



HEALTH SERVICE EXECUTIVE

# HEALTH AND WELLBEING

Annual Report 2024

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## Abbreviations

CAIRDE	Construction Alliance to Reduce Suicide
CF&NW	Community Food and Nutrition Workers
CHO	Community Healthcare Organisation
DAHM	Department of Agriculture, Food and the Marine
DCEDIY	Department of Children, Equality, Disability, Inclusion and Youth
DoH	Department of Health
EBI	Extended Brief Intervention
ECDC	European Centre for Disease and Control
EMIS	European MSM Internet Survey
FAASTT	Fetal Alcohol Advisory Support and Training Team
FASD	Fetal Alcohol Spectrum Disorder
FISS	Financial Incentives to Stop Smoking
gbMSM	gay, bisexual and other Men who have Sex with Men
GP	General Practitioner
GNTH	Global Network for Tobacco Free Healthcare Services
HEAL	Healthy Eating and Active Living
HEI	Higher Education Institution
HFME	Healthy Food Made Easy
HI	Healthy Ireland
HI-M	Healthy Ireland – Men
HIV	human immunodeficiency virus
HP&I	Health Promotion and Improvement
HSE	Health Service Executive
H&W	Health and Wellbeing
HPSC	Health Protection Surveillance Centre
HR	Human Resources
IMSA	Irish Men's Sheds Association
IRC	Irish Research Council
LCDC	Local Community Development Committee
LDO	Local Development Officer
LW CYPSC	Longford Westmeath Child and Young Person's Services Committee
MDN	Men's Development Network
MECC	Making Every Contact Count

MHC	Making Healthier Choices
MHFI	Men's Health Forum in Ireland
MOU	Memorandum of Understanding
MSM	Men who have Sex with Men
MYWB	Minding Your Wellbeing
NAPD	National Association of Principals and Deputy Principals
NCCA	National Council for Curriculum and Assessment
NCDS	National Condom Distribution Service
NEPS	National Educational Psychological Service
NFMHS	National Forensic Mental Health Service
NGO	Non-Governmental Organisation
NIPC	National Institute of Preventative Cardiology
NPPP	National Policy Priority Programme
NRT	Nicotine Replacement Therapy
NSHS	National Sexual Health Strategy
NWIHP	National Women and Infants Health Programme
PAfHO	Physical Activity for Health Officer
PrEP	Pre-Exposure Prophylaxis
PEP	Post-Exposure Prophylaxis
RCSI	Royal College of Surgeons in Ireland
RSE	Relationships and Sexuality Education
SE&C	Stakeholder Engagement and Communications
SETU	South East Technological University
SHC	Sláintecare Healthy Communities
SPHE	Social, Personal and Health Education
SSA	Stop Smoking Advisor
STI	Sexually Transmitted Infection
TD	Teachta Dála (member of Dáil Éireann)
TFIP	Tobacco Free Ireland Programme
T4T	Training for Trainers
VOD	Video On Demand
WCQ	We Can Quit
YSI	Young Social Innovators

## Foreword

**Helen Deely**

*Assistant National Director, Health and Wellbeing*

The HSE Health and Wellbeing Annual Report 2024 reflects our continued commitment to supporting people to live longer, healthier lives by embedding prevention, early intervention, and self-management into how we deliver care and design services. This year, we have aligned closely with the HSE National Service Plan 2024, the Health Services Healthy Ireland Implementation Plan 2023–2027, and the Department of Health’s Healthy Ireland Strategic Action Plan 2021–2025 to advance a whole-system shift towards keeping people well.

A key focus in 2024 has been on enabling our workforce across all care settings to take a more holistic approach to wellbeing. Through the Making Every Contact Count (MECC) programme we have supported staff to promote positive lifestyle change during routine consultations and interactions.

We have also expanded delivery of health and wellbeing services to address key risk factors such as tobacco and alcohol use, physical inactivity, men’s health and poor nutrition as well as promoting sexual health and positive mental health.

Supports such as social prescribing and the Living Well programme for adults with chronic conditions have continued to grow, contributing to more integrated and person-centred care.

Our work has been strengthened by collaboration with local communities, voluntary organisations, and statutory partners across Ireland. Programmes such as Sláintecare

Healthy Communities, our work in education settings, and community led health initiatives have helped us reach those most impacted by health inequalities, ensuring that opportunities to improve wellbeing are available where they are needed most.

We remain committed to providing clear, accurate, and accessible health information through various platforms and media channels with support from our colleagues across the HSE. We continue to invest in large-scale campaigns and updating the Health and Wellbeing website content in 2024 ensures that the public remains informed and engaged in health and wellbeing initiatives. These include QUIT, AskAboutAlcohol.ie, MyOptions.ie, Man2Man.ie, Sexualwellbeing.ie and Healthpromotion.ie

Looking forward, the implementation of regional health areas presents an opportunity to deepen this work and respond even more effectively to local population needs. We will continue to work in partnership to embed prevention across the life course, reduce inequalities, and make health and wellbeing a shared responsibility across society.

I want to thank our staff, partners, and community collaborators for their commitment and contribution to this shared goal. Together, we are making meaningful progress in delivering on the promise of a healthier, more equitable Ireland.



# SECTION 1

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## HSE Health and Wellbeing



# SECTION 1

## HSE Health and Wellbeing

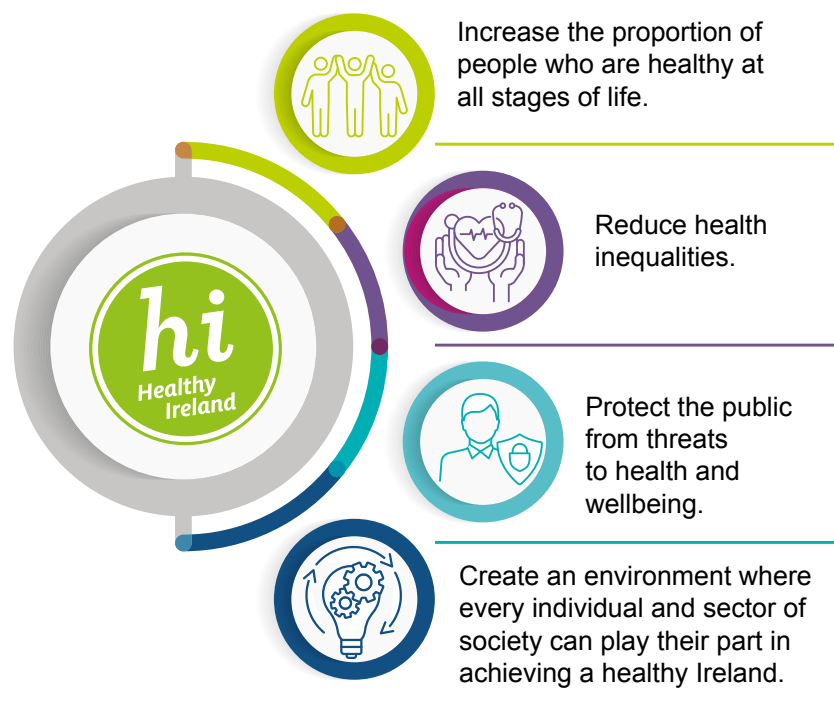
### Overview of Health and Wellbeing

Within the Health Service Executive (HSE), Health and Wellbeing (H&W) provides services that keep people healthy and well and reduce the likelihood of chronic disease and premature mortality, with a focus on individuals and communities at greatest risk. Healthy Ireland is the overarching Government policy acting as a roadmap for all in society to achieve improved health and wellbeing. The H&W function of the HSE has responsibility for the strategic implementation and oversight of Healthy Ireland within the health services. There are also Healthy Ireland plans for five Hospital Groups and nine Community Healthcare Organisations (CHOs).

The key goals of the Healthy Ireland Framework are outlined in Figure 1.

#### Purpose statement

We will promote and support healthy living and healthy behaviours for all age groups of our population and our staff as part of our core business in the delivery of health and social care services.



**FIGURE 1: Key goals of the Healthy Ireland Framework**

## The National Policy Priority Programmes (NPPPs) consist of five programmes:

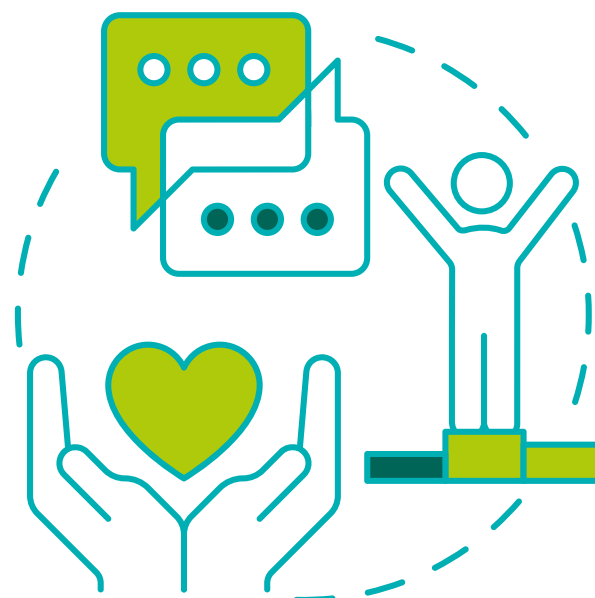
- Tobacco Free Ireland
- Healthy Eating and Active Living
- Sexual Health
- Alcohol and Mental Health

The NPPPs have three supporting teams:

- Training and Programme Design
- Stakeholder Engagement and Communications
- Business Team

The NPPPs were established in 2016 to provide expertise, strategic advice and direction to deliver the Healthy Ireland goals and address lifestyle determinants of health through identifying evidence-based best-practice policies. They provide leadership and expertise for the implementation of Government policies. They have a broad remit in respect of specific policy areas, including strategic planning to embed core health and wellbeing deliverables into community and acute services; service/ programme design and specification; communications; research; and quality assurance. Each programme has developed multiannual implementation plans, guided by relevant Government policies and strategies. The implementation of these is supported by a cross-divisional

Implementation Group and Stakeholder Network. The work of HSE H&W is focused on prevention and early intervention to improve the overall health and wellbeing of the population. HSE H&W works closely with community and acute planning teams and operational functions to support and embed health and wellbeing in the health service.



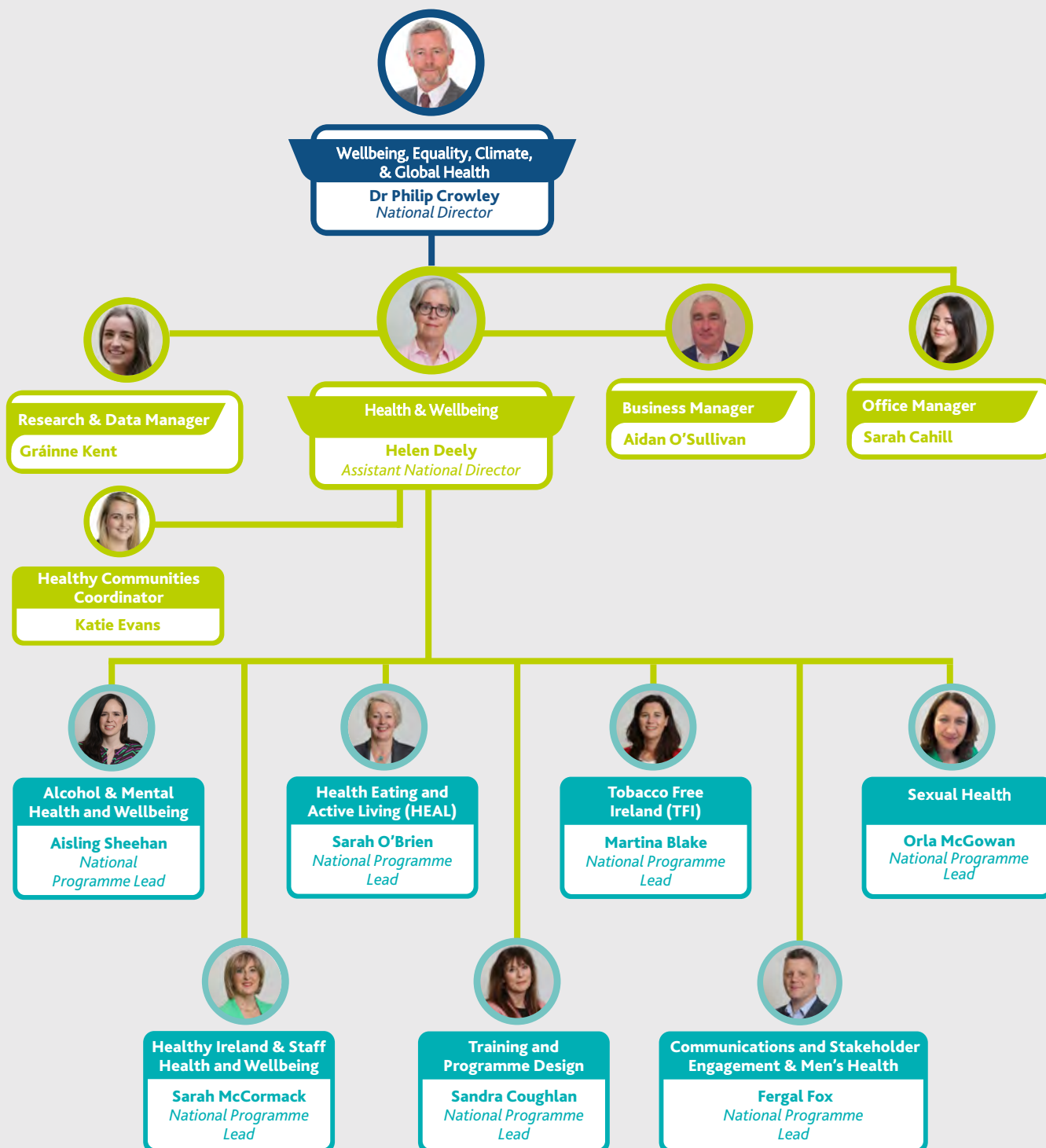


Figure 2: Organisational structure of HSE Health and Wellbeing Division, 2024





## Key achievements in 2024

### QUIT CAMPAIGN ACTIVITY

**275,399**

visits to Quit.ie

**179,542**

users of Quit.ie

**8,651**

Quit plans

**9,944**

inbound calls to Quitline



### HEALTHY IRELAND KNOW YOUR NUMBERS

**32,653**

units were distributed



### SLÁINTECARE HEALTHY COMMUNITIES

**20**

Sláintecare Healthy Communities



**1,400**

individuals participated in parenting workshops

The Healthy Food Made Easy 300 group courses

**2,800** participants

### askaboutalcohol.ie

**197,265** sessions



**328,601** page views

**69%** engagement rate

**28,884**

Self Assessment Tool completions

**21,091**

Drinks calculator completions

### CREATIVE IRELAND PROGRAMME

**€1.2 million**

was made available to local authorities



**€62,800**

was received through the National Arts and Health Creative Partnership on the theme of Celebrating Cultural Diversity through the Arts for Staff Health and Wellbeing.

