



# 2024 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

## Diabetes Awareness Month & World Diabetes Day

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It's time to change the conversation on diabetes



Diabetes, along with its complications, continues to exert a significant toll on individuals, families, and the Canadian healthcare system, affecting approximately 4,118,000 Canadians, constituting 10% of the population. November, marking Diabetes Awareness Month and culminating with World Diabetes Day on November 14, is a crucial opportunity to highlight treatment advancements and emphasize the urgency for initiatives in diabetes prevention and finding a cure.

### Proposed topic highlights:

**FORECAST** – Examining the future landscape of diabetes burden in Canada.

**ADVANCES & INNOVATION** – Exploring evolving therapies and technologies that can mitigate diabetes-related complications.

**AWARENESS EXPANSION** – Increasing understanding of the impacts of diabetes and identifying optimal strategies for enhancing health outcomes.

**INNOVATIVE HEALTH SUPPORTS** – Showcasing creative approaches to self-management and evolving services from diverse healthcare professionals.

### GET INVOLVED TODAY. CONTACT:

**RICHARD DEACON, Project Manager** T: 1.604.631.6636 E: [rdeacon@globeandmail.com](mailto:rdeacon@globeandmail.com)

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Print/Digital Weekly Readers – **6,063,000**  
Print Weekly Readers – **2,592,000** | Digital Weekly Readers – **4,645,000**

Source: Vividata SCC Fall 2023, National, Adults 18+

Standard Booking Deadline	Material Deadline	Publishing Date	Sponsor Content Booking Deadline
September 9	October 18	November 1, 14, 21	September 9