the pitch. If this is not a direct contravention of the law, then it is most certainly against the spirit of the law."

To ask the Minister for Health her views on whether section 15 of the Public Health (Alcohol) Act 2018 is being breached by alcohol companies; if not, if she will commit to changing the definition of "advertising" in the 2018 Act to specifically include zero alcohol drinks using the same branding, logos, colours and name as their parent company; and if she will make a statement on the matter.

Response: The HSE National Environmental Health Service is charged with implementing the Public Health (Alcohol) Act 2018, and is fully committed to the ongoing enforcement of the legislation. However, regardless of branding; non-alcoholic products do not fall under this legislation or the statutory remit of the HSE. Matters in relation to policy should be addressed to the Department of Health

I trust this answers your query.

Yours sincerely

Dr. Maurice Mulcahy
Regional Chief Environmental Health Officer