### NRT

**6,998**

clients availed of free Nicotine Replacement Therapy via HSE Stop Smoking Services

**59%**

remain quit at 4-weeks post quit date



### SOCIAL PRESCRIBING

**48**

social prescribing services across the country

**5,922**

new referrals to social prescribing

**4,714**

new open cases



**379,237**

visits to myoptions.ie



### My Options Helpline Calls

**10,364** Information seeking ToP services

**2,774** Nursing line medical advice

**1,671** Listening support

**80** Counselling calls

### STEPS TO HEALTH

**1117** teams



**8441** participants

**1.75 billion**

steps recorded

## Key achievements in 2024

**14**  
—  
sites achieve  
GOLD Healthy  
Eating award



**389**  
—  
Disability Day Service  
sites engaged with  
the Active Healthy Me  
programme

**04**  
—  
courses Delivering Evidence-  
Based Physical Activity  
Behaviour Change in Primary  
Care and Community Settings

**09**  
—  
carePALs 2-day  
workshops

### ON FEIRM GROUND

**54**  
—  
workshops



**603**  
—  
participants were trained

**13**  
—  
Webinars hosted



**44**  
—  
Podcast Episodes



### IMPLEMENTATION OF MECC WITHIN THE HEALTH SERVICE

**2,371**  
—  
staff completed the e-learning  
modules



**1,338**  
—  
staff completed the MECC Enhancing  
Your Skills workshop.

**12K**  
—  
Mailing list



**6**  
—  
E-zines

### SEXUAL HEALTH

**126,000**  
—

Home STI testing kits ordered



**6,128**  
—  
people received PrEP medication

**1,236,233**  
—

condoms ordered through the NCDS

### SHEDS FOR LIFE

**356**  
—

number of Men reached



**05**  
—

number of counties that took part

### TEACHER TRAINING

**1,904**  
—

Total number of teachers  
engaged in various topics



**10.9K**  
—

Followers H&W X channel.  
@HsehealthW



**388K**  
—

Health and Wellbeing  
Youtube views



**16K**  
—

Healthpromotion.ie  
resources available





## Healthy Ireland in the HSE

HSE Healthy Ireland oversees the implementation of Healthy Ireland across the health services enabling and supporting individuals to live longer healthier lives. It provides leadership for the implementation of the actions in the **Health Services Healthy Ireland Implementation Plan 2023–2027**. It has a key leadership role for arts and creativity providing direction and support to expand arts and health in the HSE defined in a 2020 agreement between the Arts Council, Creative Ireland, the Department of Health (DoH), Healthy Ireland and the HSE. The programme includes the delivery of personal health and wellbeing for staff by supporting the development of healthy environments that help staff adopt healthy behaviours. Programme achievements are through strong partnerships working with national and local Government departments, governing bodies, agencies and communities including Local Community Development Committees (LCDCs), the Healthy Cities and Counties programme, Creative Ireland and the Arts Council.



local needs within each new Health Region. This model of adaption will be accommodated in a regional context, including collaborations with different local partners for delivery and is identified as a key focus area for delivery in 2025. A status review of the 72 actions published in this plan was initiated in 2024.

### Healthy Ireland Communications

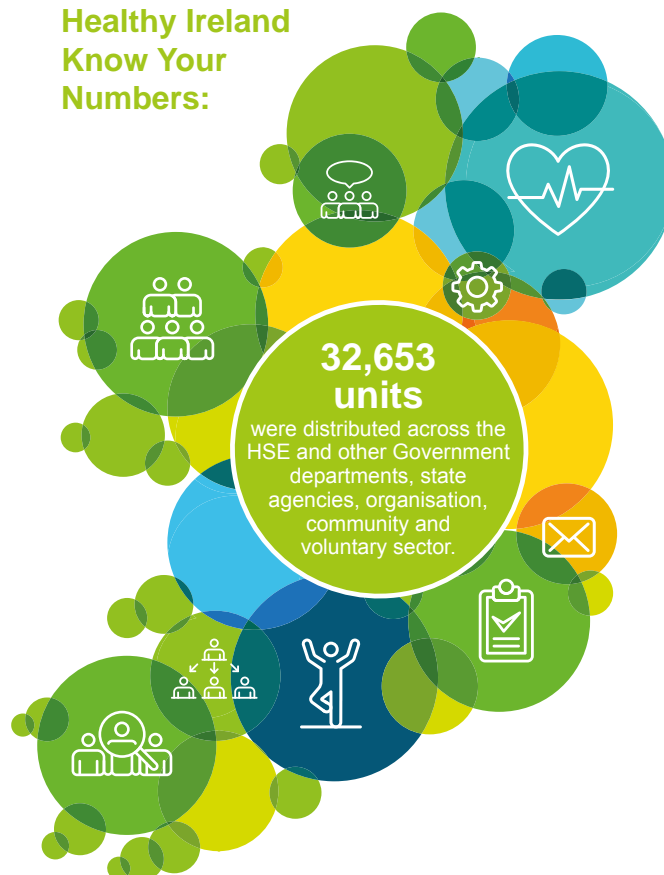
Work concluded on reviewing and creating Healthy Ireland content for the new H&W website. In addition, numerous news features were published in the HSE staff magazine *Health Matters*, the quarterly *Health and Wellbeing* e-zine and the weekly H&W updates.

### Key Priorities / Highlights

#### Health Services Healthy Ireland Implementation Plan 2023-2027

Following the launch of the **Health Services Healthy Ireland Implementation Plan 2023-2027**, the first national oversight group was established to agree a proposed governance structure and process for the development of the HSE Health Region Healthy Ireland Implementation Plans. This plan was highlighted in the national service plan as an example of how a national plan can be adapted to help strengthen responsiveness to

### Healthy Ireland Know Your Numbers:



# Staff Health and Wellbeing

## Key Priorities/Highlights

### Staff Health and Wellbeing resources

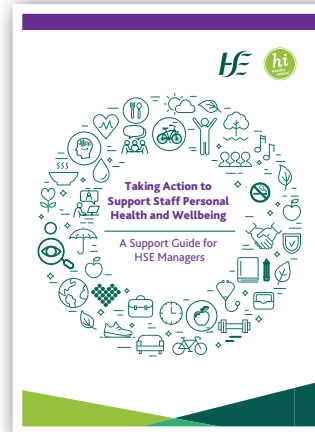
The Staff Health and Wellbeing Practitioner Network continued to meet to support the standardisation of programme delivery as well as other key aims, with four meetings held in 2024. Input through this forum informed the development of *Taking Action to Support Staff Personal Health and Wellbeing – A Support Guide for HSE Managers* which was developed as a guide for managers so they can support the personal health and wellbeing of their staff by signposting them to relevant resources and creating healthy workplace environments. It was distributed through HSE Human Resources (HR) communication channels and [www.healthpromotion.ie](http://www.healthpromotion.ie), and showcased at the 2024 HSE National HR Conference.

An accompanying HSE Healthy Workplace Checklist was produced for managers to identify what supports are in place for staff personal health and wellbeing and where improvements can be made.

The following resources were updated:

- *Guidance for Health Promotion & Improvement and Healthy Ireland staff with an assigned role for Staff Health and Wellbeing*
- *Staff Health and Wellbeing: Resources and Initiatives for adopting healthy behaviours* brochure
- *Your Health and Wellbeing* A2 poster, showcasing a variety of available staff resources

### Taking Action to Support Staff Personal Health and Wellbeing – A Support Guide for HSE Managers



### Staff Health and Wellbeing: Resources and initiatives for adopting healthy behaviours



## Lifestyle Assessment Checks

H&W has completed the lifestyle assessments for a staff pilot that began in 2018. The programme was delivered by the Irish Heart Foundation and funded by local managers. A total of 907 checks were provided in 2024. They aim to raise awareness of an individual's specific risk factors for cardiovascular disease and offer support for the adoption of healthy lifestyle behaviours.

An evaluation survey was undertaken with those who participated in lifestyle assessment checks throughout 2023 to determine the impact on lifestyle behaviour changes. Results showed that 75% had made some of the recommended changes to their lifestyle behaviours and 22% had made all changes.

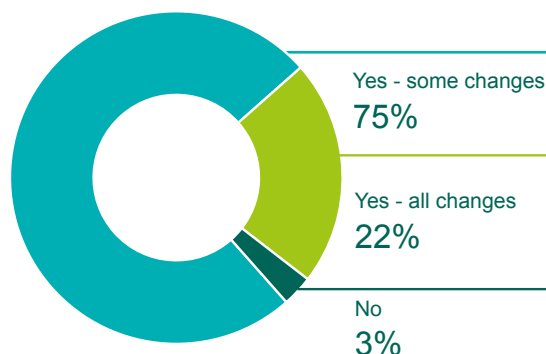
Of those that made lifestyle behaviour changes 72% felt their health and wellbeing improved. A summary report on the findings from the pilot was produced. Each former CHO and Hospital Group received analysis reports from the Irish Heart Foundation.

## Arts and Creativity Funding for Celebrating Culture Diversity

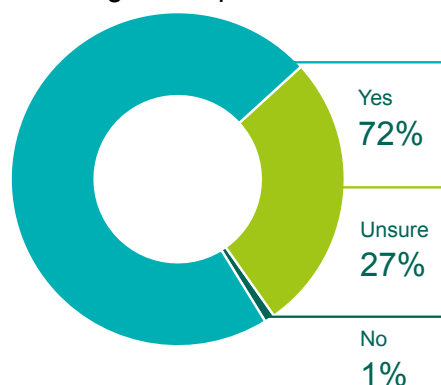
Grant funding of €62,800 was received through the National Arts and Health Creative Partnership on the theme of *Celebrating Culture Diversity through the Arts for Staff Health and Wellbeing*. The aim was to develop a better understanding and appreciation among staff of the different cultures that exist in the HSE and to increase awareness of the role of the creative arts in positively impacting on staff health and wellbeing. The 15 funded projects included legacy pieces such as a staff room gallery wall, an intercultural cookbook and a canteen mural.

## Lifestyle Assessment Health Checks HSE Survey

Did you make the suggested changes to these lifestyle behaviour(s) following your Lifestyle Assessment Check?



Since making these lifestyle behaviour change(s), do you feel your overall health and wellbeing has improved?





## World Mental Health Day – Prioritising Workplace Mental Health

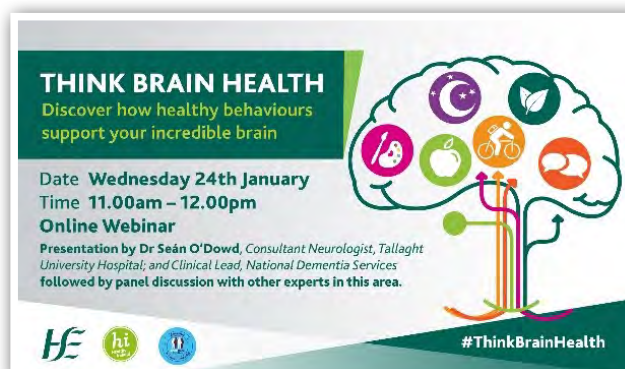
The theme of World Mental Health Day 2024 was *It is Time to Prioritise Mental Health in the Workplace*. H&W along with HR colleagues developed 10 tips for supporting mental health in the workplace. These included availing of existing H&W resources such as the *Minding your Wellbeing* programme and online exercise programmes. HSE CEO Bernard Gloster communicated these tips in a short video, which was shared with all staff.



HSE CEO Bernard Gloster [video](#) to health service staff as part of World Mental Health Day.

## Brain Health Webinar – Let's Talk Dementia

In January a webinar was hosted by HSE Healthy Ireland and HSE National Dementia Office entitled *Think Brain Health*. It attracted huge interest from both staff and members of the public, with 740 tuning in live and over 2,000 watching the [webinar](#) on demand.



Mr. Paul Maloney, HSE, Dr Seán O'Dowd, TUH, Cathy McHale, TUH, Sarah McCormack, HSE; Catherine Blake, UCD and Professor Brian Lawlor, TCD.

## Arts and Health

There is increasing evidence of the benefits of arts and creativity for health. To support and leverage this, the HSE, through the DoH, has had a Memorandum of Understanding (MOU) with Creative Ireland and the Arts Council since 2020. The past five years have seen a strategic focus on supporting existing arts and health programmes and expanding to areas in the HSE where there is little or no arts and health. To achieve this, external investment has been secured for arts and health, key pieces of research have been undertaken, guidance documents and toolkits to progress policy have been developed and we have leveraged and influenced external funding calls in relation to arts and health.

Based on the research and feedback, guidance documents and resources are being developed and once complete will be shared and promoted. The aim of these is to increase the availability and opportunities for older persons and persons with disabilities to engage in arts and creativity. All findings and developments are shared with, and supported by, the Arts Council and Creative Ireland as part of a national working group, of which HSE Health and Wellbeing is a member.

## ACTIVITIES AND DEVELOPMENTS

### Key Priorities/Highlights

#### Music and art

We secured external investment of €111,200 which was allocated to six hospital groups to implement several music and art initiatives to enhance patient and visitor wellbeing. These included hospitals which have an arts and health coordinator (54% of funding) and those with no dedicated arts person or programme (46% of funding).

#### Disability and older persons

In partnership with HSE Older Persons Services and HSE Disabilities Services, research has been undertaken engaging service users and healthcare professionals through face-to-face and online consultations, and also artists working with these services, to expand arts and creativity in these areas.

#### Per Cent for Art

A key national Government initiative is the Per Cent for Art scheme allowing 1% of the cost of any publicly funded capital, infrastructural and building development to go into commissioning work of art. Working with HSE Estates we developed a comprehensive toolkit to support the implementation of this scheme across all HSE capital and building works.

#### Creative Ireland

As part of the Creative Ireland programme, a fund of €1.2 million was made available to local authorities to progress projects supporting health and wellbeing through creativity. €200,000 was co-funded with the DoH for 11 Live Music in Residential Healthcare Settings projects. The HSE were a key partner in the project proposals and ongoing delivery.

External investment in hospitals with no arts programme is new and working with certain art forms (e.g. music) has proven to be accessible and successful. We are focusing on sustainability and exploring partnership working with external supports from Creative Ireland coordinators based in each local authority.

### Funding for trials

Funding allows arts and health methods and timings to be trialled and tested for future work e.g. new Children's Hospital where Sunday has been identified as a key day for arts and health with young people.



## Healthy Ireland External Partners

### Overview of work

Strengthening partnership and community working is a key priority of the ***HSE Healthy Ireland Implementation Plan (2023-2027)***, by continuing to build on and strengthen, our work with the DoH, Healthy Ireland through Healthy Cities and Counties; Department of Rural and Community Development through Local Community Development Committees (LCDCs), Healthy Ireland at Your Library, Age Friendly Ireland and other relevant external partners and stakeholders.

These partnerships are key in identifying opportunities to connect and progress mutual work. Examples include identifying funding to promote the health and wellbeing of older populations on our islands with the support of Age Friendly Ireland; contributing to the review of structure and governance of LCDCs

to ensure health and wellbeing is core to their work; and strengthening our links and connections with relevant local authority personnel who are implementing Healthy Ireland at a local level including Healthy City and County coordinators, Age Friendly Ireland coordinators, Healthy Ireland @ Your Library coordinators, Creative Ireland coordinators and others.

### Activities and developments

#### Age Friendly Ireland Healthy Islands Project

Improving health and wellbeing, in particular with hard to reach populations on our remote islands, is a key priority. Through this project, funds of €54,050 were provided for health and wellbeing initiatives in 11 islands



People from Inishturk, Co. Mayo, taking part in the activator pole walking programme



People from Cape Clear, Co. Cork taking part in Singing for the Brain to promote social engagement and brain health





off the coast of Donegal, Mayo, Galway and Cork which have a combined total population of 2,791.

Sustainable initiatives progressed health and wellbeing classes and training programmes, including 'Train the Trainer' programmes; health and wellbeing talks and information sessions; purchase of equipment including walking poles, leisure packs, audio equipment and musical instruments; creative workshops and classes; social gatherings; improved infrastructure including swim shelters, benches and tables; and audits and information gathering.

Feedback and key learnings from those involved included the importance of community and working with each island's unique community and building on what is already there. An article about the initiative is available on the [Health and Wellbeing E-zine, Issue 22](#).

## HSE Local Community Development Committee representatives

HSE Healthy Ireland continued to support the 31 HSE Local Community Development Committees representatives who have a key role in terms of partnership and community working in their respective LCDCs, to identify and leverage opportunities and contribute to decisions and investments at the county/city level that impact the health and wellbeing of communities. 88% of LCDCs have an H&W subcommittee.

In terms of leveraging the impact and investment of LCDCs, we are the only state organisation that supports and connects all our representatives through bi-annual meetings. This provides an opportunity to update HSE representatives on relevant information pertaining to LCDCs, to offer a space for learning from peers, and to represent the collective voice of HSE, as reflected in the consultation on the future governance and structure of LCDCs.



Range of health and wellbeing providers supporting people on Arranmore, Co. Donegal through increased knowledge and awareness of services available for them



## Sláintecare Healthy Communities



The Sláintecare Healthy Communities (SHC) programme has been steadily expanding since launching in 2021. In 2024, its full year of implementation, the programme spans 20 of Ireland's most disadvantaged communities. A growing number of individuals from these communities are now participating in SHC programmes and engaging with local services, with the hope that this will lead to lasting improvements in their health and wellbeing over time. Local community partners continue to play a vital role, leveraging their established connections and engagement with these often hard-to-reach population groups. In contrast, SHC Local Development Officers (LDOs) continue to support the programme and coordinate activities from a local authority perspective. In terms of programme activity, 2024 was the busiest year to date.

