

# Diabetes Awareness Month



**PUBLICATION DATE:** Saturday, November 7  
**GET INVOLVED BY:** Friday, September 25  
**MATERIAL DUE:** Wednesday, October 23

**INVESTMENT:** SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

At a time when we are more aware than ever that health risks can lead to devastating outcomes, Diabetes Awareness Month presents an opportunity to highlight the plight of the 11 million Canadians – or one in three of us – living with diabetes or prediabetes. Every three minutes, another Canadian receives a new diabetes diagnosis, and this special feature highlights the efforts of advocates, organizations, researchers and innovators across the country, who are stepping up their efforts to improve the quality of life for Canadians with diabetes with the ultimate goal to end diabetes.

**Proposed topic highlights:**

**ADVOCACY & EDUCATION** – Helping Canadians manage diabetes 24 hours a day, seven days a week for 365 days of the year.

**STRATEGY** – A framework for reducing risks, improving health and ending diabetes.

**HEALTH & WELL-BEING** – Balancing healthy living, nutrition, exercise and support for better outcomes.

**RESEARCH & INNOVATION** – World-leading diabetes research promising hope.

**GET INVOLVED TODAY. CONTACT:**

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**PRINT:** National Edition  
**936,000 WEEKDAY PRINT READERS**  
Source: Vividata Winter 2020 Readership Study National

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Source: Omniture, Doubleclick

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