



2023 NATIONAL INTEGRATED CONTENT FEATURE – DIGITAL AND NEWSPAPER

# Mental Health

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

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This feature exemplifies Canada's dedication to prioritizing mental health, enhancing access to services, and cultivating a society that promotes the wellbeing of all Canadians. It will highlight the significance of supporting mental health and showcases various initiatives aimed at reducing stigma, providing resources, and creating a supportive environment for individuals navigating mental health challenges.

- Proposed topic highlights:**
- ADVOCACY** — Addressing stigma, raising awareness, and promoting understanding of mental health issues
  - RESEARCH & INNOVATION** — Encouraging and supporting research initiatives to advance the understanding, treatment, and prevention of mental illnesses, as well as exploring innovative approaches and technologies in mental health care.
  - LEADERSHIP** — Shining a spotlight on mental health champions within community groups, healthcare sectors, and other organizations.
  - SUPPORT** — Ensuring equitable access to mental health services and providing appropriate support systems, including early intervention and treatment option

**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

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Standard Booking Deadline	Material Deadline	Publishing Date	Sponsor Content Booking Deadline
October 9	November 13	November 20	October 9