### Activities and developments

#### Community Food and Food Poverty Symposium

This in-person event highlighted the efforts of SHC-funded Community Food and Nutrition Workers (CF&NWs) in tackling food poverty



Members of the Bray community at the Little Bray SHC Health and Wellbeing Fair

through community-based initiatives. There were engaging and informative presentations and posters from both CF&NWs and local community organisations. A common theme throughout the day was the critical importance of stakeholder engagement and collaboration to build local networks, which was emphasised in both presentations and discussions.

#### “Delivering Sláintecare Healthy Communities” Webinar

Held in late 2024, this [webinar](#), hosted in conjunction with the DoH and local authorities, marked the first webinar in three years and attracted considerable interest with nearly 1,000 registrations. Gráinne Kent, HSE Research and Data manager, presented insights into the demographics of those engaging with the SHC programme. The webinar featured contributions from SHC coordinators, LDOs, social prescribing link workers, CF&NWs and service users. A recording of the event is available [here](#).

#### Smoking Cessation:

Stop Smoking Advisors (SSAs) provided 1:1 support across all SHC areas, to help those who smoke within the community with quit attempts. 2024 saw over 2,800 unique interactions with tobacco users in SHC



Participants from Smoke and Vape Free Homes programme in Bray pictured with Danielle Mervyn (Health Promotion and Improvement Officer) and WCQ facilitators Karen Hammond and Jennifer Jones.



areas. Over 1,800 tobacco users set a quit date and almost 60% remained quit at the four-week mark. In addition, 35 We Can Quit (WCQ) group programmes were delivered, engaging almost 350 participants. These group programmes offer weekly support from local facilitators and peers, as well as access to free nicotine replacement therapy (NRT) and stop smoking medication.



**2,800** unique interactions with tobacco users in SHC areas



**Over 1,800** users set a quit date



**60%** remained quit at the four-week mark



**35** We Can Quit (WCQ) group programmes were delivered

### Social prescribing:

Social prescribing is a community-led initiative to address the issues of social isolation, fear and loneliness, which can significantly impact health and wellbeing. These challenges often affect older individuals, those with chronic health conditions, people experiencing mental health difficulties, carers, single parents and minority ethnic groups. In SHC areas, social prescribing link workers engage individuals in non-clinical activities and services that promote health and wellbeing and help reduce health inequalities. In 2024, over 2,700 referrals were made to social prescribing services in SHC areas, with more than 2,200 new cases opened. Over a third



Staff from Wexford Local Development Company with local artist and Social Prescribing participant Philip who helped design a new banner for the service. L to R: Philip Doyle (Local Artist and Social Prescribing participant), Deirdre Earl (SHC Wexford, Social Prescribing Link Worker) and Eamon Kelly (Wexford Local Development Company)

self-referred and 14% were referred by their GP. Almost 60% of participants engaged in social prescribing due to social isolation and over 55% of participants were aged 55 and older.

**Parenting programmes:** Universal parenting programmes offer simple and practical strategies to help people deal with the normal ups and downs of family life. While it took time for community organisations to establish their parenting workshops and group programmes as part of the SHC programme, 2024 saw a significant increase in engagement. The year marked the highest participation to date in SHC parenting workshops and group programmes. More than 1,400 individuals participated in parenting workshops. Community organisations continue to explore innovative ways to engage parents and caregivers in these essential programmes.

Over the past three years, significant efforts have been made at both national and local levels to boost engagement and interest in SHC parenting programmes. The increase in activity in 2024 is a direct result of these efforts, as well as the natural integration of the parenting programmes within local communities. The SHC Parenting programme was featured twice in the HSE Talking Health and Wellbeing Podcast in 2024. One episode highlighted two facilitators from SHC areas who discussed the value of parenting peer groups, which offer support, advice and shared experiences for parents. Another episode focused on fatherhood, featuring a male parenting facilitator from Clondalkin and emphasised the importance of engaging men in parenting programmes.

Based on feedback, we updated the promotional materials for the parenting programme. After a research testing process, new posters, pull-up banners and social media assets were created. In response to community needs, two new parenting programmes were introduced to the SHC parenting suite in late 2023 and five more evidence-based programmes were added in late 2024. These additions will address topics such as “parenting when separated”

and provide support for parents of children with additional needs, including physical or mental disabilities, neurodiversity and other conditions, offering greater flexibility for community organisations to deliver the programmes that are most relevant to their local communities.

**Community Food and Nutrition:** The community food and nutrition component of the SHC programme involves two key elements: the role of CF&NWs and the Healthy Food Made Easy (HFME). In 2024, CF&NWs collaborated with both statutory and voluntary partners to improve local food environments and address food poverty. The HFME programme saw significant growth, with nearly 300 group courses delivered and almost 2,800 participants engaging with the programme, marking an increase in both course delivery and participant numbers compared to 2023. CHO9 Community Food and Nutrition Worker 2024 Update Report.

An infographic summarising HFME participant evaluation questionnaire from CHO9 is available [here](#).

CF&NWs in Longford and Westmeath developed a new campaign, “Appropriate Foods for Age,” in partnership with the Longford Westmeath Child and Young



Members of a local HFME group programme in Geesala, Co. Mayo pictured with Brid Carolan (HFME facilitator) and Ciara Sheedy (Community Food and Nutrition Worker)



Person's Services Committee (LW CYPSC). The initiative was created in response to common weaning challenges observed among parents, including delayed introduction of solid foods, increased anxiety and uncertainty around best practices. These issues have become more pronounced since the COVID-19 pandemic which disrupted support services and led to greater isolation.

The "Appropriate Foods for Age" campaign aims to provide parents with evidence-based guidance on weaning, encourage healthy eating habits from an early age and support children's overall development.

As part of the campaign, a comprehensive signposting resource was produced for both parents and professionals, offering clear information, supports and guidance around weaning practices.



### Healthy Food Made Easy:

To encourage greater male participation in HFME, Stefan Isbanda (CF&NW in Dublin Northwest Partnership) collaborated with the Ballymun Child and Family Resource Centre and the Ballymun Men's Shed to launch the Man Made Meals program. This HFME initiative is specifically designed for men. It received excellent feedback and Stefan intends to continue it in 2025, with plans to broaden the sessions to cover additional health-related topics that are relevant to men.



### Making Every Contact Count (MECC) programme:

The MECC programme supports healthcare workers to address chronic disease prevention and lifestyle behaviour change with their patients in routine clinical consultations. It equips local health professionals to deliver brief interventions and advice on key risk factors for chronic disease, such as smoking, alcohol use, physical activity, mental wellbeing and diet. In 2024, over 2,125 healthcare staff working in CHOs completed the MECC e-learning modules and 1,338 staff attended in-person *Enhancing Your Skills* workshops.



## SECTION 2

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# Health and Wellbeing Programmes



## SECTION 2

# Health and Wellbeing Programmes

HSE H&W services take a whole-of-population approach to supporting people to stay healthy and well throughout their lives. They work collaboratively and cross-sectorally at national and local level to implement the Healthy Ireland actions and deliver improved population health outcomes for all.

**The following priority programmes are included in this section.**



# Tobacco Free Ireland

## Priorities of national programme

The Tobacco Free Ireland programme (TFIP) works through the health services to reduce smoking prevalence to less than 5% of the population. TFIP works to ensure that actions identified for health services within the **Government Tobacco Free Ireland Strategy** are implemented through a high quality evidence-based service providing people who smoke with the best chance of quitting successfully.

## Activities and developments

### QUIT Service Activity

A record number of people sought help to quit smoking from the HSE in 2024. In total, 20,405 people (99% of the National Service Plan target) engaged with HSE stop smoking services during the year. This is 1,100 more than the number of people supported in 2023. The number of people accessing stop smoking services has grown year-on-year since 2020.

The quit at 4-week key performance indicator was 59.2% at year-end (also exceeding the NSP target of 48%).

A total of 46 *We Can Quit* courses were delivered (34 in SHC areas and 12 in other areas) engaging 488 clients with the programme.

This is the first year we have been able to offer free nicotine replacement therapy (NRT) to clients across all our stop smoking services. In total, 6,998 unique clients accessed free NRT via HSE stop smoking services in 2024.

- 1,629 (23%) via Quitline and hospitals with product delivered
- 5,369 (77%) via community services with in-pharmacy collection by the client

Our service data shows that 78% of those engaging with stop smoking services used recommended stop smoking medicines/NRT products during their quit attempt.

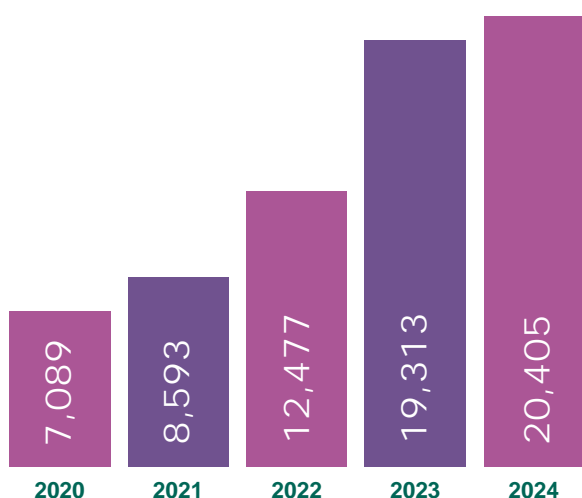


Chart 1: Number of Clients Accessing Stop Smoking Support

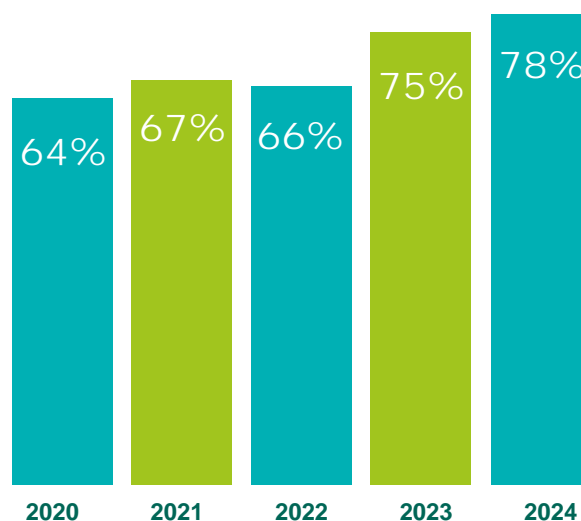


Chart 2: Percentage of Clients using NRT

Since 2021, GPs can refer their clients to HSE QUIT services via HealthLink. Year-on-year the number of referrals received has grown and GPs are now a significant source of referrals with almost 5,000 in 2024.

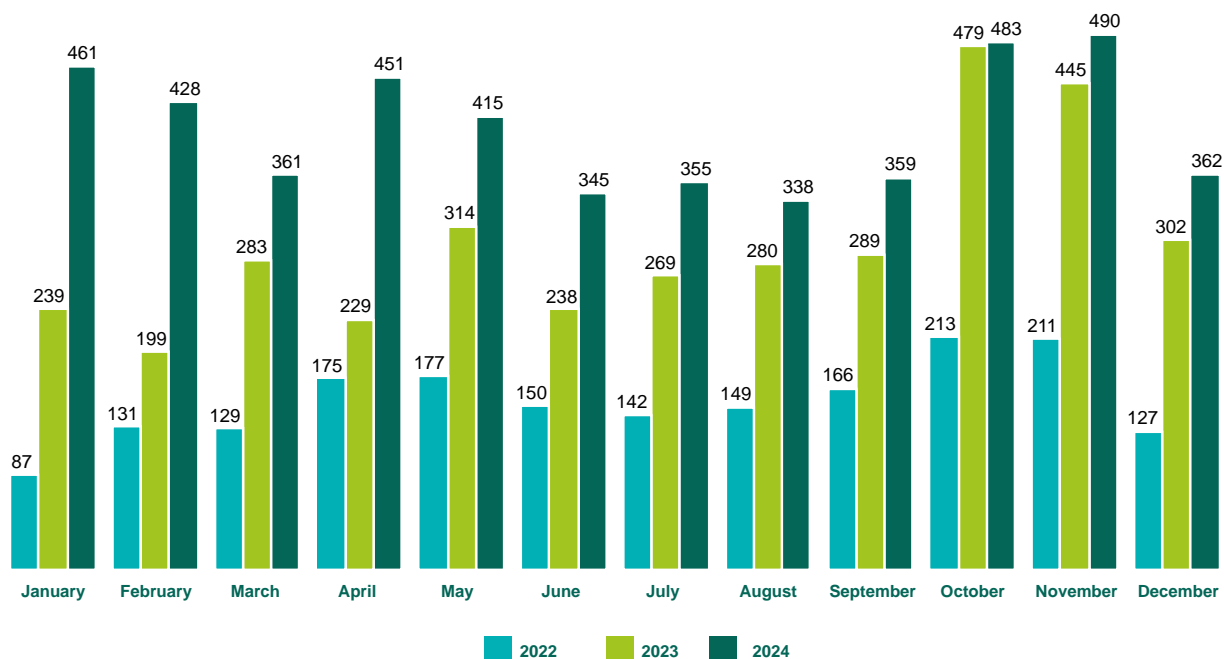


Chart 3: Number of GP Referrals via HealthLink 2022-2024

### QUIT Campaign

The QUIT Campaign which motivates people to quit and directs them to stop smoking services, was visible throughout 2024 on TV, video on demand (VOD), radio, digital display and social media channels, with particularly heavy activity in January, March and October. We developed assets to highlight and educate potential clients about the free NRT on offer. New assets included posters, photography and short NRT videos, [How to use NRT Lozenge](#), [How to use NRT Patches](#), [How to use NRT Inhaler](#), and [How to use NRT Gum](#). We also revised and updated the QUIT booklet and it is now NALA certified.



### QUIT CAMPAIGN ACTIVITY IN 2024



**275,399** visits to Quit.ie



**179,542** users of Quit.ie



**8,651** Quit plans



**9,944** inbound calls to Quitline



## New Publications and Research

*Quit smoking: a guide for people accessing mental health services* was developed in partnership with Mental Health Ireland to help mental health service users to embark on a quit journey. We know from research that people with mental health difficulties are more likely to smoke but are just as likely to want to stop smoking. It was co-designed with people with lived experience of using mental health services (both smokers and non-smokers).



The TFI programme contributed to the publication of four academic research papers in 2024:

- How and why do financial incentives contribute to helping people stop smoking? A realist review (BMJ Open) Research Links
- The impact of the introduction of tobacco product plain packaging on consumer responses in Ireland: a real-world policy evaluation stratified by socioeconomic groups (European Journal of Public Health) Research Links
- Financial incentives to stop smoking: Potential financial consequences of different reward schedules (Tobacco Cessation and Prevention) Research Links
- Socioeconomic variation in tobacco smoking among the adult population in Ireland (Nicotine and Tobacco Research) Research Links

The TFI programme has been provided with funding to develop an e-cigarette prevention media campaign in 2025. This campaign will be developed in collaboration with HSE Programmes and Campaigns.

## Financial Incentives to Stop Smoking

In 2024 the TFI programme partnered with the RCSI (following a successful applied partnership award from the Health Research Board) to design and implement a Financial Incentives to Stop Smoking (FISS) programme. This programme is specifically targeted at SHC areas. The overall project is formally titled COMPASS – **C**ommunity **P**articipation for **S**top **S**moking services in Ireland.

The programme was run in pilot phase at three identified SHC areas in Cabra/Finglas, Limerick and Longford and was co-designed with members of those communities. A total of 59 people (including 26 community members) contributed to the incentive design across three local workshops. A modified nominal group technique approach was applied to encourage all participants to share their views on the potential structure of the financial incentive intervention and to reach a group consensus at the end of each workshop. The FISS pilot programme will go live in 2025.

FISS has been implemented internationally to help people to stop smoking, but this is the first time that a structured programme has been developed in Ireland. This project is an exciting new addition to our suite of stop smoking services and will help to address health inequalities in smoking for the communities where smoking prevalence continues to be disproportionately high.

## E-Cigarettes

Through FISS the TFI programme developed and published an e-cigarette prevention toolkit for out-of-school settings in response to demand from organisations such as



the National Youth Council of Ireland and Youthreach.

The programme hosted a webinar in partnership with the National Association of Principals and Deputy Principals which was attended by over 100 principals and deputies from secondary schools across Ireland. It outlined the risks associated with e-cigarette use and created discussion on how a whole-school approach could be adopted in order to control use of these products on school grounds.

### QUITManager and IT Development

The QUITManager system (the Patient Management System for HSE stop smoking services), underwent continued development to include enhanced reporting functionality and new GP referral outcome visibility. GPs can now see where clients have accepted or declined a referral to stop smoking services.

