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25/09/2025

Deputy Collins
Dáil Éireann,
Leinster House
Dublin 2

PQ 46460/25: To ask the Minister for Health the total amount spent by the State on advertising campaigns related to abortion provision, by year in 2022, 2023, 2024 and 2025; by category, in tabular form; and if she will make a statement on the matter.

Dear Deputy Collins,

The Health Service Executive has been requested to reply directly to you in the context of the above Parliamentary Questions, which you submitted to the Minister for Health for response. I have examined the matter and the following outlines the position on the various areas and issues you raised.

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 an information campaign based on research and insights from Irish people who have used or would potentially use the service.

The [MyOptions.ie](https://myoptions.ie) website provides comprehensive information to everyone in Ireland about all aspects of unplanned pregnancy and abortion care services, including our phone and web chat support team. Annual visits / sessions to the content since 2022 are as follows:

2022: 524k visits
2023 440k sessions
2024: 379k session
2025 YTD: 196k sessions

Note that these figures are approximate and dependent on users accepting cookies.

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.

Since the service began it has been promoted by paid search advertising which is always live, as well as targeted social media advertising and has at times used a combination of radio, digital audio and Out-of-Home (OOH) advertising.

The following table outlines the HSE My Options campaign spend from 2022 to 2025, which includes creative development, research, media buying and associated costs; paid search, OOH advertising; radio advertising; digital audio, social media, and printed information materials. Total costs include VAT.

Year	Total spend
2022	Total: €95,071
2023	Total: €144,423
2024	Total: €160,118
2025	Total YTD: €48,412

I trust this clarifies the matter.

Yours sincerely,

Davinia O'Donnell, General Manager, National Women and Infants Health Programme