



2025 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

National Childhood Obesity Awareness Empowering Healthier Generations

INTEGRATED CONTENT FEATURES: Turnkey solutions in which participating advertisers can be mentioned or quoted in at least one story.

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In the last 30 years, obesity rates among children and youth in Canada have nearly tripled, underscoring the urgent need for action as we observe National Childhood Obesity Awareness Month in September. This special feature will explore the multifaceted approach required to combat childhood obesity effectively, offering insights and actionable strategies for a healthier future.

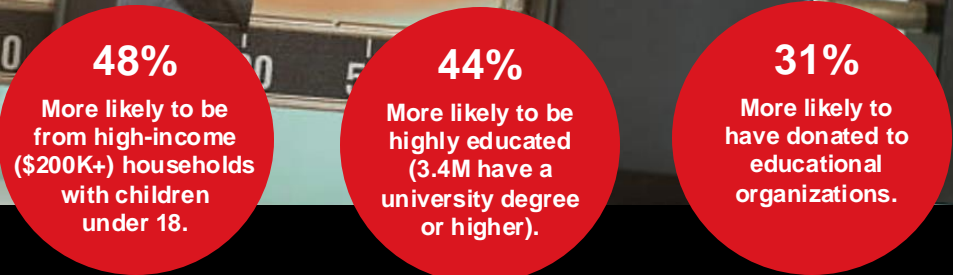
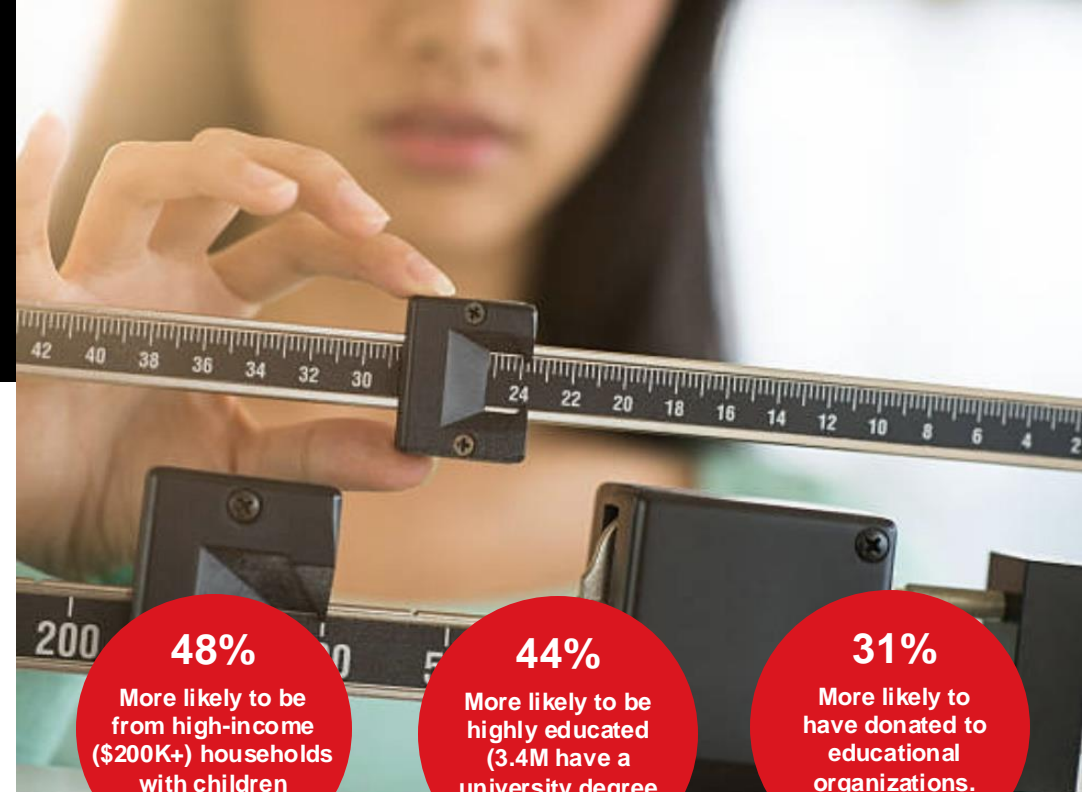
Proposed topic highlights:

- Preventive Measures:** Best practices for nutrition and physical activity that support maintaining a healthy weight in children.
- Educational Impact:** How schools and educational initiatives are crucial in integrating lifelong healthy habits among children.
- Community Involvement:** Success stories from programs that engage families and communities in promoting active, healthy lifestyles.
- Innovative Solutions:** Cutting-edge technologies and innovative strategies that are making significant strides in combating childhood obesity.

GET INVOLVED TODAY. CONTACT:

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

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Print/Digital Weekly Readers – **5,941,000**
Print Weekly Readers – **2,580,000** | Digital Weekly Readers – **4,607,000**

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

Standard Booking Deadline	Material Deadline	Publishing Date	Sponsor Content Booking Deadline
July 14	September 5	September 13	July 14