



2023 NATIONAL INTEGRATED CONTENT FEATURE – DIGITAL AND NEWSPAPER

# Diabetes - today and tomorrow

**INTEGRATED CONTENT FEATURES: Turnkey solutions in which participating advertisers can be mentioned or quoted in at least one story.**

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### DIABETES - TODAY AND TOMORROW

PEOPLE WITH DIABETES ARE:

- 25 times more** likely to experience complications
- 12 times more** likely to be hospitalized for heart attack, stroke and peripheral vascular disease
- 3 times more** likely to be hospitalized with non-traumatic lower limb amputations
- 11.7 million** Canadians are living with diabetes or prediabetes
- 20 times more** likely to be hospitalized with non-traumatic lower limb amputations

Diabetes reduces lifespan by 5 to 15 years

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.

Diabetes.ca/diabetes

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

**46** It's critical to mental health about 20 years ago, when original diabetes research was published. The fact that we have nearly 12 million Canadians living with diabetes today is a stark reminder of the impact of this disease. In the same way, it can be said that mental health is a growing concern. This growing disease is causing the stigma of mental health to be a significant barrier to health and quality of life for many people living with diabetes. It's time to change the conversation about diabetes and mental health. Let's work together to end the stigma and support people living with diabetes.

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Despite medical advances, one in three Canadians lives with diabetes or prediabetes. Alarmingly, 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 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.

### GET INVOLVED TODAY. CONTACT:

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Print/Digital Weekly Readers – **5,898,000**  
Print Weekly Readers – **2,697,000** | Digital Weekly Readers – **4,439,000**

Source: Vividata SCC Fall 2022, National, Adults 18+

Standard Booking Deadline	Material Deadline	Publishing Date	Sponsor Content Booking Deadline
Wed., March 20	Monday, May 1	Monday, May 8	Wed., March 20