### Pharmacy Procurement

A formal tender process was undertaken in 2024 to identify a national pharmacy provider to distribute NRT provided by stop smoking services directly to our clients. Tender responses were evaluated and a national contract will be awarded in 2025. This will ensure that the HSE gets the best value for money in purchasing NRT to provide free of charge to clients and that products are delivered efficiently to them no matter where they live.

### Stakeholder Engagement

#### Communications

Educational symposia for stop smoking advisors were held in April and September with speakers including Dr Eamon Keenan (cannabis and HHC), Dr Carmen Regan (maternal smoking), Elaine Dunne (smoke free implementation in Irish prisons) and Frank



Lynch (smoke free implementation at the National Forensic Mental Health Service).

The TFI programme hosted a webinar in November for anyone interested in tobacco control which attracted almost 200 people. Topics included the QUIT campaign, the success of the free NRT scheme and an update on e-cigarettes and vaping.

### International Collaborations

In June the Global Network for Tobacco Free Healthcare Services (GNTH) General Assembly took place in Dublin. This coincided with a special visit to the National Forensic Mental Health Service (NFMHS) attended by colleagues from the Czech Republic, Spain and Switzerland. The NFMHS has been very successful in implementing tobacco free policies and has many valuable learnings to share with other mental health services.

The TFIP contributed to several international conferences in 2024:

- Irish stop smoking services were showcased at Klinik Barmelweid in Zurich, Switzerland.
- The success of the Smoke Free Start initiative (stop smoking services for pregnant women) was presented to a large European audience at the Santé Publique France annual scientific meeting.
- Irish stop smoking services were put under the spotlight at a *Health Services Response to Non-Communicable Diseases* conference in Slovenia.
- Stop smoking services and the TFIP were presented at a WHO forum in Brussels.





## Mental Health and Wellbeing and Alcohol Programmes

### Mental Health and Wellbeing

#### Priorities of the national programme

The overall aim of the Mental Health and Wellbeing programme is to promote positive mental health and wellbeing across the population and among priority groups. The programme continues to lead the implementation of the HSE's **Mental Health Promotion Plan, Stronger Together (HSE 2022b)**, guided by a cross-sectoral Steering Group. Stronger Together aligns with the **National Mental Health Promotion Plan**, which was published by the DoH in December 2024. It also aligns with actions in other Government policies including Sharing the Vision and Connecting for Life. The programme worked with a wide range of stakeholders to achieve our objectives and would like to thank everyone involved, particularly the Mental Health Promotion Practitioner Network, which includes health promotion and improvement staff from across the regions.

#### Social Prescribing

The HSE funds 48 social prescribing services across the country. In 2024, there were 5,922 new referrals to social prescribing, resulting in 4,714 new open cases. A key development in 2024 was the progression of research projects to build the evidence base for social prescribing and inform practice. A research study in partnership with Trinity College Dublin to pilot wellbeing and community connectedness measurement tools with a number of services was completed and the report will be launched in 2025. The purpose of this research was to evaluate the usability, acceptability and feasibility of outcome measures from the perspective of social prescribing link workers and service user beneficiaries. It will inform next steps

for outcome measurement across HSE-funded social prescribing services. Another research initiative which progressed in 2024 was a realist evaluation of social prescribing services in Ireland, which is being conducted by the University of Galway. The purpose of the evaluation is to understand how social prescribing works in an Irish context, for whom it works and under what circumstances. Data collection commenced in 2024 and will continue into 2025.



4,714

New Social Prescribing cases

#### ECHO Network

The Mental Health and Wellbeing programme hosts the HSE social prescribing ECHO Network, which is a national learning platform for social prescribing link workers and HSE staff involved in supporting the delivery of social prescribing. A wide range of sessions were co-developed with link workers in 2024 and included caseload management, self-care and working with people with mental health difficulties. In addition to the ECHO Network, one-day training sessions were provided with link workers on the topics of supporting people with mental health difficulties and coaching skills.

On 19 June an event was hosted with managers of social prescribing host organisations to identify and share learning on challenges and opportunities. Key priorities identified were the need to ensure ongoing provision of a quality service with sufficient remuneration, support and training for link workers, strengthening communications on social prescribing and building the evidence base for social prescribing in Ireland. This feedback will inform the work of the programme in 2025.

## Balancing Stress

The HSE's new online stress management programme, Balancing Stress, was finalised in 2024. The development was a partnership between HSE H&W and HSE Psychology. The SPARK Innovation programme supported the team in adopting a human-centred design approach to the development of the online programme. Standpoint Media was awarded the contract to produce the videos and social media assets, and all filming was completed in 2024, with Dr Niamh Clarke, HSE Principal Psychologist, as the presenter. HSE Communications supported its development and conducted user testing to inform improvements. The following are the six sessions in the programme:



The Balancing Stress programme will be launched and disseminated in 2025.

## Minding Your Wellbeing

The Minding Your Wellbeing (MYWB) programme for HSE staff aims to promote positive health and wellbeing by providing practical tools and strategies to enhance mental wellbeing and resilience. It is delivered across the country by HSE Health Promotion and Improvement (HP&I) staff. Participant evaluations collated in 2024 were analysed to examine participant experiences, satisfaction levels and suggestions for enhancement. A total of 500 feedback forms were collated in 2024 and a wide range of programme aspects were rated highly, including content, relevance, knowledge/skills development and the quality of delivery. Several suggestions for improvement will be actioned in 2025.

The pilot of an adapted version for delivery with older people was also completed in 2024. The adapted programme was delivered across CHO 3, CHO 5, CHO 7 and CHO 9 and was a collaboration between HSE HP&I staff, ALONE, Family Resource Centres and local community organisations. University of Galway completed a feasibility study and the results indicated that the programme achieved increased mental and social wellbeing of participants. A scalable and sustainable model for delivery of the programme will be developed in 2025 to build on this work.



## Act Belong Commit

The pilot of an innovative community-based mental health promotion initiative called Act Belong Commit was commenced in 2024. Act Belong Commit encourages individuals to engage in mentally healthy activities promoted by community partners and supported by a media campaign. It refers to three actions that have been found to promote positive mental health:

- **Act:** Involves doing something that keeps you physically, mentally, spiritually and socially active.
- **Belong:** Involves doing something with someone or as part of a group.
- **Commit:** Involves doing something which gives your life purpose and meaning, for example, setting realistic challenges and goals.

The University of Galway conducted a feasibility study to scope how Act Belong Commit could be implemented in the Irish context, exploring the roll-out in two pilot sites – Meath and Limerick.

Implementation will progress in 2025. In addition, the team at the University of Galway produced a review of community-based mental health promotion interventions and completed a report detailing the evidence on community-based interventions for priority groups and best practice in the Irish context. The findings from this report, along with the results of the feasibility study of Act, Belong, Commit, will inform future implementation.



## Traveller Wellbeing Through Creativity Initiative

A showcasing event was co-hosted with the Arts Council in November 2024 at the Irish Museum of Modern Art to showcase the work of the Traveller Wellbeing Through Creativity pilot initiative. This initiative was a scheme funded by the Creative Arts and Health Working Group partners (Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media - Creative Ireland programme; the DoH - Healthy Ireland programme; the HSE and the Arts Council) in 2022 and 2023.

The event provided a platform for Travellers to reflect, share their creative initiatives and discuss with stakeholders how creativity can support their wellbeing on an ongoing basis. Various creative art forms were used by Travellers, including rap, spoken word poetry, group performance, photography, visual art and written text, and recreational creative-based experiences. The event highlighted the evaluation findings from year 1 of the initiative, which point to the effectiveness of using creative arts to improve Traveller wellbeing. The evaluation found that expressing Traveller culture, heritage and traditions through a positive lens enabled wellbeing.

Participants reflected on this learning and explored the significant potential for extending this work into the future. In November 2024 Aboutface Consulting were appointed to support the future development of the initiative in 2025.



Maureen Kennelly, Martin Collins, Tania Banotti, Philip Crowley attending the Through Wellbeing Through Creativity Showcasing Event



## Alcohol

### Priorities of national programme

The HSE Alcohol programme aims to achieve a healthier and safer Ireland by working to reduce individual and population alcohol use and health inequalities as well as protecting children, families and communities from alcohol-related harm.

Some key activities in 2024 were the commencement of the evaluation of the Know the Score school-based resource, the development of the HSE's communications campaign on the topics of pregnancy and parents, the establishment of a new community of practice for Integrated Alcohol Services, the development and piloting of an innovative alcohol early intervention service in primary care and the HSE's inaugural conference on alcohol research. This work has involved significant collaboration with a wide range of partners and the programme would like to sincerely thank all these partners for their support in working to achieve aims and objectives collectively.

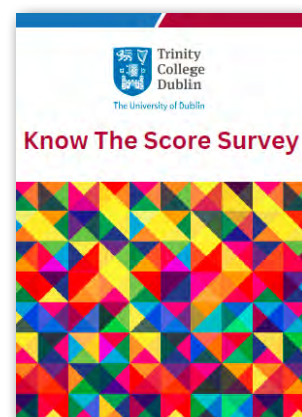
### Social, Personal and Health Education

The HSE Alcohol programme was successful in securing funding of €100,000 for three years under the DoH's new drug prevention and education funding scheme. The project will complete an evaluation of Know the Score which is aimed at engaging young people in exploring and considering a wide range of topics related to the risks associated with alcohol and drugs.

A research team, led by Prof. Catherine Comiskey at Trinity College Dublin, commenced the evaluation in 2024 following the establishment of a steering group comprising of stakeholders from the HSE, Department of Education, National Council for Curriculum and Assessment (NCCA), National

Association of Principals and Deputy Principals (NAPD) and Drug and Alcohol Task Forces. Fourteen schools from across the country were recruited into the study, with a mix of DEIS, private, community and Gaeilscoileanna participating. Baseline data collection was conducted between March and May 2024 and a total of 995 students consented to participate in the study with 839 students completing the baseline questionnaire. The next data collection points will take place in 2025. The evaluation will inform the development of strategies for effective implementation and scale-up of school-based prevention programmes and resources into the future.

New resources to support the new Junior Cycle SPHE (Social, Personal and Health Education) curriculum are also in development to create a continuum of learning on alcohol and drugs. In 2022 and 2023, Making Healthier Choices (MHC) 1 and MHC 2 were made available online. MHC 3 is currently in development and will be published in 2025.



### Fetal Alcohol Spectrum Disorder (FASD) Prevention

The HSE Alcohol programme convenes the HSE's Expert Advisory Group on the prevention of FASD, which supports implementation of the [HSE Position on Prevention of FASD \(2022\)](#). A key action within this is to inform women and the general public that even a small amount of alcohol at any stage of pregnancy can harm a baby's development and may have lifelong effects such as FASD. In 2024, a key focus was to



update the evidence base on attitudes towards alcohol use in pregnancy amongst the adult population in Ireland to inform the HSE's communications campaign.

RED C market research and polling company was contracted to conduct research in July and August 2024 which included a nationally representative survey of 1,000 individuals aged 18years+ and a series of 3 x 90-minute online focus groups with 6-8 participants per focus group session. The findings showed that there is strong agreement (78%) that women should not have any alcohol while pregnant. However, 22% agree that it is okay to consume alcohol in pregnancy, 25% of those who have been, or are currently pregnant, claim to have had a drink during their pregnancy and 26% are not aware of any negative side effects from drinking alcohol. The findings of this research will be used to create an improved awareness campaign in 2025 on alcohol use in pregnancy.

A new *Supporting Alcohol-Free Pregnancy* toolkit was also launched in September 2024, providing information and resources to enable healthcare professionals to support alcohol-free pregnancies. Women are likely to accept advice that they should not drink alcohol during pregnancy if healthcare professionals discuss this routinely with them in an open, factual and supportive manner. Pre-conception communication is also important to minimise prenatal alcohol exposure prior to women becoming aware that they are pregnant.

## Supporting alcohol-free pregnancy toolkit

Action 13 within the HSE position paper on the prevention of FASD is on the development of a model of care for FASD.

To progress this action workshops were held in June and November 2024 with key stakeholders from across public

health, maternity, primary care, mental health, disability and social inclusion services to explore how learning from Scotland could inform the development of the HSE's response to prenatal alcohol exposure in Ireland. The Fetal Alcohol Advisory Support and Training Team (FAASTT) at the University of Edinburgh is funded by the Scottish Government and have a national remit to provide and facilitate training, consultation and research to enhance the capacity, knowledge and confidence of Scotland's health and social care workforce in their work with those affected by FASD. At these workshops, FAASTT shared their learning in developing training, research and services for FASD. Participants reflected on this learning and explored potential opportunities for using this learning to inform health service improvements in Ireland. This work will continue in 2025.



Workshop on the Health Service Response to Prenatal Alcohol Exposure



## Communications campaign

AskAboutAlcohol is the HSE's information campaign on alcohol and alcohol harm. The alcohol content on the HSE website performed steadily in 2024 with 328,601 page views and a 69% engagement rate. A total of 28,884 people completed the self-assessment tool, which provides individual feedback on people's level of risk from alcohol use, with 21,091 completions of the online drinks calculator.

In addition to alcohol and pregnancy, a key focus of the communications campaign in 2024 was the topic of parents and alcohol. New website content and social media creative (both video and static) were created and CORE Research undertook market research to inform this work. The methodology included an in-depth survey task with 51 parents to evaluate new social media creative, assess whether it would resonate with the public and capture suggestions to improve the campaign. Interviews were conducted with parents of 12–17 year-olds to assess new web content. Fieldwork took place in November and the findings were used to inform campaign improvements.

A *Supporting Parents* toolkit was designed and disseminated to support health and social care

professionals who work with parents. We need to ensure that parents receive evidence-based messaging around alcohol use with young people and how they can best protect their child. The HSE recently tested information with parents and have revised the messaging in response to the findings. The toolkit provided information and resources to share the evidence-based messaging and to support parents in protecting their children from the harms of alcohol.

## Supporting Parents toolkit



## ASKABOUTALCOHOL 2024

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

The topic of parents and alcohol will continue to be a focus in 2025, in addition to pregnancy, cancer risk and preparation for alcohol health information labels being introduced in 2026.

## Alcohol Data and Research Conference

In February 2024 the HSE Alcohol programme and the National Office for Public Health established a group to explore what would be needed for the HSE to develop a plan for alcohol-related research and data. The group included the HSE and other organisations. In June 2024 a research priority-setting exercise was organised. Participants included people from the domains of public health, health promotion and improvement, clinical services, HRB, Drug and Alcohol Task Forces, advocacy organisations, academia and the DoH. It was agreed to organise an event to showcase some of the range of alcohol-related data and research activities currently underway, to create an opportunity for engagement and networking and to inform an action plan for the future.

This scientific conference aimed to raise the profile of alcohol-related research, interventions and innovation and engage local

professionals, practitioners and researchers. It also aimed to explore how alcohol data and research can be strengthened in Ireland into the future.



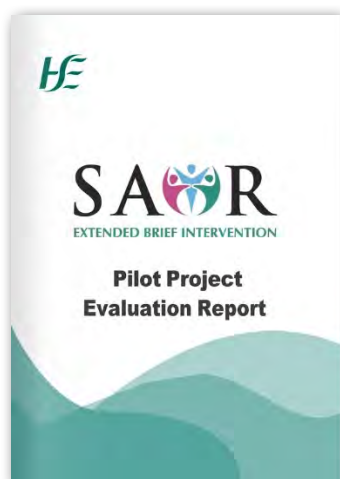
Alcohol Data and Research Conference, poster presentation: Anne Doyle, Health Research Board



Alcohol Data and Research Conference: left to right: Dr John Cuddihy, HSE National Director of Public Health; Dr Aisling Sheehan, National Lead HSE Alcohol and Mental Health and Wellbeing programmes; Prof. Julia Sinclair, University of Southampton and Chair of ACTION; Prof. Niamh Fitzgerald, Institute for Social Marketing, University of Stirling; Dr Peter Rice, European Alcohol Policy Alliance and Chair of the Institute of Alcohol Studies, London; Prof. Diarmuid O'Donovan, HSE Director of National Health Improvement; Dr Phillip Crowley, HSE National Director Wellbeing, Equality, Climate and Global Health.

