



2026 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

Reimagining Dementia Care & Preparation

Dignity, security, and support for all

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Dementia is one of the most pressing health challenges facing Canada's aging population. An estimated 600,000 Canadians are currently living with dementia, a figure expected to nearly double by 2030. Beyond the emotional toll, the costs of care — whether at home or in long-term facilities — are staggering, and often fall heavily on families. This special feature will spotlight how Canadians are navigating the realities of dementia, the support systems available, and the strategies to prepare for the future with dignity and financial security.

- Proposed topic highlights:**
- The Role of Caregivers** - Exploring the contributions that keep many dementia patients supported.
 - Hidden Financial Pressures** - How out-of-pocket costs for home care, long-term facilities, and medical support can be managed.
 - Planning Before a Crisis** - Why it's vital to address power of attorney, wills, and care preferences early.
 - Protecting Vulnerable Canadians** - Examining the heightened risk of fraud and financial abuse for seniors with dementia and the safeguards that can help.
 - Innovation and Community Support** - Highlighting programs, organizations, and partnerships that provide education, advocacy, and relief for families across Canada.

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

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

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

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