

Sarah Lawley, Director

In her current role as Assistant Deputy Minister (ADM) of the Communications and Public Affairs Branch for Health Canada and Public Health Agency of Canada, Sarah provides expert level advice on how best to develop and communicate complex policies on health and public health issues. She leads her team to deliver innovative, evidence-based communications on health issues, leads risk and crisis communications responses to emerging issues, and delivers targeted health promotion initiatives, leveraging expertise in strategic communication, public education, marketing, advertising and partnerships to support improved health outcomes for everyone in Canada.

In her previous role as the ADM, Consultations & Communications at Finance Canada (2019-2021) Sarah led cross-country Pre-Budget Consultations and was responsible for the delivery of the annual federal Budget and Economic Update. In response to the COVID-19 pandemic, she led the public communications in support of the Economic Response Plan – the most significant undertaking in the history of the Department of Finance.

She has previously held executive level positions in both international affairs and communications functions within the federal government. In 2018, she was included in the inaugural list of Canadian Women in Global Health for her work representing Canada on the global stage, including on issues of mental health.

Sarah holds a B.A. with Highest Honours in Journalism from Carleton University.