



2025 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

CPR Month

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

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Heart Health Month

Tuesday, February 19, 2025

Produced by Randall Anthony Communications. The Globe's Editorial Department was not involved.

Taking action to improve cardiovascular health care and outcomes for Canadian women

66 Women's heart health is a critical issue, and it's time to take action. The Canadian Heart Health Alliance is a national organization that advocates for women's heart health. They are currently working on a campaign to raise awareness and encourage women to take action to improve their heart health. This includes things like getting regular checkups, eating a healthy diet, and staying active. The campaign is called "Heart Health Month" and is taking place in February. It's a great time to focus on heart health, and the Canadian Heart Health Alliance is doing a great job of leading the way.

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ABOUT HEART HEALTH CANADA

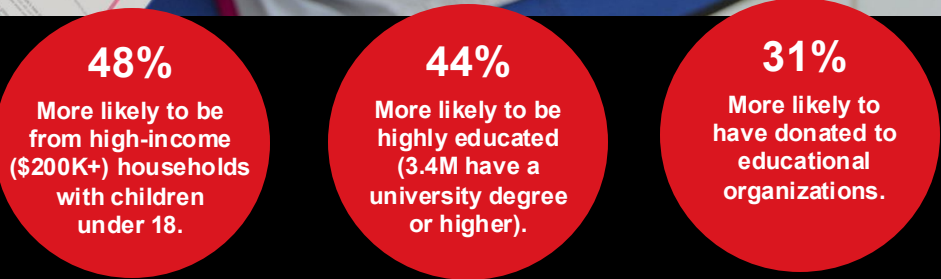
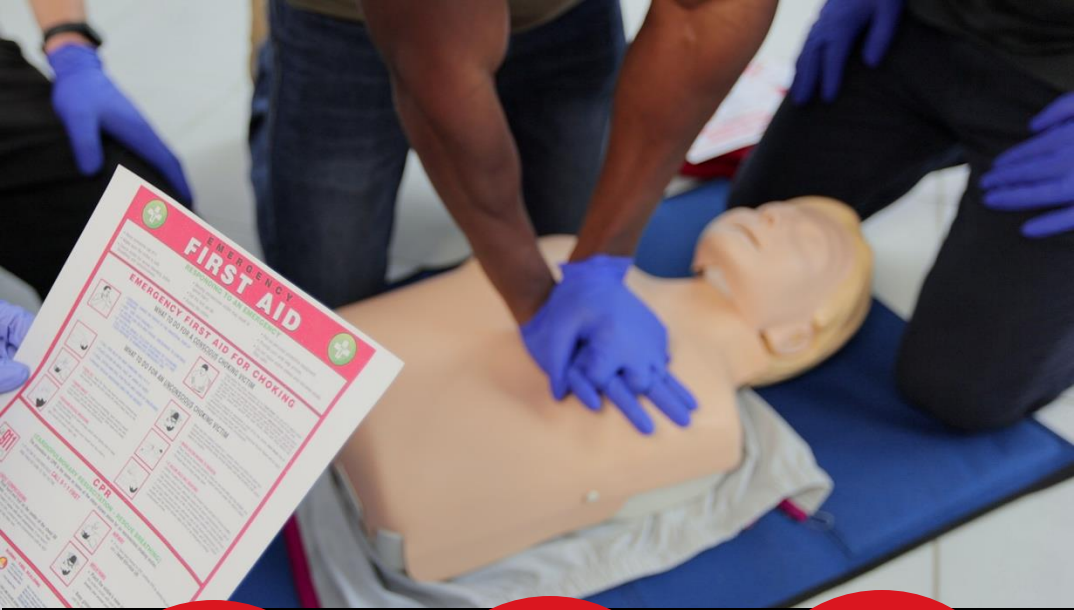
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Sudden cardiac arrest can strike anyone, anywhere — yet fewer than one in five Canadians feel confident performing CPR. This special feature, timed for CPR Month in November, will spotlight how rapid action during cardiac emergencies can mean the difference between life and death — and highlight the tools, training, and programs empowering more Canadians to act with confidence in critical moments.

- Proposed topic highlights:**
- Stronger Communities Through Training:** How national CPR and AED education efforts are building a culture of lifesaving readiness.
 - Empowering Schools and Workplaces:** The growing movement to integrate CPR and AED training into businesses, public spaces, and classrooms.
 - Impact in Action:** Real-life stories of survival that showcase how trained bystanders made all the difference.
 - Innovations in Access and Education:** Digital tools, mobile training units, and community-based initiatives helping make CPR training more inclusive.
 - Linking Prevention and Preparedness:** Raising awareness of heart health and the critical role CPR plays in reducing cardiac-related deaths.
 - Advocacy and Public Policy:** How organizations and policymakers are working to improve AED access and strengthen Good Samaritan protections.

GET INVOLVED TODAY. CONTACT:
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Content produced by Randall Anthony Communications, a Globe-approved provider



Print/Digital Weekly Readers – **5,286,000**
Print Weekly Readers – **2,417,000** | Digital Weekly Readers – **3,636,000**

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

Sponsor Content and Brand Ad Booking Deadline	Material Deadline	Publishing Date
September 15	October 27	November 3