

2025 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

Shining a Light on Spinal Muscular Atrophy Recognizing SMA Awareness Month – August 2025

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

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Autism Acceptance and Inclusion



Spinal Muscular Atrophy (SMA) is a rare neuromuscular disorder that affects one in 6,000 babies born in Canada, gradually weakening the muscles needed for movement, eating, and breathing. While the physical impact can be profound, individuals living with SMA continue to lead full lives—with strong intellectual abilities and rich emotional connections. August marks **SMA Awareness Month**, offering a timely opportunity to share stories of resilience, amplify advocacy, and spotlight the latest research and support initiatives across Canada.

Proposed topic highlights:

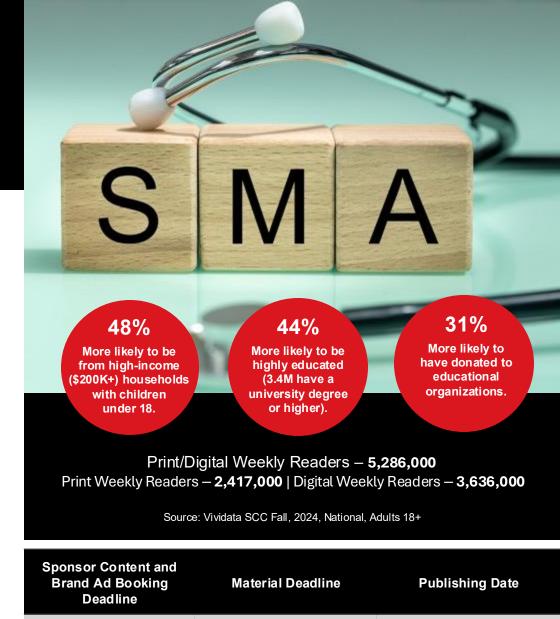
- Living with SMA: Stories and insights into what an SMA diagnosis means for individuals and families.
- **Raising Awareness**: How advocacy groups and individuals are working to educate the public and policymakers.
- **Support Networks**: A look at the organizations and communities helping Canadians navigate life with SMA.
- **Research & Innovation**: Canadian breakthroughs in treatment, care, and hope for a cure.

• Access to Care: Exploring the challenges and progress in ensuring timely diagnosis, treatment access, and equitable care for all Canadians.

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July 28

August 4

June 16