## SAOR Extended Brief Intervention (EBI) service

HSE Alcohol programme partnered with the National Social Inclusion Office and HSE Social Inclusion and HSE Primary Care in HSE Dublin North City and County (DNCC) to develop and pilot an innovative early intervention alcohol service in primary care. The SAOR EBI service bridges the gap currently existing in services for those whose drinking behaviours present as at increasing risk, but not high risk or dependent.



Following a development phase, the SAOR EBI service was implemented in primary care as part of an integrated care pathway in North Dublin. The HSE commissioned Just Economics to conduct a process evaluation of the pilot. Fieldwork for the evaluation ran from March to October 2024. The evaluation was a mixed-methods prospective design and explored the barriers and enablers to the implementation of SAOR EBI and the potential for scaling up nationally. The report was finalised in December 2024 and will inform the future development of the initiative in 2025.

## Integrated Alcohol Services

Since 2021, new Integrated Alcohol Services have been established across the country in the Midwest, Cork, Galway, Mayo and North Dublin. In 2024, a shared community of practice, via Project ECHO, was established by the HSE Alcohol programme to share best practice through case studies, presentations and real examples and support the development of cohesive policies, practices and protocols across services. A curriculum setting session was held on the 1 July. This was followed by ECHO sessions on the following topics:

- September - Detoxification strategies (including medical management of cravings)
- November - Waiting list management
- December - Data management and outcome measures

This shared community of practice will continue in 2025 on topics to include staff wellbeing, integrated pathways, linking with acute services and hospitals, quality of life improvement and dual diagnosis.

## Healthy Eating and Active Living Programme

### Priorities of national programme

The remit of the Healthy Eating and Active Living (HEAL) programme is to mobilise the health service to improve health and wellbeing by increasing the levels of physical activity, healthy diet and healthier weight across service users, staff and the population as a whole. There is a particular focus on families and children.

The programme supports the implementation of two key national policies - **Obesity Policy and Action Plan** and **National Physical Activity Plan**. In 2024 we worked with the DoH and Department of Culture,

Communications and Sport to prepare a new **National Physical Activity Framework 2024-2040** and **Action Plan 2024-2028**.

### Research with parents

Working with HSE Communications, Healthy Childhood programme research was carried out to help us understand the health and wellbeing concerns and needs of parents in Ireland. 768 parents shared their views on a range of topics including family and child health and wellbeing concerns, alcohol, tobacco, sexual health, mental health, physical activity and healthy eating. The research findings are now being used to inform how HSE communicates with and supports parents.



#### Steps to Health

**1117** teams

**8441** participants

**1.75** billion steps recorded



**6085**

HFME participants



**19**

Sláintecare CF&NWs and their projects supported



**02**

new parkruns

**01**

new Junior parkrun



**14**

Sites achieve GOLD Healthy Eating award



**09**

carePALs 2-day workshops delivered to staff working in Older Persons Services



**389**

Disability Day Service sites engaged with Active Healthy Me programme



**04**

Courses Delivering Evidence Based Physical Activity Behaviour Change in Primary Care and Community Settings



## New resources for parents to support healthy lifestyles

- Your Guide to Building Healthier Habits with your Child
- Screen time: tips for parents of children 0-5 years
- Screen time: tips for parents of children 6+ years

All are available to order free of charge from [www.healthpromotion.ie](http://www.healthpromotion.ie)

Ten new videos were created to support parents introducing family foods to babies. These videos, together with a further seven developed by colleagues in Safefood, are now available on [www.mychild.ie/weaning](http://www.mychild.ie/weaning)



## Enabling the use of local whole systems approach to enhance food environments

In each designated SHC area, there is a focus on working with community partners to enhance local food environments by improving knowledge, access and affordability of healthier food. The network of CF&NWs engaging with community partners and HSE H&W colleagues are key enablers for this. The range of diverse and innovative initiatives showcasing aspects of a local whole systems approach were highlighted at a symposium in Dublin on 7 November 2024. The symposium was opened by Ms Fiona Ward, National Nutrition and Obesity Policy Advisor in

the DoH, who spoke of the important role communities play in promoting health and wellbeing. An e-book compiling the posters presented at the symposium was disseminated after the event.



Marian McBride welcomes participants to the Community Food & Food Poverty Symposium'

## Talking about Food – early years care and education

Early years care and education settings are key environments that can support children and families establish the foundations for child health and obesity prevention. Healthy nutrition is a key element of this. Working with the Department of Children, Equality, Disability, Inclusion and Youth (DCEDIY), we hosted an event on 22 October for HSE staff working in child health and health promotion and improvement.

The focus was to share information and the range of initiatives underway to enable those working in early years care and education settings to support healthy nutrition. Contributors included Kathryn O'Riordan (DCEDIY), Meabh McGuinness (HSE H&W Education and Training), Louise Reynolds (INDI), Dr Celine Murrin (UCD-NNSC) and Joana Calderia Fernandes Da Silva (Safefood), Suzanne Seery (HSE, Clinical Specialist Dietitian). Attendees heard presentations on:



- introduction of Equal Start programme across the sector
- collaboration between HSE and DCEDIY to develop and offer a suite of e-learning modules for staff addressing topics of healthy eating, physical activity and emotional wellbeing
- piloting and rollout of Additional Nutrition and Hot School Meals schemes
- evaluation of the EU free milk scheme expanded to early years settings
- Talk about Food – campaign to raise awareness of children's food environments



HSE Preschool Menu Plan was also launched on the day. It provides a practical guide to support early years services and child minders to implement the Nutrition Standards for Early Learning and Care Services published by DCEDIY in 2023.

### Every Move Counts – National Physical Activity and Sedentary Behaviour Guidelines

On 12 March the Chief Medical Officer Dr Breda Smyth joined us to launch Every Move Counts – National Physical Activity and Sedentary Behaviour Guidelines for Ireland.

The update to the 2009 Irish guidelines was carried out in collaboration with a team from University of Limerick led by Dr Elaine Murtagh.

For the first time we have national guidelines in Ireland on sedentary behaviour and on



Attendees at the Every Move Counts Launch

physical activity for infants and very young children. The new guidelines also:

- allow moderate to vigorous aerobic physical activity to be accumulated across the week, without a requirement for minimum bouts of 10 minutes
- put equal emphasis on including activity that promote muscle-strengthening and balance
- use hours and minutes to communicate how much activity, and
- include both a minimum threshold and higher threshold for experiencing health benefits from physical activity

The guidelines are primarily designed to support practitioners in health, social care, education, sport and exercise to understand and promote physical activity for health benefit. They also help those working in planning, transport, community and economic development in local authorities as well as providing clear guidance and messages for people on the amount and types of activity they should be doing regularly to improve their health and wellbeing.

## Physical activity pathways in healthcare

Engaging in regular physical activity is one of the 'best buys' for improving health and wellbeing. The physical activity pathway in healthcare aims to leverage the routine contacts health professionals have with patients every day to promote regular



participation in physical activity outside of health services.

Physical Activity Pathways in Healthcare Model was published in December 2024. This sets out the context and priority actions for 2024-2028 to progress capacity building across health services to support the promotion of physical activity for health gain.

One hundred seventy seven healthcare professionals completed the online course *Delivering Evidence-Based Physical Activity Behaviour Change in Primary Care and Community Settings*. It is delivered by National Institute of Preventative Cardiology (NIPC) in partnership with HSE and funded by HSE. Initial evaluations show significant increases in participant confidence levels and signposting/referral behaviour post course completion.

The partnership with Sport Ireland and the Local Sports Partnership (LSPs) on the Physical Activity for Health officer (PAfHO) role in Mayo, Limerick, Longford, Waterford, Wexford, Wicklow continued. Connections and referral pathways between health services and LSPs have been established in each area. More than 1,727 people living with chronic disease were supported to participate in community-based physical activity programmes. Access to 90 funded training places enabled tutors to build confidence and skills for working with chronic disease participants.

## Staff health and wellbeing

The programme coordinated two national initiatives that aim to improve staff health and wellbeing.

- **Healthy Eating @ Work programme**  
Working with Irish Heart Foundation 17 health service sites were supported to participate in the Healthy Eating @ Work programme. The programme supports

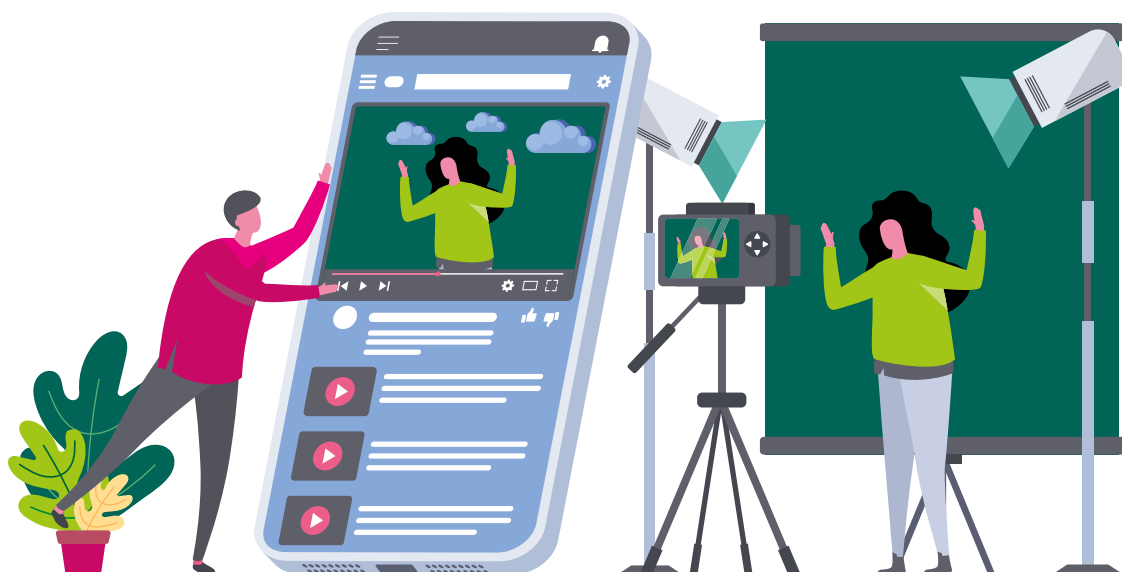


catering services to assess and improve the food offering for staff. The focus is providing more opportunities for staff to choose healthier options enabling them to increase their intake of vegetables, salads and fruit as well as fibre and reduce salt intake. 14 of the 17 sites were awarded GOLD status with the remaining 3 awarded BRONZE status.

- **Steps to Health challenge** took place from 13 May to 16 June for the eighth consecutive year, with the highest number of participants and teams since the challenge began. 8,441 participants across the country were supported by 1,117 volunteer peer team coordinators. Nine out of ten team coordinators reported that team members enjoyed the social aspect and were happy to participate in the challenge. Almost 100% of team coordinators said they would coordinate teams in future challenges.



Denise Croke, Tina Daly Health Promotion & Improvement Officers, Dublin Midlands Health Area.



# Sexual Health

## Overview of work

### Clinical programme

The sexual health clinical programme works primarily on implementation of the clinical actions of the National Sexual Health Strategy (NSHS), which includes the development of clinical practice guidance, information and resources to support sexual health services in Ireland.

In 2024, the clinical programme continued to deliver the national free home sexually transmitted infection (STI) testing service in collaboration with online provider SH:24 and implemented several service improvement initiatives. The clinical programme continued to deliver the national HIV Pre-Exposure Prophylaxis (PrEP) programme to prevent new HIV infections and worked to improve capacity within the service. Two important HIV studies were completed and reports published - the HIV Fast-Track Cities Scoping Study and the National HIV Treatment Audit. Interim guidance was developed on doxyPEP, a prevention strategy where doxycycline is taken following sexual exposure, to reduce incident bacterial STIs, such as syphilis and chlamydia.

We plan to develop a Sexual Health Model of Care in Ireland that will define the optimum service delivery for sexual health across the life course. Additionally, we will develop an online triage pathway for HIV post-exposure prophylaxis (PEP) assessment in collaboration with SH:24.

### National free home STI testing service

We deliver over 10,000 STI test kits per month through the national free home STI testing service. The service continues to reach individuals who have never tested for STIs previously (40% of users in 2024). Of 126,090 STI test kits ordered, 91,421 kits returned to

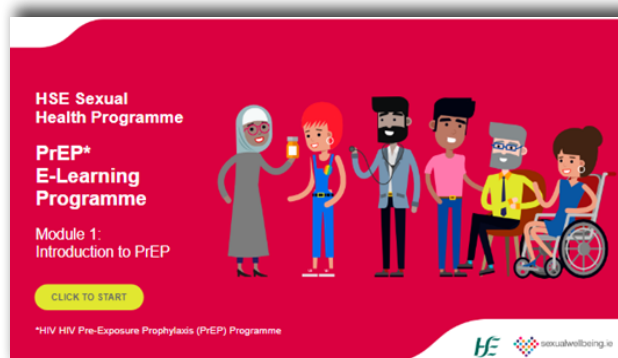
the lab (72.5% return rate) and 9.7% had a reactive result requiring further care. 93.7% of users rated the service 5/5.

New service improvement initiatives commenced in 2024 include the online management of low complexity chlamydia on a permanent basis, following a successful pilot in 2023. This has been very effective with 79% of users who have a positive chlamydia result receiving an online prescription (since this commenced in July 2024), reducing the number of individuals who need to attend a face-to-face service.

From October 2024, gay, bisexual and other men who have sex with men (gbMSM) using the home STI testing service are offered the option of ordering condoms and lubricant with their test kits. This has been very successful with 72% of gbMSM opting for this. Other users are signposted to [NGO postal services](#) to access free condoms and lube.

### National HIV PrEP programme

The national [PrEP guidelines](#), [PrEP standards](#) and [service user resources](#) were updated in 2024. A HIV PrEP e-learning programme was launched on HSeLand in December 2024 to increase the number of HSE approved PrEP providers in Ireland and equip learners with the knowledge and skills necessary to provide safe PrEP care.



By the end of the year, we had 13 public and 17 GP/private approved PrEP service providers in Ireland. Over 8,000 individuals attended a PrEP service in 2024. 6,128 individuals were dispensed PrEP at least once in 2024, of whom 1,722 were dispensed PrEP for the first time.

We will commence development of a pilot hybrid PrEP pathway (online and face to face) in collaboration with SH:24, TCD and two clinical sites.

### Clinical Education and Training

Collaboration with clinical, public health and stakeholders is integral to the clinical programme's work. The HIV Fast – Track Cities

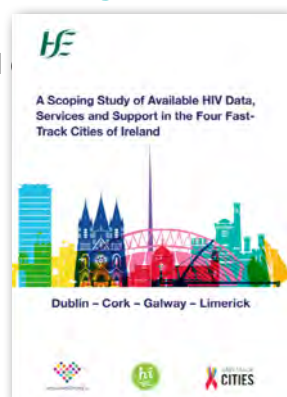
Scoping study included engagement with all HIV stakeholders

- those living with HIV and member organisations, community organisations, public HIV clinical services, HSE departments and city authorities.

Community guidance for potential doxyPEP service users was developed in collaboration with community partners.

We collaborated with HSE Community Antimicrobial Pharmacists and AMRIC to review and update the antibiotic the antibiotic prescribing guidelines for genital conditions: <https://www.hse.ie/eng/services/list/2/gp/antibiotic-prescribing/conditions-and-treatments/genital/>

We plan to launch an e-learning course on Taking a Sexual History on HSeLanD, to enable healthcare providers to sensitively and effectively take a sexual history.



In 2024 the Education and Training function

- Completed and published *A scoping study of available HIV data, services and support in the four fast-track cities of Ireland*, a documentation of HIV prevention, care and support services in Ireland, challenges and gaps. The study provides a suite of recommendations to support future service provision and improvements.
- Completed and published the national HIV treatment audit in collaboration with the Health Protection Surveillance Centre (HPSC) and HIV treatment services. The national HIV treatment audit showed very high levels of antiretroviral treatment coverage (98% of those in care are on treatment) and viral suppression (98% of those on treatment have reached viral suppression).
- Completed and published interim HSE doxyPEP guidance.
- Awarded a HRB grant to pilot and evaluate a hybrid PrEP service under the DoH Evidence for Policy call in March 2024.

### Research

In 2024, we continued to coordinate Ireland's participation in the European MSM Internet Survey (EMIS), overseeing Ireland's data collection and hiring a data analytic team at Trinity College Dublin, led by Prof Noel McCarthy. 2024 also saw the completion of an SHP-commissioned research project led by the ESRI on the sexual health of young people in Ireland using Growing Up in Ireland data.

