

2026 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

## **Alzheimer's Awareness Month**

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ALZHEIMER'S AWARENESS MONTH



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Alzheimer's disease is a significant health challenge in Canada, affecting a growing number of individuals as the population ages. Efforts are ongoing to raise awareness about Alzheimer's disease and related dementias, emphasizing the importance of early detection, understanding, and support for those impacted by this debilitating illness. Organizations across the country work tirelessly to build compassion, reduce stigma, and inspire a greater commitment to finding effective treatments and, ultimately, a cure for this devastating disease. Strategically timed for Alzheimer's Awareness Month.

## Proposed topic highlights:

**AWARENESS** — Increasing knowledge about Alzheimer's disease, its symptoms, risk factors, and impact on individuals and their families. **ADVOCACY**— Encouraging advocacy efforts to promote public policies

that support Alzheimer's research, care, and support services.

**SUPPORT & CARE** — Emphasizing the importance of comprehensive support and high quality care.

**RESEARCH & INNOVATION** — Highlighting advancements in brain health research, including potential treatments, risk reduction strategies, and efforts to find a cure.

**SUCCESS STORIES** — Sharing the experiences and stories of individuals and families affected by Alzheimer's to foster empathy and understanding.

## **GET INVOLVED TODAY. CONTACT:**

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