

A PRINT AND ONLINE ADVERTISING FEATURE IN CANADA'S #1 NATIONAL NEWSPAPER AND #1 NEWS WEBSITE



HEALTHY MINDS

A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

Mental health is the number one cause of disability in Canada, accounting for nearly 30 per cent of disability claims and 70 per cent of total costs. Mental illnesses, which can take many forms, are still widely feared and misunderstood, which can prevent people from seeking help and accessing the services that allow them to develop the personal tools to lead meaningful and productive lives. During Mental Health Week, Canadians are encouraged to learn and engage with others on all issues relating to mental health.



GOING LIVE IN PRINT AND ONLINE:
MAY 4, 2017

GET INVOLVED BY:
MARCH 23, 2017

MATERIALS DUE:
APRIL 27, 2017

Published during Mental Health Awareness Week, May 1 to 7, this special feature will include the following editorial highlights:

AWARENESS AND ADVOCACY. We highlight Canadian leaders and organizations that raise awareness of mental health issues and support the resilience and recovery of people experiencing mental illness through advocacy, education, research and service.

WORKPLACE. What are some of the resources, strategies and programs that help businesses and organizations create a climate of openness and support in the workplace?

RESEARCH AND INNOVATION. We explore the new findings and innovative approaches that are making a difference in the lives of people affected by mental illness.

CHILDREN AND YOUTH. Where can the families of young Canadians impacted by mental health issues turn to for support?

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3.6 million

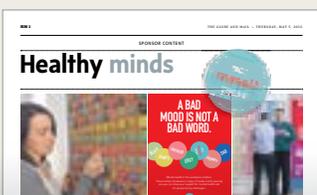
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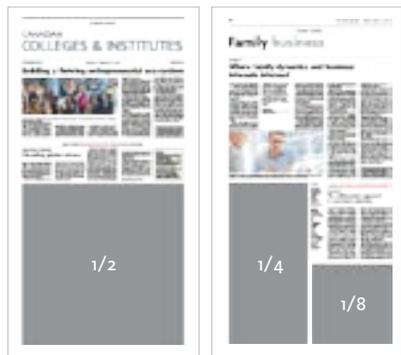
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