

Bone health



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INVESTMENT: SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

November is Osteoporosis Month, a chance to highlight the impact of what is often called “the silent thief,” because bone loss can occur without symptoms. This special feature will highlight the impact of osteoporosis on Canadian society, where at least one in three women and one in five men will suffer from an osteoporotic fracture during their lifetime, as well as the insights and efforts dedicated to making a difference.

Proposed topic highlights:

IMPACT - Fractures from osteoporosis are more common than heart attack, stroke and breast cancer combined, what does this mean for Canadians?

PREVENTION & INTERVENTION - From lifestyle choices and supplements to treatment and pain management options.

RESEARCH & INNOVATION - What are the latest findings and developments for improving bone health?

AGING - Advice and support for reducing the risk of complications associated with osteoporosis for older Canadians.

GET INVOLVED TODAY. CONTACT:

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Source: Comscore Media Metrix Multi-Platform,
Jul-Sep 2020 (Q3) Average

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Source: Vividata Fall 2020, National, A14+

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