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A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

Fifty years after the end of the baby boom in 1966, the oldest members of this generation reach 70 in 2016. By 2036, the senior population in Canada (65 years and over) is expected to represent up to a quarter of the total population. While life expectancy has increased dramatically for both men and women, it is important to keep in mind that prevention measures, such as a healthy lifestyle, early detection of diseases, immunizations and injury prevention, can significantly add to a boomer's quality of life.

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	MAY 18, 2016 SEPTEMBER 26, 2016 NOVEMBER 29, 2016	APRIL 6, 2016 AUGUST 15, 2016 OCTOBER 18, 2016	MAY 11, 2016 SEPTEMBER 19, 2016 NOVEMBER 22, 2016

This series – published in the Globe and Mail's life section – will include the following highlights:

REGULAR CHECKUPS. A great number of diseases can be prevented, forestalled or minimized, we ask the experts what to pay attention to at regular health screenings.

A HEALTHY WEIGHT. An estimated three-fourths of adults aged 60 and older are overweight – we look at the risk factors associated with obesity and explore tips for maintaining a healthy weight.

THE BIG DISEASES: What do boomers need to be aware of when it comes to cardiovascular disease, diabetes, respiratory conditions and cancer?

MENTAL AND EMOTIONAL WELL-BEING. What roles do stress, anxiety, depression and mental overload play in mental deterioration and how can boomers benefit from staying mentally and emotionally engaged?

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3.9 million

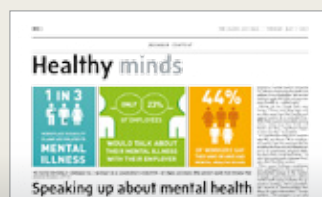
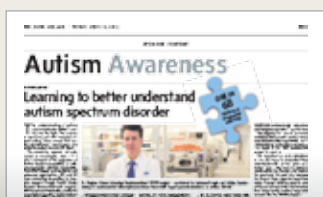
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THE HEALTH OF CANADA'S BOOMERS



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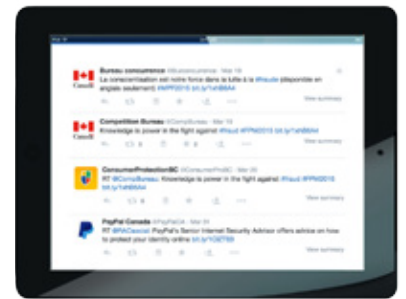
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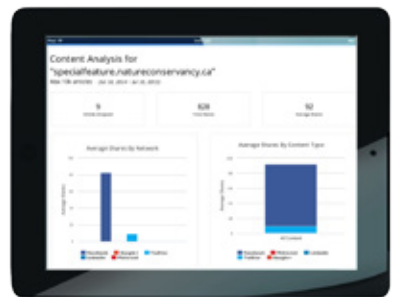
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