

Question on Notice
No. 764
Asked on 24 May 2011

MR McARDLE asked the Minister for Health (MR WILSON)-

QUESTION:

Will the Minister detail the amounts Queensland Health has spent on print, radio, television and online advertising (reported separately) since 1 January 2011?

ANSWER:

I thank the Honourable Member for Caloundra for his question.

In the year to date, I am advised that Queensland Health has not spent any money on advertising as described, other than for our key responsibilities of health promotion and prevention and recruitment of personnel.

In 2011, Queensland Health has spent approximately \$5.5 million for health promotion and disease prevention campaign advertising, targeting healthier living messages such as BreastScreen Queensland, My Smoking, Healthier Queensland and the North Queensland Defend Against Dengue Campaign.