



2024 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

World Mental Health Day

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World Mental Health Day in Canada, observed on October 10th, is a pivotal event that focuses on raising awareness and fostering understanding of mental health issues. It exemplifies Canada's dedication to prioritizing mental health, enhancing access to services, and cultivating a society that promotes the well-being of all Canadians. This feature highlights the significance of supporting mental health and showcases various initiatives aimed at reducing stigma, providing resources, and creating a supportive environment for individuals navigating mental health challenges.

Proposed topic highlights:

- ADVOCACY** — Addressing stigma, raising awareness, and promoting understanding of mental health issues
- RESEARCH & INNOVATION** — Encouraging and supporting research initiatives to advance the understanding, treatment, and prevention of mental illnesses, as well as exploring innovative approaches and technologies in mental health care.
- LEADERSHIP** — Shining a spotlight on mental health champions within community groups, healthcare sectors, and other organizations.
- SUPPORT** — Ensuring equitable access to mental health services and providing appropriate support systems, including early intervention and treatment options.

GET INVOLVED TODAY. CONTACT:

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Print/Digital Weekly Readers – 5,898,000
Print Weekly Readers – 2,697,000 | Digital Weekly Readers – 4,439,000

Source: Vividata SCC Fall 2022, National, Adults 18+

Standard Booking Deadline	Material Deadline	Publishing Date	Sponsor Content Booking Deadline
August 15	October 3	October 10	August 15