



Feidhmeannacht na Seirbhíse Sláinte
Health Service Executive

Rannan na nOspideil Ghearmhíochaine
Aonad 4A – Áras Dargan
An Ceantar Theas
An Bothar Mileata
Cill Mhaighneann
BÁC 8

Acute Operations
Health Service Executive
Unit 4A - The Dargan Building
Heuston South Quarter
Military Road
Kilmainham
Dublin 8.

27th May 2020

Deputy Sean Sherlock TD
Dáil Éireann
Leinster House
Dublin 2

PQ 5479/20 *To ask the Minister for Health the amount paid for public relations advice since January 2020 in each hospital group; and the services paid for each month in tabular form -Sean Sherlock

Dear Deputy Sherlock,

The Health Service Executive has been requested to reply directly to you in the context of the above Parliamentary Question, which you submitted to the Minister for Health for response.

As the information you have requested is not currently collected centrally, each Hospital Group has been asked to respond to the question. As resources are focussed in responding to the challenges presented by Covid 19, the collation of the requested data will take time. I have detailed below the responses received to date but the response from the Ireland East Hospital Group and the Dublin Midlands Hospital Group is still awaited. On receipt that information will be provided to you.

The position as provided from each Hospital Group is as follows:-

RCSI Hospital Group has advised that the retainer cost for communication services from January - April 2020 for the RCSI Hospital Group is €2,000 + VAT.

Saolta Hospital Group has advised that it has had no external PR expenditure since January 2020.

The South/ South West Hospital Group can confirm that €44,580.75 was spent on public relations advice between January 2020 and April 2020. Please see table 1 below for a breakdown of these costs:

Table 1

Description	Paid to	Amount
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Media Relations- January	Heneghan's PR	€7,448.88
Media Relations- February	Heneghan's PR	€8,196.72
Media Relations- March	Heneghan's PR	€15,903.91
Media Relations- April	Heneghan's PR	€13,031.24
Total	Heneghan's PR	€44,580.75

The University of Limerick Hospital Group have advised that they have not had any spend on public relations since January 2020.

Childrens Health Ireland (CHI) is the statutory body with responsibility for the provision of acute paediatric services in Dublin, currently at locations in Crumlin, Temple Street, Tallaght and in 2019 opened Outpatient and Urgent Care Centre at Connolly Hospital, Blanchardstown. CHI provides local secondary paediatric services for all children and young people in the Greater Dublin Area (Dublin City and County, Kildare, part Meath and Wicklow), as well as, all national specialty paediatric services, some of which are on an all-island basis.

CHI has advised that Q4PR provides communications support to CHI, helping to deliver and manage effective communications on paediatric services across the three children's hospitals as well as on matters relating to the new children's hospital and the two paediatric outpatients and urgent care centres at CHI at Connolly and Tallaght.

In the period in question, the agency supported CHI in the successful delivery of important public information messaging around the temporary relocation of services from CHI at Tallaght to CHI at Crumlin and CHI at Temple Street. Content creation and hands on management of the nch twitter account is also provided. The agency provided a range of communications support services including but not limited to; the development of an overarching communications strategy for the CHI Board for 2020; support for the development of the first CHI Annual Report, guidance and advice on issues management, the provision of media relations support including an out of hours service on a broad range of issues.

The total amount paid in respect of services provided by Q4PR to the CHI from 1 January 2020 to 30 April is €19,188 (inclusive of VAT)

I trust this is of assistance.

Yours sincerely,



Carol Ivory
General Manager, Acute Operations