We continued to monitor trends in birth, abortion and sexual health data and wrote the first draft of a review of published literature on the challenges and enablers to communication on sexual health between children with an intellectual disability and their



parents. Throughout the year, we provided input and advice on a variety of other sexual health research projects within the health service and beyond, working closely with HSE Communications who commissioned a mixed methods study of young people aged 18-30 and their sexual health knowledge, attitudes and behaviours. Findings will be available later in 2025.

In 2024 the Research function:

- Completed EMIS 2024 data collection and the emergence of early findings on mental health and chemsex proved a highlight of 2024.
- Completed three research reports from the ESRI marking the end of an intensive project which provided detailed and thorough information on young people's sexual health literacy, sexual health initiation behaviours and pornography use.
- Ireland's general population sexual health survey INISH, led by the University of Galway, completed its development of a survey instrument and procured a data collection company to run the project's pilot survey. This will provide valuable information and learning for the main population survey. It marked the end of the first phase of the project and involved a large amount of consultation and input from the SHP, academics and sexual health stakeholders. Its development will be outlined and described in an academic paper in 2025 to share learnings and knowledge and increase awareness of this project. The INISH study runs several Public and Patient Involvement panels to inform their work.
- Collaborated with the ESRI, University of Galway, Ipsos B&A, Trinity College Dublin, the National Women's Council

of Ireland, the DoH, amongst others.

Through research that we commissioned, we collaborated with a variety of different stakeholder and community organisations, including the HPSC, the NCCA, MPOWER and Public Health, amongst many others.

- Our ESRI-commissioned publications were launched in Q1 and are available to read [here](#), [here](#) and [here](#). The HSE Communications research will form the basis for planning a new Sexual Wellbeing Campaign and will help define and set the tone, messages and channel choices made. The EMIS 2024 data will be used to inform the Dublin Declaration monitoring requirements.

## Education and Training

The Education and Training function continued to promote the sexual health and wellbeing of the population across the age range, with a particular focus on those at greater risk of poorer sexual health outcomes. Working to the National Sexual Health Strategy and in line with our Sexual Health Promotion Training Strategy 2019-2029, we have collaborated with a wide range of HSE and other statutory and non-statutory colleagues to build the capacity of parents to support the relationship and sexuality health of their children and health, education, youth work and community professionals to support the relationship and sexual health and wellbeing of their students/ service-users.

In 2024 the Education and Training function:

- Expanded the pilot phase of the one-day sexual health signposting training for professionals working with international protection applicants; extending the original partnership with CHO 9 to include CHOs 1, 5 and 7. The programme was further refined based on an evaluation of deliveries in 2024 and now includes a comprehensive

signposting document to support the transfer of the learning into work with service users. We plan to develop an online system for the further evaluation of the signposting training

- Co-developed the last in the series of resources to support Relationships and Sexuality Education (RSE) at Junior Cycle to piloting stage.
- Commenced a partnership project with Tusla to develop training for foster parents to enable them to support their foster children's relationship and sexuality development. This is a follow-on from earlier collaborations on research (The Sexual Health and Sexual Education Needs Assessment of Young People in Care) and the subsequent development of a RSE toolkit for professionals and foster carers.
- Developed and delivered a two-day, customised sexual health promotion workshop to members of Oide, the support service for teachers.
- Worked with HSE HP&I management to enhance the coordination of HSE sexual

health promotion interventions at national and regional level through the operation of the Sexual Health Promotion Practitioner Network.

- Delivered 3 days of continuous professional development opportunities to HSE/HSE-funded sexual health promotion training facilitators.
- Worked with HSE HP&I to deliver and monitor the 2024 national rollout of the 6-day Foundation programme in Sexual Health Promotion (FPHSP) (updating all workbooks) and the 1-day policy training, Working Safely and Effectively in Sexual Health Promotion.
- Worked with the NCCA and the Department of Education to support the delivery of RSE in schools by:
  - piloting and further adapt RSE 3, the last in the series of teaching and learning units to support the delivery of the RSE element of the 2023 junior cycle SPHE curriculum specification.
  - commencing the development of a RSE resource for the 2024 senior cycle SPHE curriculum specification (publication due in 2026)

## TRAINING PROGRAMMES



FPSHP: **14** programmes delivered with **192** participants



Sexual health policy training: **7** programmes delivered with **103** participants



IPA signposting training programme (pilot): **4** programmes delivered with **67** participants

- Partnered with the National Social Inclusion Office in the development of a DSGBV e-learning programme (modules 1,2 and 3 published- module 4 due 2025) and with the National Disability Quality Improvement Team on the Promoting Healthy Relationships and Sexuality project

## Funding

In 2024 the Sexual Health programme managed funding arrangements with 23 statutory organisations and non-governmental organisations (NGOs) to provide crisis pregnancy and post termination counselling, parenting support, community HIV testing, sexual health promotion training and sexual health outreach.

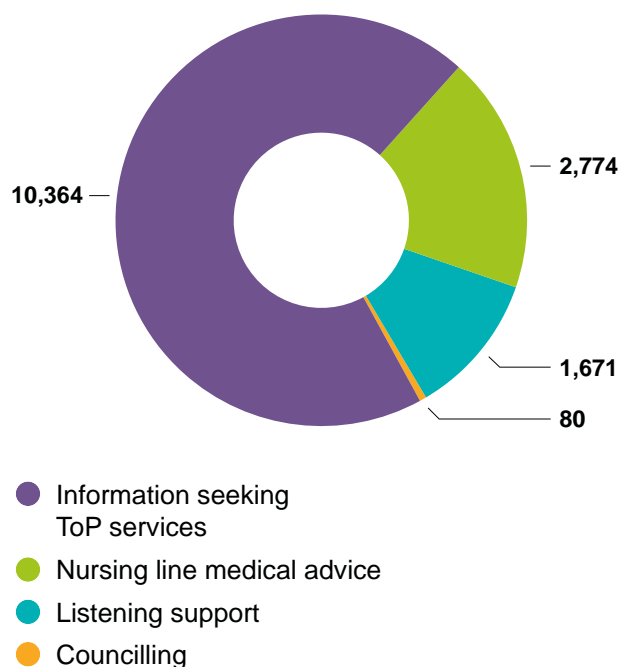
In 2024, the funding function:

- Continued to provide funding to unplanned pregnancy counselling services throughout the country.
- Provided funding to a range of NGOs to deliver counselling, training, parenting support and community HIV testing across the country.
- Collaborated with the HSE National Women and Infants Health programme (NWIHP) and HSE funded Crisis Pregnancy Counselling services to establish if community based counselling services could be extended to address current unmet needs. The planning phase commenced for counselling services to extend their remit to other areas including long term infertility, complex menopause and recurrent miscarriage.
- Managed and oversaw the My Options unplanned pregnancy helpline. The My Options free-phone helpline and webchat service provides free information and support to anyone in Ireland experiencing

an unplanned pregnancy, including information about how to access abortion services in Ireland.

- In 2024, the My Options Information and Counselling service received 11,767 calls and 991 webchats and 2,774 calls were directed to the nursing line. A breakdown of the number of these calls can be seen in the chart below.

**My Options helpline calls**



## National Condom Distribution Service



The National Condom Distribution Service (NCDS) continues to distribute free condoms and lubricant to services working directly with population groups who may be at increased risk of unplanned pregnancy, HIV or STIs.

NGOs who provide sexual health information and Third-Level Institutions ordered the highest quantities of condoms in 2024 followed by Public Health and other providers of healthcare, health promotion and social care services.

The NCDS is continuing to grow in support of the sexual health needs of people living in

Ireland and in 2024 the Service was expanded to all General Practitioners.

A total of 1,236,233 condoms and 782,655 lubricant sachets were provided via the National Condom Distribution Service in 2024.

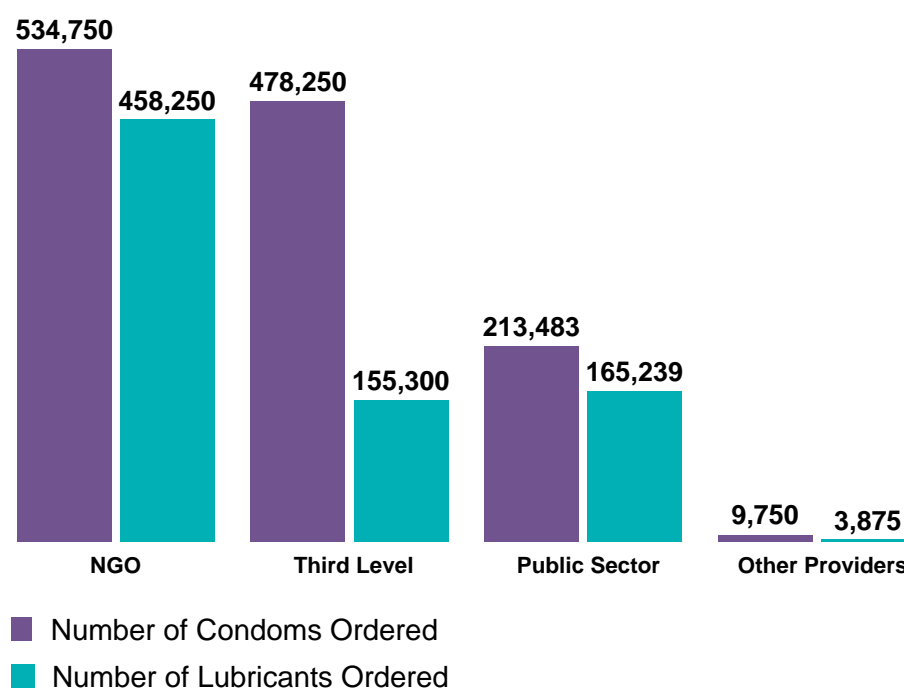
## Communications

The Communications function works closely with the HSE programmes and Campaigns team to design and implement targeted sexual health campaigns, as well as to develop and disseminate sexual health information.

## Sexual wellbeing

- Increased web traffic to [sexualwellbeing.ie](https://sexualwellbeing.ie) by 25%.
- Ran student roadshows in 11 locations to promote the Sexual Wellbeing campaign and free services.
- Conducted quantitative research to inform the Sexual Wellbeing campaign. 64% of 18-30 year olds are aware of [sexualwellbeing.ie](https://sexualwellbeing.ie) (Ipsos)

Number of Condoms and Lubricants ordered by organisation type, 2024



## Man2Man

The HSE Sexual Health programme provides sexual health information to Man2Man, which is a joint campaign administered by the Gay Health Network and the SHP to promote safer sex among men who have sex with men (MSM). It is part of the national HIV Prevention and Sexual Health Awareness programme for MSM and funded under the National Sexual Health Strategy.

- In 2024 Man2Man reported 44.9K visits to the website.
- Chemsex is the creative that registered the most amount of interaction. We supported the production of a [new resource](#) to inform on the harms of the drug G/GHB/GBL in relation to chemsex.
- In June last year we were live with STI, Shigella advertisements, Proud & Prepared and U=U.
- Mother Block Party was an excellent location for the Man2Man advertising, as were targeted locations such as Capel Street projection, screens in Panti Bar and concerts at the Aviva stadium.

In 2024, the Communications function:

- Worked with Healthy UCD resulting in semi-permanent hoarding advertising free home STI testing, on the UCD campus as well as on screens. In the first month in situ an increase of over 40% was observed in traffic to the Healthy UCD Sexual Health and Wellbeing webpage compared to the same period the previous year.
- Ran a nationwide student-focused campaign to promote the availability of at-home STI testing kits as well as general sexual health awareness through 11 x college activations that consistently received positive student engagement.

- In 2024, there were 379,237 visits to [myoptions.ie](https://myoptions.ie)
- Worked with the creative agency and HSE Irish language officers to develop an Irish version of the My Options poster.
- Expanded the visuals and ad formats for My Options to mirror the new creative including videos featuring Kelda Mac (welfare officer at MTU Cork) and Dr Ciara McCarthy.
- Presented to the European Centre for Disease and Control (ECDC) on the Sexual Wellbeing campaign at a workshop to exchange information on increase of STIs in EU/EEA, in particular among young heterosexuals.
- Participated in quarterly STI stakeholder meetings and gbMSM working group meetings, as well as attendance at the Gay Health Forum have helped build connections with supportive organisations, such as BelongTo who have been very supportive and contributed to the research project addressing STIs in young people.
- Presented to Higher Education Authority Healthy Campus network in May to share information about the Sexual Wellbeing campaign.
- Met with incoming 2024/25 President and Vice President of the Union of Students of Ireland in June.
- In partnership with people living with HIV, developed a nationwide campaign called *You, Me and HIV* launching in January 2025 This is a campaign to address misconceptions around HIV and help reduce the stigma experienced by people living with HIV in Ireland. It was developed in close collaboration with people living with HIV and community and voluntary



groups. Phase one will showcase three different relationships of people living with HIV. These adverts will feature on prime TV such as the six nations rugby matches and interviews on radio and TV.



# SECTION 3

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## Programme Supports



## SECTION 3

# Programme Supports

The work of HSE H&W and its National Policy Priority programmes is underpinned by a range of programme supports. They work collaboratively and cross-sectorally to implement the Healthy Ireland actions and deliver improved population health outcomes for all. Key to this work is Section 39 Non-Acute/Community Agencies, which are being provided with funding under Section 39 of the Health Act 2004.





# Training and Programme Design

## Education

### Overview of work

The Education programme works to embed evidence-based health promotion practices in education settings, including early learning and care, primary and post-primary schools and higher education. Partnerships with the DCEDIY, the Department of Education and the Higher Education Authority guide and support this work. Together we develop supports, resources and programmes that enable education settings to play their part in creating a healthy Ireland.

## Activities And Developments

### Early Learning and Care

The creation of e-learning modules to support early learning and care educators to promote healthy eating, physical activity and emotional wellbeing began in 2024. A multi-stakeholder group with representatives from HSE, DCEDIY, Department of Education and the NCCA was established to guide their development and key elements of the learning design and structure were agreed.

### Primary and Post Primary Education - Training for teachers

Wellbeing in primary and post-primary schools is supported through the development of teaching resources and teacher training aligned to the Department of Education's Wellbeing Policy Statement and Framework for Practice and SPHE curriculum and specifications. This work is guided and supported by our partnerships with the Department of Education the NCCA and the National Educational Psychological Service (NEPS).

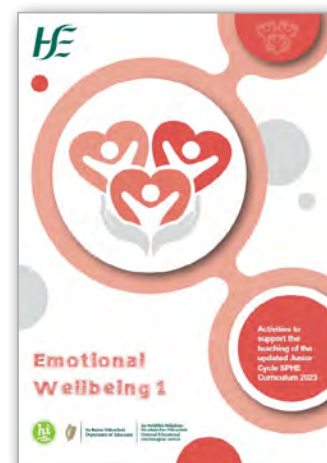
### Training

During 2024, 109 training days aligned to the strategic objectives of the NPPPs were delivered to primary and post-primary teachers. This suite of training is supported by the Department of Education and supports evidence-based approaches to promoting wellbeing in schools by building teacher capacity to implement the SPHE curriculum and take whole school approaches to wellbeing.

### Junior Cycle SPHE Resources

Over the last number of years, the education programme has been developing units of learning to support the implementation on the Junior Cycle SPHE Specification in partnership with education and health stakeholders including NCCA, Department of Education, NEPS and HSE Social Inclusion.

In 2024 Emotional Wellbeing 2 was added to the Junior Cycle SPHE resource, this includes learning activities about recognising and managing emotions, understanding stress and self-care.



Relationships and Sexuality Education 3 was also published, including learning activities exploring social media, gender roles, contraception and pornography.

Significant progress on the development of Making Healthy Choices 3 and Emotional Wellbeing 3 was achieved during 2024; these units will be published in 2025.



In total, eight units of learning were available to [download](#) at the end of 2024.

### Teacher Training

Teacher training is planned with the Department of Education and delivered by HSE HP&I. Training courses act as a mechanism for the achievement of NPPP goals in primary and post-primary schools and are supported by the Department of Education by the provision of substitution cover for attendees.

#### Mental Health and Wellbeing and Alcohol:

- Know the Score – substance use education for post-primary senior cycle students.
- MindOut – social and emotional wellbeing programme for 15–17 year-olds
- Zippy's Friends – social and emotional learning programme for 5–7 year-olds

#### Healthy Eating and Active Living:

- Physical Activity – primary schools.

