

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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DIABETES - TODAY AND TOMORROW

PEOPLE WITH DIABETES ARE:

- 25 times more likely to experience disability
- 12 times more likely to be hospitalized for stroke, heart-related illness
- 11.7 million Canadians are living with diabetes and prediabetes
- 3 times more likely to be hospitalized for heart attack, stroke and peripheral vascular disease
- 20 times more likely to be hospitalized with non-traumatic brain injury

Diabetes reduces lifespan by 5 to 15 years

Diabetes at diabetes.ca/diabetes

LET'S CHANGE THE CONVERSATION ABOUT DIABETES. ENDING THE STIGMA UNDERPINS EFFORTS TO MORE EFFECTIVELY SUPPORT PEOPLE LIVING WITH DIABETES