



2024 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

October is Children’s Vision Month

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October is Children’s Vision Month, an initiative championed by optometric associations across Canada to spotlight the critical importance of regular comprehensive eye examinations for children. This month underscores the impact that undiagnosed vision and eye health issues can have on a child’s educational and developmental trajectory. This special feature, published in conjunction with leading partners, will spotlight the essential role that eye health plays in a child’s overall well-being, highlighting stories of early diagnosis, expert insights, and practical advice for parents and educators to ensure every child has the vision support they need to succeed.

Proposed topic highlights:

Importance of Early Detection: Highlighting how early comprehensive exams can address vision problems and eye conditions before they impact learning and development.

Impact: Exploring how vision problems can hinder academic performance as well as social and physical development.

Prevention: Educating caregivers on the importance of regular comprehensive eye examinations and proper eye care to maintain good vision and eye health.

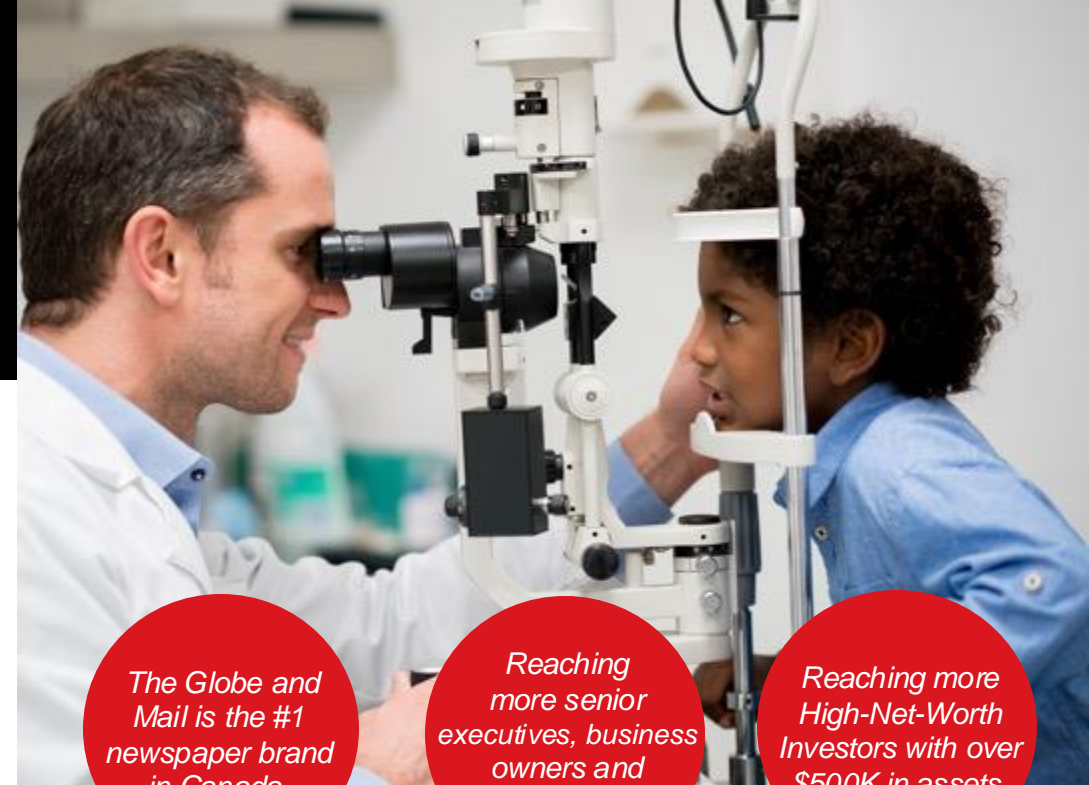
Resources: Guidance on where to find eye care services and educational materials.

Technology: Showcasing the latest advancements in diagnostic tools and treatments for paediatric vision issues.

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RICHARD DEACON, Project Manager T: 1.604.631.6636 E: rdeacon@globeandmail.com

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Print/Digital Weekly Readers – **5,958,000**
Print Weekly Readers – **2,477,000** | Digital Weekly Readers – **4,722,000**

Source: Vividata SCC Spring 2024, National, Adults 18+

| Standard Booking Deadline | Material Deadline | Publishing Date | Sponsor Content Booking Deadline |
|---------------------------|-------------------|-----------------|----------------------------------|
| September 26 | October 21 | October 28 | September 26 |