



2023 NATIONAL INTEGRATED SPECIAL REPORT –  
DIGITAL AND NEWSPAPER

# World Diabetes Day

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

Click on the report below to see a similar past feature

SPONSOR CONTENT

PRODUCED BY RANDALL ANTHONY COMMUNICATIONS FOR THE GLOBE AND MAIL. ADVERTISING DOES NOT ENDORSE.

### DIABETES - TODAY AND TOMORROW

PEOPLE WITH DIABETES ARE:

**25 times more**  
likely to experience vision loss

**12 times more**  
likely to be hospitalized for serious or preventing diabetes

**11.7 million**  
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 healthcare professionals who care for them, advocating through public policy, and funding research to improve treatments and find a cure to end diabetes.

**Diabetes reduces lifespan by 5 to 15 years**

Source: Diabetes Canada

**Seize the momentum**  
Diabetes community calls for implementation of the Diabetes Framework with funding and concrete action this spring.

**1** Diabetes is a leading cause of death in Canada. It's a chronic condition that affects 11.7 million Canadians. It's a disease that can be prevented and managed. But it's not always easy to do so. That's why Diabetes Canada is calling for action. They want to see the Diabetes Framework implemented. They want to see funding and concrete action this spring. They want to see the Diabetes Framework implemented. They want to see funding and concrete action this spring.

**2** Diabetes is a leading cause of death in Canada. It's a chronic condition that affects 11.7 million Canadians. It's a disease that can be prevented and managed. But it's not always easy to do so. That's why Diabetes Canada is calling for action. They want to see the Diabetes Framework implemented. They want to see funding and concrete action this spring. They want to see the Diabetes Framework implemented. They want to see funding and concrete action this spring.

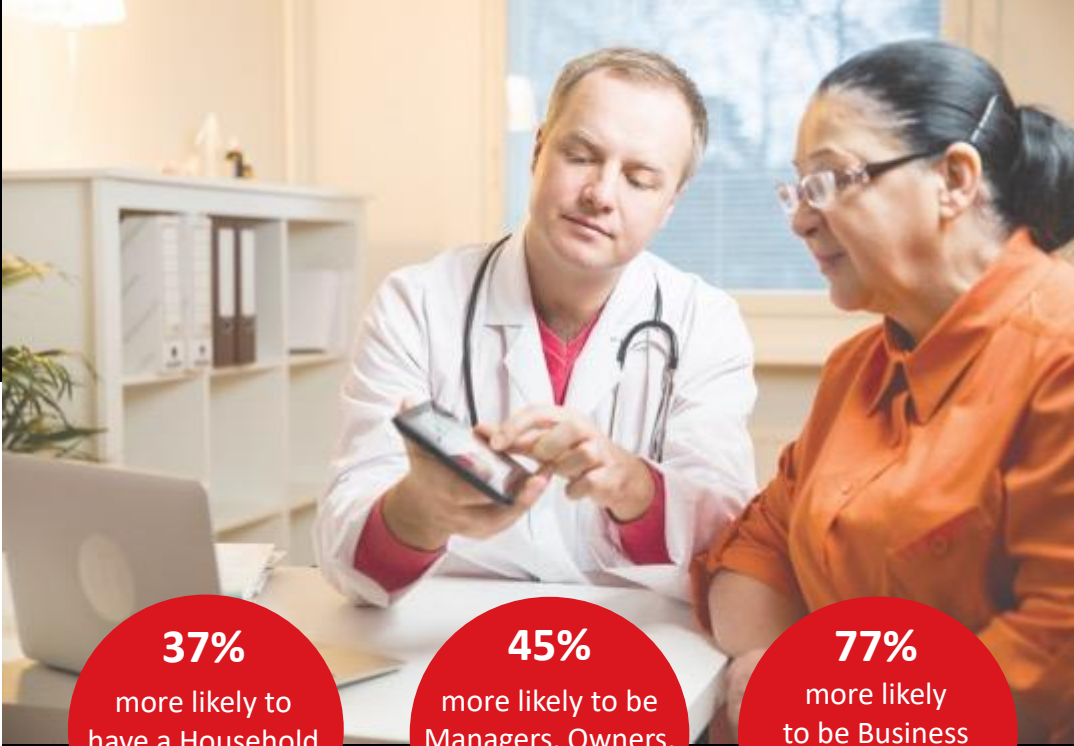
**3** Diabetes is a leading cause of death in Canada. It's a chronic condition that affects 11.7 million Canadians. It's a disease that can be prevented and managed. But it's not always easy to do so. That's why Diabetes Canada is calling for action. They want to see the Diabetes Framework implemented. They want to see funding and concrete action this spring. They want to see the Diabetes Framework implemented. They want to see funding and concrete action this spring.

**4** Diabetes is a leading cause of death in Canada. It's a chronic condition that affects 11.7 million Canadians. It's a disease that can be prevented and managed. But it's not always easy to do so. That's why Diabetes Canada is calling for action. They want to see the Diabetes Framework implemented. They want to see funding and concrete action this spring. They want to see the Diabetes Framework implemented. They want to see funding and concrete action this spring.

**5** Diabetes is a leading cause of death in Canada. It's a chronic condition that affects 11.7 million Canadians. It's a disease that can be prevented and managed. But it's not always easy to do so. That's why Diabetes Canada is calling for action. They want to see the Diabetes Framework implemented. They want to see funding and concrete action this spring. They want to see the Diabetes Framework implemented. They want to see funding and concrete action this spring.

World Diabetes Day stands as an annual global beacon, illuminating the urgency of understanding, preventing, and managing diabetes. Observed on November 14th, this day unites individuals, communities, and organizations to raise awareness about the impact of diabetes and advocate for better care and education. Through a shared commitment, World Diabetes Day empowers a collective response to a pressing health concern, fostering hope, knowledge, and action on a worldwide scale.

- Proposed topic highlights:**
- AWARENESS** — Spreading knowledge about diabetes types, risks, and symptoms.
  - EQUAL ACCESS** — Ensuring fair access to diabetes care and supplies.
  - RESEARCH** — Highlighting latest breakthroughs for better treatments and life.
  - HEALTHY LIFESTYLES** — Encouraging habits to avert diabetes, especially type 2.
  - MANAGEMENT** — Strategies for medication, monitoring, and care.



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
September 22	November 7	November 14	September 22

**GET INVOLVED TODAY. CONTACT:**  
**RICHARD DEACON, Project Manager** T: 1.604.631.6636 E: [rdeacon@globeandmail.com](mailto:rdeacon@globeandmail.com)

Content produced by Randall Anthony Communications, a Globe-approved provider