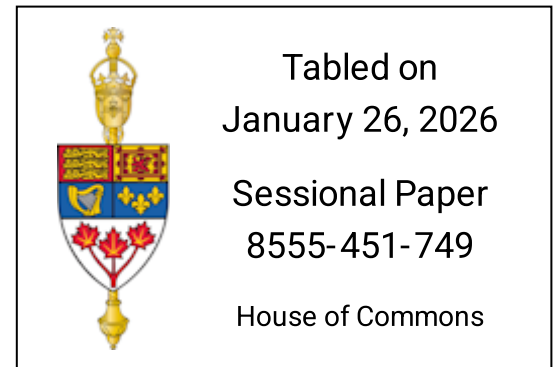

Question

With regard to the \$1,000,000 in the Public Health Agency of Canada's funding for "government advertising programs" in the Supplementary Estimates (B), 2025-26: what are the details of this funding, including, for each advertising campaign, the (i) title or description, (ii) total amount budgeted, (iii) total amount spent, (iv) start and end dates, (v) target audience, (vi) objective of the campaign, (vii) media used (television, radio, print, digital, social media), (viii) location of advertisement?

Response

This response was tabled in the House of Commons on January 26, 2026, as Sessional Paper 8555-451-749.



Order/Address of the House of Commons

Question number
Q-749

Asked by
Corey Tochor (Saskatoon—University)

Date asked
December 9, 2025

Presented by

Kevin Lamoureux

Health Canada

Reply by: the Minister of Health

Name of Signatory: Signed by Maggie Chi

Reply

Public Health Agency of Canada

What are the details of this funding, including, for each advertising campaign, the (i) title or description, (ii) total amount budgeted, (iii) total amount spent, (iv) start and end dates, (v) target audience, (vi) objective of the campaign, (vii) media used (television, radio, print, digital, social media), (viii) location of advertisement?

The \$1 million in funding is to support the planning, development, and implementation of the Childhood Vaccination advertising campaign for the Public Health Agency of Canada.

- i. Childhood Vaccination Campaign
- ii. \$1 million
- iii. No invoices have been received as of December 9, 2025. The budgeted amount will be spent by March 31, 2026.
- iv. December 18, 2025 to February 28, 2026
- v. Parents and guardians of children 0-5 years of age and people who are pregnant or planning a pregnancy or adoption.
- vi. To increase awareness of and reinforce vaccine importance, effectiveness, and safety. To contribute to increased and sustained vaccine coverage among children in Canada.
- vii. Video advertisements on Connected Television (Canadian Broadcasting Corporation/Société Radio-Canada, Bell Media, Crave), YouTube, Facebook, Instagram and TikTok; Static advertisements on Reddit; Audio advertisements on Spotify and podcasts; and Search engine marketing advertisements on Google.
- viii. Advertisements will appear across Canada in both English and French in accordance with the *Official Languages Act*.