

Question on Notice
No. 1844
Asked on 26 November 2008

MR MCARDLE asked the Minister for Health (MR ROBERTSON)—

QUESTION:

How much has Queensland Health spent on print, radio and television advertising (reported separately) in 2004-05, 2005-06, 2006-07, 2007-08 and 2008-09 to date (reported separately)?

ANSWER:

During the 2004-05 financial year, Queensland Health undertook a number of important health education campaigns including Hepatitis C Awareness, Tobacco Laws, Passive Smoking Campaign, Sun Smart and BreastScreen Queensland, at a total cost of \$3.9 million.

Important public health campaigns during the 2005-06 financial year included Tobacco Laws – Phase 3, Be Kind to your Mind, Asbestos handling, Winter Skin Cancer and 13Health, at a cost of \$6.1 million.

During the 2006-07 financial year, Queensland Health undertook education campaigns on State of your Health, BreastScreen Queensland Program, Schools Vaccination Program, Be Kind to Your Mind and Go for 2 & 5, at a total cost of \$7 million.

2007-08 public health campaigns included Go for 2 & 5, Eat Well Be Active, Health Action Plan, Young Women and Smoking and the Dengue Campaign, at a total cost of \$8.4 million.

So far in the 2008-09 financial year, Queensland Health has undertaken campaigns on Go For 2 & 5, Queensland Cervical Cancer Screening, Quit Campaign, Safe Sex No Regrets, Feeling Good – Young Women and Smoking. The year to date total is \$5.655 million.

Information regarding advertising is not collected centrally, with advertising being undertaken individually by the department's health services districts and program areas.

It was not possible for some Queensland Health districts and program areas to breakdown advertising costs into print, radio and television categories. Further, the figures do not include recruitment advertising.