

# Diabetes – today and tomorrow

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INVESTMENT: SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

Despite medical advances, one in three Canadians lives with diabetes or prediabetes. Alarming, the rates of prevalence continue to rise. Raising awareness and understanding about the risks and complications associated with diabetes is an important. This special feature will highlight the latest efforts by companies, researchers and other supportive bodies dedicated to improving the quality of life of Canadians with diabetes and putting an end to this disease.

### Proposed topic highlights:

**ADVOCACY** – Why awareness and helping Canadians manage diabetes is key to a final solution.

**RESEARCH & INNOVATION** – How new research findings, products and technologies offer hope.

**GUIDANCE** – Why healthy living, nutrition, exercise, medication adherence and other areas makes a difference.

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