



2024 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

Heart Health

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Exploring the heart-brain connection



LEADING HEALTH CHARITIES BRAIN CANADA AND HEART & STROKE JOIN FORCES IN MULTIDISCIPLINARY RESEARCH ENDEAVOUR

Leading health charities Brain Canada and Heart & Stroke have joined forces in a multidisciplinary research endeavour to explore the connection between the heart and the brain. The research will focus on understanding how heart health impacts brain function and vice versa, with the goal of developing better treatments and prevention strategies for both conditions.

66 The heart and brain are closely connected, and understanding their relationship is crucial for improving health outcomes. This research will explore how heart health impacts brain function and vice versa, with the goal of developing better treatments and prevention strategies for both conditions.

66 We want to encourage everyone to take control of their health by adopting a healthy lifestyle, including regular exercise, a balanced diet, and stress management. This research will help us understand how heart health impacts brain function and vice versa, with the goal of developing better treatments and prevention strategies for both conditions.

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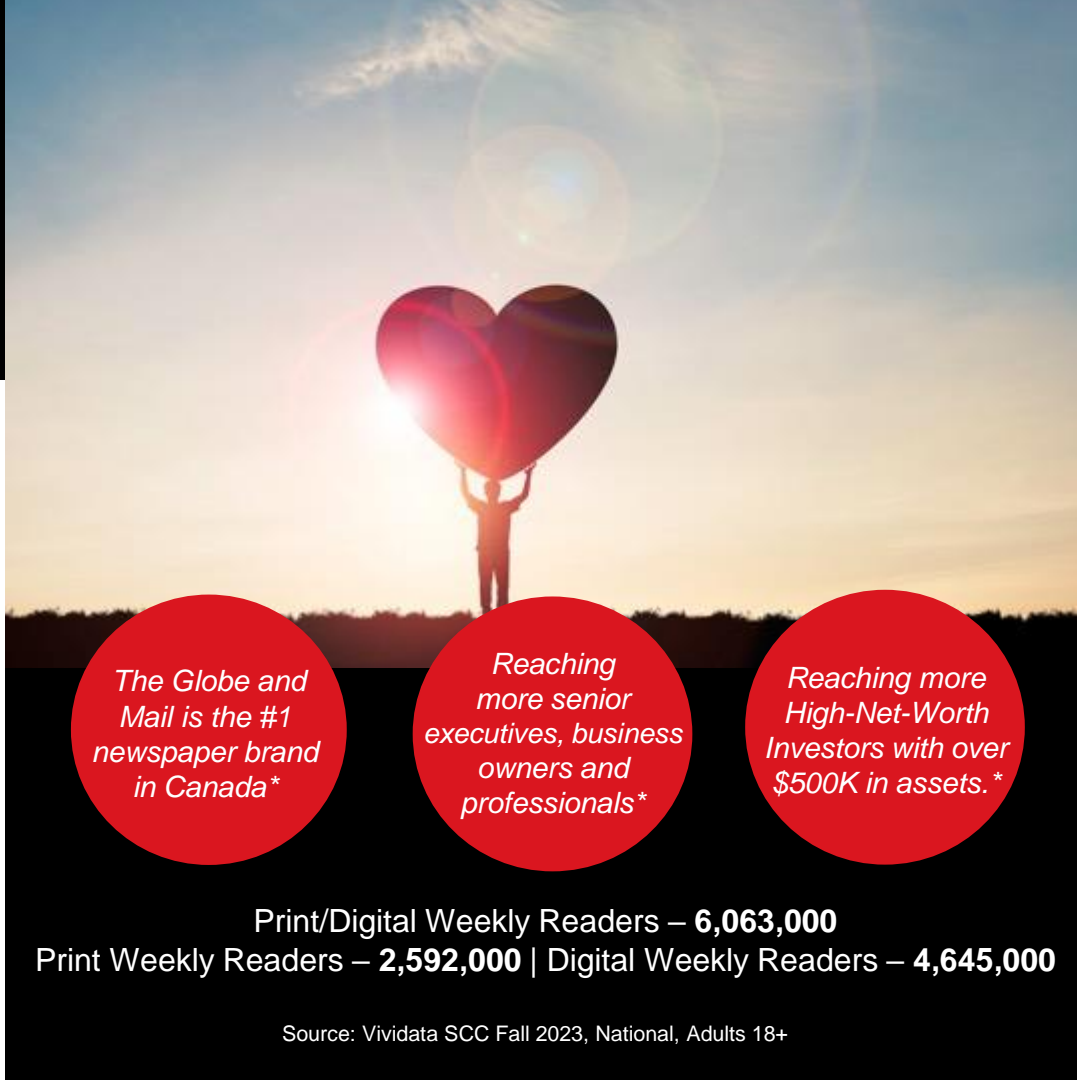
In Canada, Heart Disease stands as the second leading cause of death, underscoring the increasing significance of prioritizing heart health for the attainment of a long and fulfilling life. By emphasizing early detection and education, health organizations and professionals champion awareness about cardiovascular well-being. Regular check-ups, medications and adopting heart-healthy lifestyles with regular exercise, a balanced diet, and effective stress management, play a pivotal role. This unified effort empowers individuals with knowledge, support and tools to prioritize cardiovascular health for a sustained and improved quality of life.

Proposed topic highlights:

- CARDIO EDUCATION** — Emphasizing the importance of maintaining a healthy heart, and expert tips on how to do it.
- RESEARCH & INNOVATION** — Exploring the latest treatments to treat and prevent quality of life for those living with heart diseases
- TECH SOLUTIONS** — Leveraging technology for heart health monitoring and management.
- PERSONALIZED THERAPIES** — Exploring personalized approaches to address individual heart health needs.
- PREVENTION** — Lowering heart risks with balanced diets, regular exercise and stress management.

GET INVOLVED TODAY. CONTACT:
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Print/Digital Weekly Readers – **6,063,000**
 Print Weekly Readers – **2,592,000** | Digital Weekly Readers – **4,645,000**

Source: Vividata SCC Fall 2023, National, Adults 18+

Standard Booking Deadline	Material Deadline	Publishing Date	Sponsor Content Booking Deadline
February 27	April 9	April 16	February 27
September 9	October 14	October 21	September 9