



**Bainisteoir Gnó
An Roinn Cumarsáide**

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12th March 2025

Dear Deputy Rice,

To ask the Minister for Health the total funding allocated for the HSE's Ask About Alcohol website in 2023, 2024, and 2025, in tabular form. -Pádraig Rice

Alcohol misuse is a significant public health problem in Ireland. The Health Research Board, on their Alcohol statistics dashboard, states that alcohol use is the 9th leading risk factor for both deaths and disability-adjusted life years globally and is the leading risk factor among those aged 25–49 years. In Ireland, alcohol use is responsible for four deaths every day and causes many conditions, such as alcohol dependence and alcohol-related liver disease, as well as common health conditions, including cardiovascular disease and cancer

The harm caused by alcohol extends far beyond those individuals drinking in a harmful way to those around them, in their families and communities, and is contributing to serious problems in many areas of life in Ireland, including child welfare, road safety, and crime.

Comprehensive surveys show that harmful drinking patterns have become the norm for many people in Ireland, while awareness of the significant risks associated with these drinking patterns remains low.

In the most recent, *Healthy Ireland Survey (2014)*, reported that:

- 73% of individuals aged 15 or over report consuming alcohol during the past 12 months. This is an increase on the 2023 measurement (70%) but remains lower than the 75% prevalence rate reported in 2018.
- 38% of people aged 15 or over drink at least once a week. This remains lower than reported in 2018 (41%). 22% drink multiple times per week – similar to the measurements in 2023 and 2018 (21% and 23% respectively).
- Overall, 28% binge drink on a typical drinking occasion. This is an increase from 24% measured in 2023 and shows a return to the level measured in 2018.

Website and information campaign:

First started in 2017, this communications programme aims to provide expert, impartial, and authoritative information to Irish people about alcohol risk and how best to manage that risk in the context of their own health and that of their families.



The main channel for this programme is the website (akaboutalcohol.ie, redirects to hse.ie/alcohol) which is a comprehensive resource, providing evidence-based and easy-to-read information and tools.

- Alcohol and health – how alcohol affects your physical and mental health, and the impact of alcohol on the body
- A guide to alcohol services - details of the Drug and Alcohol Helpline
- Self-help for problem alcohol or drug use – how to give up or cut down
- Alcohol and pregnancy – planning an alcohol free pregnancy
- Information for parents – talking to your child about alcohol and preventing alcohol use
- The drinks calculator – assess the financial and health impact of alcohol
- The alcohol Self Assessment Tool, based on the clinical Audit C tool, provides people with an assessment on the risk level of their drinking.

To promote the website to the public a supporting information campaign comprising media relations, and digital marketing takes place every year.

There are also a range of materials – posters, leaflets and guides – available to order from healthpromotion.ie to support healthcare workers, staff and community workers to provide evidence based information on alcohol to the public.

This communications programme is designed to work in tandem with public health legislation and planned regulatory changes on alcohol labelling, availability and pricing. It will also integrate the outcome of work to amend the Low Risk Drinking Guidelines for Ireland.

Campaign spend and 2025 scope:

- **2023:** €97,456.72k
- **2024:** €149,682.39k
- **2025 (budgeted):** € 117k (9 month budget. Equivalent to €156k actualized over 12 months)

The budget covers paid search and social, materials and research. Social messages include targeted messages to parents on advice for teens, advice to support an alcohol free pregnancy, as well as tools and guides promotion.

2025 budget is a projection at this time and may increase based on the agreed scope of work.

Scope of work will include a 3-year review of all alcohol content on hse.ie/alcohol, social promotion focused on alcohol and cancer, as well as alcohol and pregnancy, continued paid digital media, new resources for parents and revised messaging for pregnancy.



Web Performance

2023:

- 212,084 sessions
- 346,541 page views
- 62% engagement rate
- 31,648 Self Assessment Tool completions
- 17,015 Drinks calculator completions

2024

- 197,265 sessions
- 328,601 page views
- 69% engagement rate
- 28,884 Self Assessment Tool completions
- 21,091 Drinks calculator completions

To date, 2025

- 40,026 sessions
- 67,194 page views
- 63% engagement rate
- 3,356 Self Assessment Tool completions (+35% on previous period)
- 21,091 Drinks calculator completions (+43% increase on previous period)

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