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Deputy Carol Nolan

16th January 2025

Dear Deputy Nolan

To ask the Minister for Health for the costs incurred to date in the development and rollout a public awareness campaign You, Me & HIV

The HSE's You, Me and HIV campaign aims to address misconceptions and help reduce the stigma experienced by people living with HIV in Ireland. The campaign features people living with HIV and their loved ones and was developed in close collaboration with them, as well as community and voluntary groups. In a recent survey* 7 in 10 people did not know that when a person living with HIV is on effective treatment, they cannot pass it on to sexual partners.

Research** has found that late diagnosis is often related to fear of diagnosis and stigma, highlighting the need to reduce stigma around HIV and testing.

The latest figures*** from the Health Protection Surveillance Centre (HPSC) show a decrease in the rate of first-time HIV diagnoses in Ireland in 2023. However, nearly two in five people (39%) were diagnosed late.

Costs to date for the campaign (up to the end of March 2025), including research, creative development, production, media buying and materials is c. €490k

References

* Core Research online survey of 1000 adults (aged 18+) in the Republic of Ireland. The sample is nationally representative of the adult population based on age, gender, region and social class. Fieldwork took place between 6th – 14th November 2024.

** Gesesew HA, Tesfay Gebremedhin A, Demissie TD, Kerie MW, Sudhakar M, Mwanri L. [Significant association between perceived HIV related stigma and late presentation for HIV/AIDS care in low and middle-income countries: A systematic review and meta-analysis.](#)

*** In 2023, there was a 15% decrease in the rate of first-time HIV diagnoses in Ireland (i.e. no history of a previous HIV diagnosis) in 2023 compared to pre-pandemic year 2019 ([HPSC, 2024](#))

I hope this address your question.

Regards

Mary Brodie

National Communications & Public Affairs Division