#### Cross-cutting:

- Skills for Facilitating SPHE – supporting teachers to develop the skills to implement the SPHE curriculum effectively.
- Supporting TFI, HEAL and Mental Health and Wellbeing and Alcohol programmes

### Primary

Training	Courses (n)	Participants (n)
Healthy Eating Policy	27	477
Physical Activity	6	113
Zippy's Friends (in-person)	25	488
Zippy's Friends (online)	5	91
<b>Total</b>	<b>63</b>	<b>1169</b>

### Post Primary

Training	Courses (n)	Participants (n)
Healthy Eating Policy	5	59
Know the Score (in-person)	9	100
Know the Score (online)	7	57
MindOut (in-person)	16	175
MindOut (online)	9	99
Skills for Facilitating SPHE	20 (x 2 Days)	245
<b>Total</b>	<b>46</b>	<b>735</b>



MindOut Group

Area/Topic	Teachers Engaged
Active Living	477
Alcohol & Substance Use	157
Healthy Eating	172
Mental Health and Wellbeing	853
Skills for Facilitating SPHE	245
<b>Total</b>	<b>1904</b>

## Social Media Assets

4 social media packs were developed to support post-primary schools training.

1. Junior Cycle SPHE Resources
2. Know the Score
3. MindOut
4. Skills for Facilitating SPHE

These packs support HP&I teams to showcase their work on schools' health promotion on social media and will connect the national @HSEschoolsteam X account to the work of HP&I teams and facilitate engagement between the two.

## Innovations

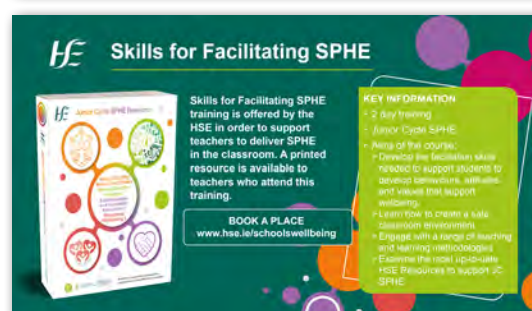
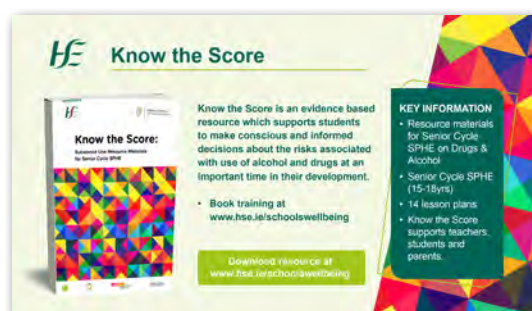
### Wellbeing through Healthy Eating Policy Development

A re-development of the Healthy Eating policy development toolkit and teacher training began in 2024. HEAL are leading on this project which will update the toolkit and training to reflect recent policy changes on food provision in schools.

## Stakeholder Engagement

### Third Level Healthy Campus

Higher Education Institutions (HEIs) promote health and wellbeing through the implementation of the Healthy Campus Charter and Framework (HEIs/DoH/HSE 2021). This process is supported by the Higher Education Authority and Healthy Ireland. The Education programme represents the HSE Health and Wellbeing on the HEA Student and Staff Health and Wellbeing Advisory group to link the HEIs with the work of the NPPPs, where appropriate.







### Other partnerships

Through grant aid agreements, the Education programme supports organisations promoting health and wellbeing with young people.

These include:

- Young Social Innovators (YSI) which is a non-profit organisation that empowers young people to come up with innovative solutions to social challenges. Through this programme, young people develop advocacy skills to enable them to promote health in their communities now and throughout their lives.
- The National Youth Council Ireland works with youth workers and volunteers to build a culture of health promotion in its services. Its Health Quality Mark promotes and acknowledges high standards of health promotion practices in youth work settings; organisations are enabled to do this work through the delivery of special certificates in youth health and youth mental health promotion.



T4T New Trainer BI Skills Practice



T4T New Trainers Group Work

# Making Every Contact Count

## Overview of work

The MECC programme is a national health behaviour change programme, developed by the HSE in 2017 and implemented across the health service. It is a key element of the Integrated Care programme for the prevention and management of chronic disease in Ireland.



MECC is about healthcare professionals using their routine consultations with patients/clients as opportunities to raise the issue of risk factors and behaviour change and support their patients/clients to make healthier choices for improved and positive health outcomes.

The standardised blended training programme is a key enabler to support the implementation of MECC across the health service. MECC e-learning is available on HSeLanD and includes the following modules:

- Introduction to Behaviour Change
- Tobacco Free
- Alcohol and Drug Use
- Healthy Food for Life
- Get Ireland Active
- Skills into Practice
- Talking about Overweight and Obesity
- Promoting Mental Health and Wellbeing

Following completion of the MECC e-learning, an *Enhancing Your Skills* workshop is available nationally and provides healthcare professionals with an opportunity to build their confidence and skills while learning from others as they practice and refine their MECC brief intervention skills.

MECC implementation locally is supported through nine dedicated MECC mobiliser lead

posts working within HSE HP&I teams as part of the Sláintecare Healthy Communities initiative. Consistent implementation approaches and sharing of learning and good practice were supported through the MECC Practitioner network throughout the year.

## Activities And Developments

### Implementation of MECC within the health service

In 2024, some 2,371 staff completed the e-learning modules, while 1,338 staff completed the MECC *Enhancing Your Skills* workshop.

#### MECC training within the health service

##### Frontline staff training participants 2024

e-Learning modules	2,371
MECC workshop	1,338
<b>Total</b>	<b>3,709</b>

## Key Priorities/Highlights

### Training for Trainers

One of the key components of MECC, is the Training for Trainers (T4T) initiative, which equips healthcare professionals with the skills and knowledge to train their colleagues in delivering impactful MECC brief interventions.

A T4T event was delivered in September 2024, resulting in 22 new trainers joining the national MECC trainer pool of over 100 trainers. These trainers will go on to deliver



the MECC *Enhancing Your Skills* workshop in their respective healthcare regions. The trainers who participated in the T4T event came from a range of health promotion backgrounds, including both community and acute care settings. This diversity in experience is crucial, as it ensures that MECC can be tailored to various patient needs and healthcare environments. These trainers are now an additional resource to support the implementation of MECC in each of the healthcare regions.

## MECC Communications

In May 2024, the MECC programme hosted a webinar called *Why chronic disease prevention works!*. This webinar which can be accessed here served as a crucial platform to share the story of implementation so far, highlight key milestones and engage with a broader audience.

The webinar saw an encouraging level of



engagement, with a total of 629 individuals registered, 299 participants attended the live session and with 353 views on YouTube, it reflected strong interest in MECC.

Participants represented a diverse range of roles, both within and outside the HSE, demonstrating the broad appeal and relevance of the programme across various sectors. This positive uptake highlights the growing recognition of MECC's importance

in promoting health and well-being through everyday interactions.

One participant commented, 'I am so inspired and reassured by hearing this group of professionals reminding us of the importance of making closer connections, building relationships and using a people-centred approach in our work'.

# Review of implementation of the National Standard Undergraduate Curriculum for the Prevention and Management of Chronic Diseases in Higher Education Institutions in Ireland

The national MECC programme continued to support this research project led by Trinity College as the research lead of the HEI/HSE Collaborative group overseeing the project. The rationale for this project is ensure that future HSCP have the necessary knowledge and skills to provide evidence-based interventions to individuals with chronic diseases attending HSE services.

The main focus of the work in 2024 centred on data collection and the review will be completed and findings published in 2025.

## Data/Activity

MECC Mobilisers report enhanced support to 317 implementation sites in 2024. These sites represent both community and acute settings across a wide range of services.

## Innovations

Work has commenced in 2024 to review the blended training and to develop a specification to inform an updated and consolidated training to be developed in 2025.

## Stakeholder Engagement

### MECC Practitioner Network

The MECC Practitioner Network, co-chaired by National Health and Wellbeing and a regional health promotion and improvement manager, aims to share information, best practices and examples of effective work across services. The nine dedicated MECC Mobiliser Lead posts supporting the implementation of MECC as part of the Sláintecare Healthy Communities initiative. These leads are actively engaging with services to ensure effective and standardised implementation.

Key activities in 2024 have focused on promoting MECC training and building capacity within services to support its implementation. Notable examples include promoting MECC implementation within mental health, home support and older people's services, as well as developing and delivering communication resources to support the signposting of patients and service users to appropriate services and supports.



Maria O'Brien (MECC Trainer), Karan Thomas (MECC Trainer), Donna Doyle MECC PM



T4T New MECC Trainers Sept 2024

In 2024, Men's Health Week ran from 10-16 June. It was coordinated by MHFI, with the theme Know Your Numbers and the strapline 'Men's Health Counts', developed through the Men's Health Week All-Ireland Planning Group. The week was promoted through traditional and social media. A new edition of the men's health booklet Action Man was published and distributed throughout Men's Health Week (Murray and Fowler 2023). This proved very popular and will be reprinted for 2025. Other notable successes included support during the week from high profile ambassadors such as Rob Kearney (former Ireland rugby star), Steven O'Connell (founder of Football Co-



operative) and Glenn Kaufmann from the Irish Para Bowls team.

Regionally, Men's Health Week was activated through a number of health promotion and improvement staff working with their colleagues, local partners and communities to meet the health and wellbeing needs of males of all ages. Due to demand a second train-the-trainer course was run in April and May for 19 new trainers. The participants mainly came from CHOs that did not have the required three Engage facilitators. The remaining participants came from four organisations who actively promote men's health and wellbeing, namely ESB, Irish Men's Sheds Association, CIE and the Men's Development Network.

### Men's Health Practitioner Network

The Men's Health Practitioner Network met regularly throughout 2024 with information sharing and updates provided from national to local H&W functions in relation to men's health. Co-chaired by national and regional H&W, this network was effective in highlighting good practice locally and nationally and getting feedback and engagement on the National Men's Health Plan. Healthy Ireland – Men.

### On Feirm Ground 2

Building on the established partnership between the Department of Agriculture, Food and the Marine (DAFM), the DoH, Men's Development Network (MDN) and the HSE in the area of men's health and farmers' health, the programme was further developed in 2024 to enable agricultural professionals to have health and wellbeing conversations with farmers. The aim of On Feirm Ground 2 (OFG2) is to assist vets and other agricultural professionals to effectively engage with farmers on health and wellbeing issues and to signpost them to relevant support services. The

programme was designed to be delivered in a hybrid format encompassing two hours of eLearning and six hours of in-person workshops. Munster Technological University (MTU) was engaged to develop the eLearning platform. OFG 2 was managed by a team of two core MDN staff (Roisin Chippendale, programme officer and Stephen Mbwika, programme coordinator). To support the delivery of the national programme, a pool of 9 contract facilitators was recruited. During 2024 a total of 54 workshops have been delivered. In total 603 participants were trained.

On 27 June the On Feirm Ground 2 programme hosted a half-day event to launch the final evaluation report of On Feirm Ground 1 by Minister of State Martin Heydon TD and Colm Burke, Minister of State with special responsibility for Public Health, Wellbeing and the National Drugs Strategy.

### CAIRDE

CAIRDE (Construction Alliance to Reduce Suicide) is an initiative



spearheaded by the Men's Health Forum in Ireland. It uses the construction industry in Ireland as a setting to create and embed a whole organisation mental fitness culture, which can actively promote and support men's mental health and resilience and reduce the risk of suicide. It was inspired by the *MATES in Construction* scheme in Australia.

During 2024 CAIRDE's work was funded by the National Office for Suicide Prevention, the DoH and the Irish Research Council (IRC). The National Centre for Men's Health (within SETU) coordinated the research and evaluation aspects of this project and supervised two PhD students (on the IRC employment-based



During 2024, the CAIRDE project:

- evaluate the first roll-out of the Connector and GAT workshops.

- Piloted five Connector workshops and seven GAT workshops.
- Conducted pre/post surveys with participants and sought qualitative feedback from Connector participants.
- Analysed the data received to inform, refine and shape developments in 2025.

Operated by the Irish Men's Shed Association (IMSA), Sheds for Life is a community-based health promotion programme aimed



at supporting the social wellbeing of Men's Sheds members. The purpose of the 10-week programme is to engage men to successfully facilitate more open and meaningful discussions around their physical and mental wellbeing, while encouraging them to maintain healthier lifestyle choices and increase their awareness in areas such as physical activity, healthy eating and mental wellbeing.

In 2024:

- Sheds for Life reached 356 Men
- 5 counties took part (Clare, Kerry, Tipperary, Wexford, Kilkenny)
- 25 Sheds participated
- Autumn programme reached 169
- Spring programme reached 187

## 'Sheddies' Awards

IMSA hosted 2 awards ceremonies bringing men together to celebrate their achievements, share prizes and network. The awards have become a valuable opportunity to present IMSA's own 'Step Down' programmes and

signpost ongoing support locally to the cohort, enabling continued engagement with H&W.

Under the umbrella of national H&W projects the IMSA team continued to develop and nurture partnerships with Age Action (Digital Literacy), Age & Opportunity (Walking Football) and Irish Cancer Society (Daffodil Benches). 2024 also saw the development of new partnerships with Alzheimer Society of Ireland, Dublin Zoo and Irish Guide Dog Association. These projects and initiatives provided a menu of H&W opportunities for men to enjoy.

H&W team continued to support the development of new 'model' Sheds – in prisons (building on the success of the Men's Shed in the training Unit of Mountjoy Prison), the Salvation Army (homeless shelter for 80+ men in Dublin) and in the Institute of Art, Design and Technology (third level institution).

Men's Health Week June 2024 – the team were active members of the National Planning Group and focused on the Slí (Walk) as the key National event for all Sheds in association with sports partners, community development/ social inclusion officers and Healthy Ireland coordinators. Slí's took place in Clare, Cavan, Cork, Offaly, Meath, Longford, Waterford and Fingal.

Health and Wellbeing Toolboxes (funded by Healthy Ireland) in partnership with national H&W providers offered signposting and information to every Shed in Ireland and were distributed across the 450+ Shed network.

IMSA's own Dementia Manual was updated in association with the HSE and Alzheimer Soc. Ireland. The IMSA's Walkshop booklet was also re-printed.



At their annual conference, the Irish Men's Sheds Association and partners Flogas Ireland set a new Guinness World Record for the largest display of working kettles in the World

## Priorities of programme

## Internal communication

## HSE Talking Health and Wellbeing podcast



WEBINAR INVITATION

## How Podcasts Can Help Your Health and Wellbeing

With special guest **Sile Seogie**  
Host of the Ready to be Real Podcast

**Date:** Tuesday 15 October 2024

**Time:** 3.00pm – 4.00pm



## HSE Health and Wellbeing e-zine

In 2024, six editions of the Health and Wellbeing e-zine were published, each showcasing a diverse mix of stories highlighting initiatives at both local and national levels. Tailored for a growing digital audience,

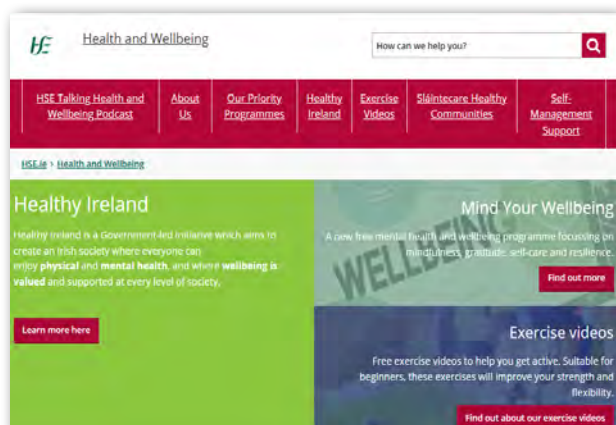


the e-zine continues to offer a vibrant, user-friendly format making communicating updates quick and engaging. With a steadily growing subscriber base of over 12,000 the e-zine remains a key platform for sharing the work and impact of H&W across the country.



