

**Question on Notice**  
**No. 759**  
**Asked on 24 May 2005**

MR COPELAND asked the Minister for Health (Mr NUTTALL) –

QUESTION:

With reference to Question on Notice 1885 of 2003, relating to Statewide health and awareness campaigns –

For each of the last two financial years and for the year to date, will he provide a breakdown of all funding awarded for the purpose of conducting Statewide health and awareness advertising campaigns, including but not limited to non-Government organisations, according to year and campaign name?

ANSWER:

**2003 – 2004 \***

<b>Campaign</b>	<b>\$</b>
Herston Hospital Redevelopment	23,298
Hospital Rebuilding Program	21,180
Healthy Hearing	14,050
Gold Coast Cardiac Catheter	1,374
World AIDS Day (Qld contribution to national advertising)	6,800
BreastScreen Qld	416,261
Cervical Cancer Program	299,857
Skin Protection (Brownie's Coastwatch, Radio 4KQ)	1,820
Ravesafe	3,445
Passive Smoking	473,609
QUIT campaign (in conjunction with Qld Cancer Fund)	244,265
Sunsmart (in conjunction with Qld Cancer Fund)	133,214
<b>TOTAL</b>	<b>\$1,639,173</b>

- \* This 2003 – 2004 table has been revised. In a previous answer to Question on Notice No. 1234 of 5 October 2004, this table included projected funding towards the national Strokesafe Campaign. However, these funds were not payable until 2004 – 2005, and are therefore included in the table below.

## 2004 - 2005

In 2004 – 2005, the Queensland Government announced significant new investments into illness prevention campaigns and health promotion to encourage all Queenslanders to take a greater role in improving their health. Major health awareness activities included education and advertising to support Queensland's new anti-tobacco laws.

<b>Campaign</b>	<b>\$</b>
Young women and alcohol (combined Commonwealth and State funding)	1,170,656
Introduction of the new tobacco laws	1,092,223
Skin cancer prevention – “Tattoo” (combined funding with Qld Cancer Fund)	201,894
QUIT campaign including: “Quit for your Kids”	541,681
“Quit for your Future” (combined funding with QCF)	680,000
StrokeSafe campaign (contribution to National Stroke Foundation for national stroke awareness campaign)	400,000
BreastScreen Qld (Projected)	124,513
Cervical Cancer Program (Projected)	101,468
Communicable Diseases Prevention - Australian Bat Lyssavirus – bats	2231
Dengue Fever	42,100
Leptosporosis	5037
Murray Valley Encephalitis	4830
<b>TOTAL</b>	<b>\$4,366,633</b>

## 2005 Calender Year (to 31 May 2005)

<b>Campaign</b>	<b>\$</b>
Young women and alcohol	626,205
Introduction of the new tobacco laws	433,330
Skin cancer prevention – “Tattoo” (in conjunction with Qld Cancer Fund)	201,894
QUIT campaign (in conjunction with Qld Cancer Fund) including: “Quit for your Kids”	279,827
“Quit for your Future”	130,620
Communicable Diseases Prevention Australian Bat Lyssavirus – bats	2231
Dengue Fever	42,100
Leptosporosis	5037
Murray Valley Encephalitis	4830
BreastScreen Qld (Projected)	124,513
Cervical Cancer Program (Projected)	101,468
<b>TOTAL</b>	<b>\$1,952,055</b>