



Bainisteoir Gnó
An Roinn Cumarsáide

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Dear Deputy O Reilly

To ask the Minister for Health the expenditure on each of the following HSE campaigns (details supplied) in 2022, 2023 and 2024, in tabular form. –Louise O Reilly

askaboutalcohol.ie – alcohol health information and advice , B4uDecide – relationship and sexual wellbeing advice for 14 to 17 year olds, BowelScreen – bowel cancer screening service for people aged 59 to 69 . BreastCheck – breast screening for women aged 50 to 69, CervicalCheck – HPV cervical screening for women aged 25 to 65 , Dementia: Understand together – information and supports for people living with, or caring for someone with dementia, Diabetic RetinaScreen – retinopathy screening service for people with diabetes, Flu vaccine – flu vaccine information and pharmacy finder , Man2Man – sexual health information for gay, bisexual and other men who have sex with men , Mental Health - information on common mental health difficulties and support available , My Options – support for an unplanned pregnancy, MyChild – pregnancy, baby and toddler health , QUIT – quit smoking service and supports, Sexual Wellbeing – promotes positive sexual health and wellbeing , START – partnership with safefood to encourage a healthier lifestyle for children

The purpose of HSE campaigns is to support people to improve their health and wellbeing, working with HSE Divisions, Programmes and Regions on a range of health topics and behaviours.

Campaigns are evidence-based, audience-centred, award-winning and evaluated for effectiveness.

Here are the costs incurred by the HSE Communications Division for 2022, 2023 and 2024 for the range of campaigns that you have requested. Mental Health campaign costs are incurred by the HSE Mental Health Division.

Costs include market research, creative development and media buying.

Campaign	2022		2023		2024
Ask About Alcohol / HSEAlcohol	€	142,374.83	€	97,456.72	€ 149,682.39
B4UDecide	€	29,999.19	€	-	€ -
BowelScreen	€	79,797.48	€	448,345.68	€ 448,055.42
Breastcheck	€	190,554.06	€	152,822.38	€ 62,996.93
CervicalCheck	€	261,346.64	€	397,004.80	€ 320,607.34



Dementia	€ 249,994.05	€ 341,397.22	€ 313,239.56
Flu Vaccine	€ 504,833.48	€ 554,781.21	€ 546,446.02
Man2Man	€ 92,325.79	€ 99,999.46	€ 99,420.00
Mental Health	€ 976,952.00	€ 898,254.00	€ 898,342.00
MyOptions	€ 149,946.48	€ 150,000.92	€ 155,726.99
MyChild	€ 615,000.23	€ 720,010.00	€ 909,908.13
QUIT	€ 2,153,991.94	€ 1,805,357.16	€ 1,635,270.61
Sexual Wellbeing	€ 770,551.01	€ 831,885.00	€ 546,782.00
START	€ 251,856.55	€ -	€ -

I trust this addresses your question. If I can be of any further assistance, please do not hesitate to contact me.

Mary Brodie
General Manager - Communications