

# World Diabetes Day

**PUBLICATION DATE:** Monday, November 14

**GET INVOLVED BY:** Monday, October 3

**MATERIAL DUE:** Monday, November 7

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

Diabetes has been called one of the most significant health-care crises of our time. Today, 11.7 million Canadians have diabetes or prediabetes, and the numbers are projected to grow in the coming years. November is Diabetes Awareness Month – a time to raise awareness about the individual and national toll of the diabetes epidemic. The feature will be strategically timed on World Diabetes Day. It is also an opportunity to profile progress that is improving the health and well-being of individuals living with this chronic disease, while the effort continues to find a cure and create a future without diabetes.

## Proposed topic highlights:

**AWARENESS** – Expanding understanding of the impacts of diabetes on physical and mental health and strategies for ending stigma.

**RESEARCH & INNOVATION** – How evolving therapies and technologies are enhancing self-management for people with diabetes.

**HEALTH CARE SUPPORTS** – Improving access to care and profiling services from a range of health-care professionals.

**TRENDS** – Rising incidence of diabetes in Canada and new approaches to help reduce the health risks over the longer term.

**Sponsor content is available. Speak to your account manager for more information.**

**GET INVOLVED TODAY. CONTACT:**

**RICHARD DEACON, Project Manager T: 1.604.631.6636**

**E: [rdeacon@globeandmail.com](mailto:rdeacon@globeandmail.com)**

## INTEGRATED CONTENT FEATURES

ARE TURNKEY ADVERTORIAL  
SOLUTIONS. PARTICIPATING  
ADVERTISERS  
CAN BE MENTIONED/QUOTED  
WITHIN CONTENT SPACE.

## THE GLOBE AND MAIL DELIVERS YOUR BEST AUDIENCE

**PRINT/DIGITAL: National Edition  
6,367,000 WEEKLY PRINT/DIGITAL  
READERS**

Source: Vividata Fall 2021, National A14+

**PRINT: National Edition  
714,000 WEEKDAY PRINT READERS**

Source: Vividata Fall 2021, National, A14+

**Click on the report below to  
see a similar feature**

SPONSOR CONTENT PROVIDED BY DIABETES CANADA COMMUNICATIONS. THE GLOBE AND MAIL EDITORIAL DEPARTMENT HAS NOT REVIEWED.

### DIABETES - TODAY AND TOMORROW

PEOPLE WITH DIABETES ARE:

<b>25 times more</b> likely to experience stroke risk	<b>12 times more</b> likely to be hospitalized for kidney failure needing dialysis	<b>11.7 million</b> Canadians are living with diabetes or prediabetes	Diabetes Canada's vision is a world free of the effects of diabetes. That's why they're working to improve the quality of life of people living with diabetes. They're sharing knowledge and creating connections for individuals and the health-care professionals who care for them, advocating through public policy and funding research to improve treatments and find a cure to end diabetes.
<b>3 times more</b> likely to be hospitalized for heart attack, stroke and peripheral vascular disease	<b>20 times more</b> likely to be hospitalized with non-traumatic lower limb amputations		<b>Diabetes reduces lifespan by 5 to 15 years</b>

Source: Statista Canada. Donate at [diabetes.ca/donate](https://diabetes.ca/donate)

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