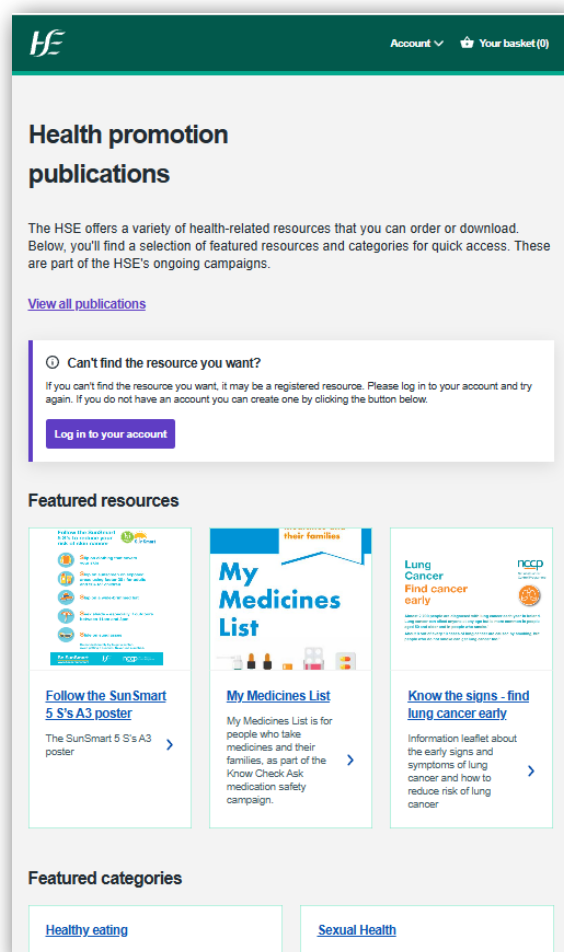
## HSE web content review of Health and Wellbeing

The SE&C team is leading a comprehensive review of all associated health and wellbeing content on the HSE website. In collaboration with HSE Digital, the team is working closely with each area across Health and Wellbeing to ensure that online content is current, easily accessible, and user-friendly. The review is progressing steadily and is scheduled for completion by the end of 2025.



## HSE Health Promotion website

The **Health Promotion website** ([www.healthpromotion.ie](http://www.healthpromotion.ie)) is a central hub for health-related resources and information. It provides educational materials, campaign information and various resources across a wide range of topics, aimed at supporting individuals, communities and healthcare professionals to make informed choices and enhance their overall health and wellbeing. During 2024 the website underwent extensive redevelopment to improve user experience, functionality, security and content. This included the launch of a new landing page. The redevelopment is due for completion at the end of 2025.





### Media training

HSE Media Training conducted a series of training sessions for regional H&W staff to help them prepare for interviews with local and national media. Some 31 HP&I staff successfully completed the HSE Media Training programme. The objective of this course is to encourage, empower, and enable staff to deliver clear and effective media interviews; the course includes media interview preparation techniques.

### HSE Health and Wellness webinars and events

Eight webinars and four in-person events were planned and produced with the support of the SE&C team in 2024, with over 4K registrations. These webinars and events showcased experienced staff in various policy areas, as well as from our partner organisations promoting health and wellbeing by focusing on priority topics and themes. The organisation and development of the National Health Promotion Conference was also supported jointly with the University of Galway and the DoH.

Many of these events are available to watch on the [HSE Health and Wellbeing YouTube channel](#):

- Making Every Contact Count
- Healthy Weight for Children
- Think Brain Health
- Every Move Counts
- Effective Communication on Child Health and Obesity
- Men's Health Week
- Launch of Men's Health Plan
- How Podcasts can help your health and wellbeing
- National Health Promotion Conference
- Traveller Wellbeing Through Creativity
- Alcohol Research Conference
- Delivering Sláintecare Healthy Communities
- Tobacco Free Ireland Update



Keynote speakers and organising committee at the National Health Promotion Conference in Galway



### X @HsehealthW

The HSE H&W X (formerly Twitter) channel gained more followers in 2024. This channel is used daily to keep our stakeholders up- to-date and has been vital in communicating with our followers about new podcast episode releases, initiatives such as Men's Health Week and upcoming events. We interact with a wide variety of other channels and stakeholders via this channel. It achieved in the region of 250K impressions with 14K engagements during 2024.

### HSE Health and Wellbeing YouTube channel

Our YouTube channel doubled its views during 2024 achieving almost 388K views with an addition of over 2.1K subscribers. The channel hosts a wide range of promotional and informative videos. We published a series of exercise videos for people with chronic conditions and videos on parental communication with children on topics such as relationships and sexuality from Sexual Health programme. Sexual education videos made to support the SPHE work in primary schools were the most popular content during 2024.

The podcast series and the Yoga, Pilates and the Strength and Conditioning for Beginners exercise videos as well as the Minding Your Wellbeing videos also maintained their popularity.

### LinkedIn

As part of our work to engage staff and health and wellbeing stakeholders we started a new page for HSE Health and Wellbeing on LinkedIn in Q4 2024.

LinkedIn has allowed us to grow our social media presence and showcase the work under the branding of HSE and Healthy Ireland for an engaged professional audience, highlighting our insights and expertise as well as making lots of interdisciplinary connections. It has been utilised to share and highlight our variety of messages and information and is expected to see an ongoing growth in followers to over 5.5K by mid-2025.

#### [www.healthpromotion.ie](http://www.healthpromotion.ie)



Number of orders processed through  
[www.healthpromotion.ie](http://www.healthpromotion.ie)

**29,371**



Number of accounts using the contract

**33**



**100%** of orders dispatched  
within 72 hours

The SE&C team supported our priority programmes during 2024 to develop video content for patients and staff as part of our messaging as well as promotional short videos for use on social media and webinars.



## Stakeholder Engagement & Communications Plan 2024 -2027

Work was carried out in 2024 to finalise the development of the Health and Wellbeing Stakeholder Engagement and Communications Plan. An extensive internal and external stakeholder engagement process was undertaken as part of the plan's development, and we extend our thanks to all our contributors and colleagues.

The plan, published in July 2024, provides a comprehensive overview of the collaborative approach undertaken and the communication activities delivered across HSE H&W. The plan also highlights the key communication actions that will require focus over the coming years across our range of programmes and priorities.

*"Our communications should be aware of your: health and social needs, language needs, communication needs. We need to show that we are listening, inclusive and accessible. We need to show that we understand people's health and behaviour and how it can be affected by many things, such as where they live, how they live, stress, education or income."*

HSE Communications Strategy 2023





# Self-Management Support

## Priorities of programme

Self-management support (SMS) aims to increase a person's knowledge, confidence and skills when looking after their health. Self-management is what a person with a long-term health condition does every day. This may include:

- Recognising and dealing with symptoms (known as monitoring your condition)
- Taking medication(s)
- Managing other treatments
- Attending various appointments
- Making lifestyle changes
- Coping with the emotional effects of the condition.

Supporting people to self-manage is an essential aspect of Enhanced Community Care and the Integrated Care Programme for the Prevention and Management of Chronic Disease. It is key to delivering person-centred care, in which people are empowered to actively participate in the management of their condition(s). Equipping our service users with knowledge, skills and confidence to self-manage is critical to achieving a more sustainable healthcare system.

The role of the Self-management Support Coordinator is to support the awareness and development of services, which increase the ability and confidence of people with long-term health conditions to manage their health and to live well.

## Activities and developments

The breadth of SMS work carried out by SMS Coordinators in 2024 included:

- Awareness-raising of the importance of self-management and SMS with healthcare professionals, patients, and voluntary organisations.
- Ongoing development, maintenance and promotion of a dedicated [SMS webpage for Healthcare Professionals](#) that details the resources, directories and education programmes available to them, which in turn enables them to support their patients to self-manage.
- Ongoing development, maintenance and promotion of a dedicated [SMS webpage for people living with chronic conditions](#), which includes clinically approved resources, programmes and services that support self-management.
- Production and promotion of resources that support people with chronic conditions to self-manage and reduce their risk of developing complications or comorbidities.
- Development of a new patient booklet '[Tips for self-managing your health when living with a long-term health condition](#)'
- Contributed to the revision and further development of 'COPD & Me - An essential guide to living with COPD', in collaboration with COPD Support Ireland and other key stakeholders.
- Embedding SMS within integrated care pathways for Chronic Disease prevention and management and Older Persons as



part of the Enhanced Community Care Programme.

- Cross-sectoral collaboration with condition-specific voluntary organisations (e.g. COPD)
- Support Ireland, Asthma Society of Ireland, Croí, Irish Heart Foundation, Diabetes Ireland). This included development, support and promotion of condition-specific peer support groups as well as assistance with development and promotion of their resources that support people to self-manage.
- Collaboration with the NCP Respiratory and COPD Support Ireland regarding COPD Peer Support and Exercise Groups.
- The Self-management Support Coordinators are a key stakeholder in the establishment and continued success of COPD Peer Support and Exercise Groups. In 2024, they continued to provide ongoing support to existing groups and to support the development of new groups.
  - Significant engagement and collaboration with the Physical Activity in Healthcare Model and the Physical Activity for Chronic Conditions workstreams (Healthy Eating Active Living Policy Priority Programme).
  - Engagement with National Clinical Programmes (e.g. Respiratory, Heart, Diabetes).
  - All SMS webpages and resources are available on the [HSE SMS webpage](#) or can be scanned using a QR code.



**CRÍ**

**Diabetes**  
Ireland

 **Irish  
Hospice  
Foundation**

 **COPD**  
Support Ireland



**Self-management  
Support**



# Living Well Programme

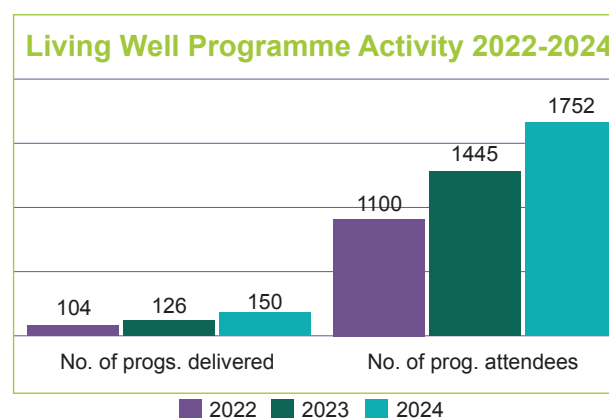
## Priorities of programme

The HSE Living Well Programme is delivered as part of the Self-management Support workstream. It is an evidence-based self-management programme for adults with long-term health conditions, delivered in-person or online. Over six weeks, participants develop practical skills and confidence to better manage their health to live well with their health condition. Workshops are facilitated by two trained leaders, one or both of whom are living with a long-term health condition (i.e. peers). The Living Well Programme focuses on developing and enhancing the self-management skills of those who participate in the programme. In this way, it complements regular treatment and structured patient-education programmes.

## Activities and developments

### Programme delivery

- In 2024, 150 Living Well Programmes were delivered in-person or online to 1,752 people across eight CHOs. These figures reflect a significant increase in programme delivery and participation on those of 2023 (see Figure 7).
- 22 new programme Peer Leaders completed training.



**Figure 7: Living Well Programme activity, 2022–2024**

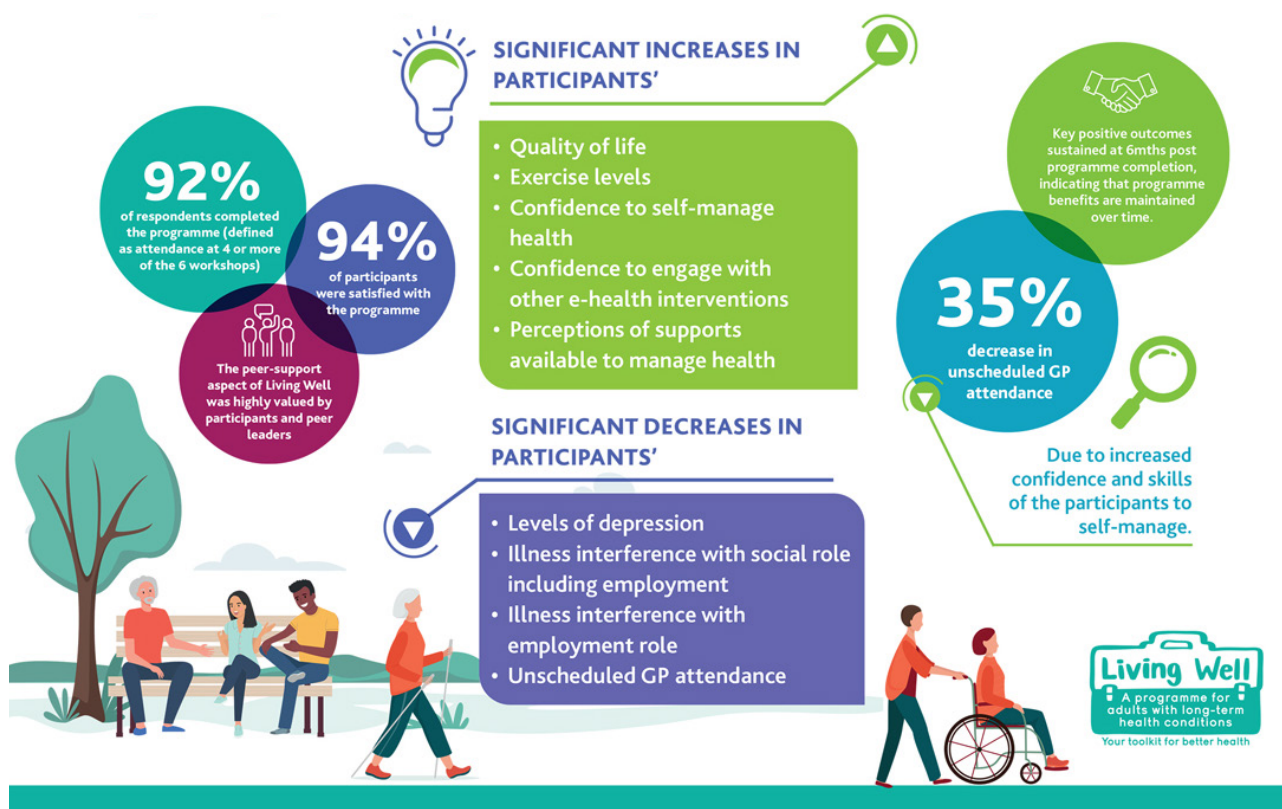


- A Report on the Impact of the HSE Living Well Programme was published in 2024 and is available on the Healthcare Professionals SMS webpage.
- **Healthlink:** The SMS coordinators progressed the addition of the Living Well Programme onto the Healthlink platform during 2023 & 2024 to enable General Practice to refer to the programme. The Living Well Programme can be accessed through Healthcare Professional referral and Self-referral. Full contact details for each area are available on the webpage.

## Programme promotion

- There was ongoing development, maintenance and promotion of a dedicated webpage for the Living Well Programme. More information is available on the HSE Living Well webpage or can be scanned using a QR code.
- A Living Well Programme Podcast is featured as part of the HSE Talking Health and Wellbeing Podcast series:

Visit the Living Well Programme webpage at [www.hse.ie/LivingWell](http://www.hse.ie/LivingWell) or scan this QR code:



## Commissioning for Health and Wellbeing

Section 39 organisations are voluntary organisations that have Grant Aid or Service-level agreements with the HSE to provide health and social care within communities. Through our funding of various Section 39 agencies, we commission health and wellbeing activities at a national level, supported by a significant network of organisations. Our policy programmes work to inform the commissioning of health and wellbeing activities by giving expert policy advice and input to other funding streams, such as the DoH's Healthy Ireland funding and local HP&I-funded activities through the CHO structures.

This network, which combines commissioning and informing others to build health and wellbeing in an evidence-informed manner, continued to receive support in 2024.

The range of national and locally funded organisations include:

- Local sports partnerships.
- Local partnership organisations.
- Family resource centres.
- Condition-specific voluntary organisations
- Age-related organisations (e.g. young people, older people, etc).
- Gender-specific organisations.



### Grant funding

HSE H&W currently fund 55 Section 39 agencies across all our programmes, with a total of €6,407,568 in grant funding being paid out in 2024 (see Table 5). A robust governance process is in place with all agencies to ensure that funding is spent as outlined in their grant aid agreement and in accordance with HSE National Financial Regulations. This process includes:

- A detailed review and assessment of grant aid applications by the National Health and Wellbeing Grant Evaluation Committee prior to agreeing funding.

Agencies must provide:

- Evidence of a valid tax clearance certificate, current bank balance and an income and expenditure report for funding sought.
- A grant aid or service agreement drafted and signed by the HSE and agency prior to payment.
- Review meetings between the HSE,
- H&W lead and agency throughout the year to assess performance and discuss any issues.
- Annual financial statements, other supporting documentation and chairperson's statements are submitted by each agency on an annual basis, which are reviewed by our business manager or finance business partner.







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