



**Denise Tighe, General Manager, National Services for Older People**

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Thursday 25 July 2024

**Deputy Robert Troy**  
Dáil Eireann,  
Leinster House,  
Kildare Street,  
Dublin 2.

**Re: PQ 29975/24**

Dear Deputy Troy,

The Health Service Executive (HSE) has been requested to reply directly to you in the context of the following Parliamentary Question, which was submitted to this Department for response.

**“To ask the Minister for Health if he would consider carrying out an advertisement campaign across local papers promoting daycare services that are available for older people within the paper circulation area. -Robert Troy**

Day care services for older people are provided in the community either by the HSE or by Section 39 funded organisations on behalf of the HSE. Services include day care attached to a day hospital, dementia specific day care and standalone day care centres. Day care centres are open for a minimum of five hours per day for at least one day per week.

All clients are referred to the service by a healthcare professional, such as a Public Health Nurse or a Primary Care Team Member, usually requiring the completion of a referral form which will have specific details about the patient, their needs and requirements. Some dementia-specific centres may accept a referral from an appropriate health professional or family member.

The decision for a referral is made jointly with local healthcare staff, patients and families, with an in depth knowledge, relationship and understanding of the needs of the patient or client. The healthcare professional can consider and discuss the benefits of any available services with the patient and family, based on their knowledge of their individual health needs as well any broader requirements, such as transport needs.

It's essential that local healthcare professionals have an in depth knowledge of services available in their area so that people are referred to a service that is right for them. This is done through engagement and information sharing between healthcare professionals and available services.

Public advertising, such as local newspaper advertising, of day care services would be a less specific, effective way of ensuring appropriate referrals for any potential patient and so is not being considered at this time.

When deciding on media channels for any public advertising requirement, we take the advice of our media agency, Spark Foundry, and local and national newspaper advertising continues to be considered as part of broader HSE campaigns channel selection, where appropriate.

I trust this information is of assistance to you but should you have any further queries please do not hesitate to contact me.

Kind Regards,



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***Denise Tighe***  
***General Manager***  
***National Services for Older People***