



Action Canada
for Sexual Health & Rights

Policy Brief:
Canada Election 2025 -
Action Canada Election
Priority Areas

April 2025

Executive Summary

The dominant election narrative often neglects to link economic issues with social justice, and SRHR and gender justice are not necessarily seen as a priority for political parties. Our aim is to ensure that progressive issues are part of the overall narrative in Election 2025.

During the federal election, there will be lots of announcements and commitments made by party leaders as they look to secure votes to form government. Here are the three issues Action Canada is monitoring this election: **pharmacare, protecting public healthcare, and fighting misinformation and disinformation.**

We will monitor policy announcements from each leader, answers to questions during scrums with journalists, party platforms, and the leaders' debate.

Pharmacare

The passing of Bill C64 (An Act Respecting Pharmacare) is a significant step in ensuring people do not have to choose between accessing contraception and purchasing groceries. When the federal election was called on March 23rd, only four provinces and territories had officially entered into Pharmacare deals with the federal government: Manitoba, British Columbia, Prince Edward Island, and the Yukon. A new government must commit to a universal pharmacare program that is cost-effective and strengthens the health infrastructures of our society over the long term. Universal contraceptive coverage in a national pharmacare system is an evidence-based and cost-effective measure that allows for better family planning, a decrease in the number of unintended pregnancies, and improved social and economic outcomes for people who can be pregnant.

Action Canada's asks:

- Make universal single payer Pharmacare a true reality for people in Canada
- Commit to pursuing agreements with provinces and territories that have not yet signed up to the federal pharmacare program.
- Ensure strong consideration for Sexual Health Centres and Clinics in the provincial rollout of free contraception. This would include increased funding that would ensure these clinics provide public health education/training and continue to provide access to a variety of contraception methods – including those not covered through the existing Pharmacare program.
- Invest in the full Pharmacare program, including expanding beyond contraception and diabetes.

Protecting Public Healthcare

The delivery of public healthcare is mandated by the Canadian Health Act. This encompasses the full range of sexual and reproductive health care services, including abortion. These public health services continue to be restricted in various parts of the country through lack of meaningful access for many communities and groups. In addition, community-based sexual health centres are facing growing strains of increased demand for their services without the corresponding levels of funding to meet the needs of their community members. With the growth of increasing healthcare privatization, Canada is at risk of creating a two-tier healthcare system. A new government committed to making life affordable for people in Canada, especially in the wake of existential economic pressures, must invest in Canada's public healthcare infrastructure, including the full range of sexual and reproductive health care services.



Investing in sexual and reproductive services is cost-saving for the healthcare system. Investments in proactive measures can significantly reduce unnecessary spending and have a profound impact on the health and well-being of people in Canada.

Action Canada's asks:

- Make Health Canada's Sexual and Reproductive Health Fund (SRH) permanent, A-based funding. A permanent SRH Unit within Health Canada would ensure access and delivery of sexual and reproductive health services and information are prioritized within the implementation of the Canadian Health Act.
- Ensure compliance with the Canadian Health Act to stop the creeping privatization of healthcare in Canada.
- In collaboration with provincial and territorial governments, develop a comprehensive National Sexual Health Action Plan that includes consulting and funding community-based sexual health centres and abortion clinics as integral partners in achieving sexual and reproductive health goals.

Fighting Misinformation and Disinformation

Due to the financial benefits of ads, social media algorithms are financially incentivized to prioritize misinformation and disinformation. This has made it particularly challenging for accurate and rights-based sexual health content to be accessed by people online. In addition, these policy changes on online platforms have fueled polarization that continues to pit communities of people against each other. Suppressing access to life-saving sexual health information harms groups who are already marginalized and oppressed, including women, 2SLGBTQ+ people, sex workers, and youth. At the same time, young people are receiving substandard and inconsistent sexual health education in schools and community based sexual health centres are under increasing strain due to increased demand without corresponding increases in funding. Without access to accurate, inclusive sexual health information, communities everywhere will face poorer health outcomes.

Action Canada's asks:

- A human rights-based approach to regulating social media companies, where our rights to free expression, equality, and full participation in society are guaranteed.
- Launch a national strategy to equalize access to comprehensive sexuality education across provinces and territories.
- In collaboration with provincial and territorial governments, commit to the full implementation of the Canadian Sexual Health Education Guidelines and to develop a comprehensive National Sexual Health Action Plan that includes consulting and funding community-based sexual health centres as integral community partners in fighting mis- and disinformation.