



PAAB Strategic Planning

PAAB

2023 - 2025

Vision, Mission, and Values



VISION

Truthful and trustworthy health product advertising that promotes the health and safety of Canadians.



MISSION

The Pharmaceutical Advertising Advisory Board provides independent preclearance and advisory services that enable health product advertising to comply with the Canadian regulatory framework.



VALUES

PAAB's values guide our day-to-day actions and decisions. While internal and external forces may cause us to adjust our priorities, our values reflect the approach we take in all our work. We are proud that our work reflects the following values:

Integrity

We act in a professional, honest and ethical manner.

Competency

Our work is rigorous, evidence-based, consistent with Health Canada approved labels, current Canadian practice guidelines and responsive to changes in the broader advertising ecosystem.

Credibility

We are trusted, reliable advisors providing fair, consistent, balanced reviews and guidance.

Independence

We apply advertising standards in an impartial manner.

Excellence

We continuously improve and adapt our services, standards and workforce to exceed expectations by engaging our stakeholders.

Transparency

We communicate openly, accurately, and proactively to inform, educate and achieve fairness and balance in the marketplace.

Mandate & Scope

PAAB's current Mandate & Scope remain largely unchanged, with one deletion in the Scope based on September Retreat discussions.



MANDATE

The PAAB is an independent review agency whose primary role is to ensure that health product communication for prescription, non-prescription, biological and natural health products is accurate, balanced and evidence-based, and reflects current and best practice.

The PAAB also monitors trends in health product advertising and promotion and adjusts its code and practices as required to fulfill its mandate.



SCOPE

The scope of the PAAB includes promotional health product communication for prescription, non-prescription, biological and natural health products to health professionals in all media. PAAB also provides advisory comments on direct-to-consumer materials for prescription drugs.

Strategic Plan on a Page

VISION	<i>Truthful and trustworthy health product advertising that promotes the health and safety of Canadians</i>			
MISSION	The Pharmaceutical Advertising Advisory Board provides independent preclearance and advisory services that enable health product advertising to comply with the Canadian regulatory framework and support informed decisions about health products			
STRATEGIC GOALS	1) PAAB standards for health product advertising continue to be relevant for all stakeholders	2) PAAB's independent reviews and advisory services are highly valued by all key stakeholders	3) HCPs are aware of and value PAAB pre-cleared materials	4) PAAB promotes a culture of performance excellence
STRATEGIC OBJECTIVES	1.1 Provide leadership in the pharmaceutical advertising ecosystem by contributing to regulatory and policy updates 1.2 Update the advertising standards to reflect stakeholders' current and future needs	2.1 Ensure current service offerings meet stakeholder needs (operational) 2.2 Expand service offerings in alignment with market & stakeholder needs (governance) 2.3 Establish a compliance monitoring service/program with stakeholders	3.1 Outreach to HCPs to drive awareness that PAAB pre-cleared advertising materials are accurate and balanced 3.2 Engage with HCPs to ensure advertising is useful and informative 3.3 HCPs seek out the PAAB logo when consuming drug advertising	4.1 Enhance and adopt technologies to continuously improve PAAB's systems and workflows 4.2 Enable and motivate our people to grow, develop and contribute to a healthy culture of performance

Strategy Map

