



2024 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

World Health Day

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World Health Day in Canada is celebrated on April 7th, aligning with the global observance led by the World Health Organization (WHO). This significant day brings together the Canadian government, healthcare organizations, and communities to raise awareness about key health concerns, promote health equity, and emphasize the importance of accessible healthcare services for all Canadians. It underscores Canada's commitment to fostering a healthier population and highlights the collaborative efforts needed to address health challenges and promote a better quality of life for all.

Proposed topic highlights:

LEADERSHIP — Highlighting healthcare trailblazers who are paving the way for a healthier future

HEALTH EQUITY — Addressing health disparities, advocating for equal opportunities, and recognizing the impact of social, economic, and environmental factors on overall health.

LIFESTYLE — Encouraging individuals to adopt healthy habits such as regular physical activity and balanced nutrition.

PREVENTION — Raising awareness about preventive measures, vaccinations, and strategies to combat various diseases and public health challenges.

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
February 15	March 28	April 4	February 15