

Robert F. Kennedy Jr. is the single leading source of anti-vax ads on Facebook | Ars Technica

By Beth Mole

November 15, 2019

Just two organizations were responsible for the majority of anti-vaccine advertisements on Facebook before the social media giant restricted such content in March of this year, according to [a November 13 study in the journal Vaccine](#).

Of 145 anti-vaccine Facebook advertisements that ran between May 31, 2017 and February 22, 2019, the World Mercury Project and a group called Stop Mandatory Vaccination together ran 54% of them.

[The World Mercury Project](#), which ran the most ads of any single source, is an organization closely aligned with the anti-vaccine group [Children's Health Defense](#). Both are spearheaded by Robert F. Kennedy Jr., an environmental lawyer turned prolific peddler of dangerous anti-vaccine misinformation. He and his organizations promote conspiracy theories about vaccine safety, including the roundly debunked claim that safe, life-saving immunizations are linked to autism. More recently, Kennedy has become [a prominent opponent](#) of [laws aimed at increasing vaccination rates](#) among school children.

[...]

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