



HSE Tobacco Free Ireland Programme
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Deputy Louise O' Reilly,
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By email to Louise.OReilly@oireachtas.ie

18th May 2023

Ref: PQ 20922/23

To ask the Minister for Health the funding spent on tobacco cessation measures in each of the past ten years, in tabular form.

Dear Deputy O' Reilly,

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 opposite.

2013	Smoking Cessation Medications (PCRS)	10,584,198
	Social Marketing	1,090,000
	National Quitline (ICS)	130,060
	Smoking Cessation Staff Costs	1,000,252
		<u>12,804,510</u>
2014	Smoking Cessation Medications (PCRS)	8,732,617
	Social Marketing	1,500,000
	National Quitline (ICS)	158,836
	Smoking Cessation Staff Costs	1,000,252
		<u>11,391,705</u>
2015	Smoking Cessation Medications (PCRS)	8,475,125
	Social Marketing	1,500,000
	National Quitline (new provider & new service options)	284,206
	Smoking Cessation Staff Costs	1,000,252
		<u>11,259,583</u>
2016	Smoking Cessation Medications (PCRS)	8,718,785
	Social Marketing	1,650,000
	National Quitline	262,500
	Smoking Cessation Staff Costs	1,000,252
		<u>11,631,537</u>
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
		13,216,380
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
	We Can Quit Programme Delivery	599,604
		15,775,221

The Department of Health-commissioned report *An Assessment of the Economic Cost of Smoking in Ireland*⁴, 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

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