



HSE Tobacco Free Ireland Programme
Strategy and Research
Floor 2, Oak House
Millennium Park
Naas
Co Kildare
Martina.blake1@hse.ie
Edward.murphy@hse.ie

Deputy Jennifer Murnane O'Connor,
Dáil Éireann,
Leinster House,
Kildare Street,
Dublin 2

By email to jennifer.murnaneconnor@oireachtas.ie

7th March 2023

Ref: PQ 8266/23

To ask the Minister for Health the level of funding provided for tobacco cessation services from 2017 to 2022, in tabular form; the budget allocated in 2023 for same; and if he will make a statement on the matter.

Dear Deputy Murnane O' Connor,

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.

The TFIP is the HSE vehicle through which the actions identified for the HSE in the Department of Health *Tobacco Free Ireland* Strategy (2013) are implemented across the health services. The Programme falls under the governance of Strategy and Research in the HSE (in 2017 the TFIP was part of the former Health and Wellbeing Division of the HSE).

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 cost), 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 concerned is set out below.

Year	Item	€ Cost
2017	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
		<u>11,803,654</u>
2018	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
		<u>11,955,621</u>
2019	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
		<u>13,001,042</u>
2020	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
		<u>12,910,596</u>
2021	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 ¹	244,620
		<u>13,216,380</u>
2022	Smoking Cessation Medications (PCRS)	9,134,767
	Provision of Free NRT/Stop Smoking Medications	276,681
	Social Marketing (QUIT Campaign)	2,153,992 ²
	National Quitline	377,388
	Smoking Cessation Staff Costs	3,179,160 ³
	Quitmanager (Patient Management System Licensing)	33,629 ⁴

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

² Development of new TV advertisement for 2023 led to increased campaign costs.

³ The development of the Slaintecare 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.


⁴ Annual Licence Fee, installation of Mirth on dedicated server, SMS packages for client appointments and communications.

	We Can Quit Programme Delivery	599,604
		15,775,221

Projected Costs 2023	€
Smoking Cessation Medications (PCRS)	9,134,767 ⁵
Provision of Free NRT/Stop Smoking Medications	1,413,750
Social Marketing (QUIT Campaign)	Budget not yet allocated
National Quitline	377,388
Smoking Cessation Staff Costs	4,585,837 ⁶
Quitmanager (Patient Management System Licensing)	60,000
We Can Quit Programme Delivery	537,576

The Department of Health-commissioned report *An Assessment of the Economic Cost of Smoking in Ireland*⁷, published in 2016, estimated the annual cost to the health service as **€460 million**, and the 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.



Martina Blake

National Lead, HSE Tobacco Free Ireland Programme

⁵ This cost is demand driven. The 2023 projection provided here assumes the same level of activity as in 2022.

⁶ The staff cost referenced here assumes that all new planned posts within the Sláintecare Healthy Communities Programme and Enhanced Community Care Programme are recruited and filled.

⁷ ICF International, 2016. *An Assessment of the Economic Cost of Smoking in Ireland*. ICF International, London 2016