



2024 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

World Digestive Health Day

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

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World Digestive Health Day, observed annually on May 29th, seeks to raise awareness about digestive disorders and foster healthy digestive habits on a national scale. This feature will spotlight the importance of education, advocacy and research in digestive health, as well as the dedicated healthcare professionals and organizations that are leading advancements for Canadians nationwide.

Proposed topic highlights:

- ADVOCACY:** Promoting awareness, education, and policy changes to improve digestive health outcomes.
- RESEARCH AND INNOVATION:** Highlighting advancements in research, medical treatments, and innovations.
- ACCESS TO CARE:** Addressing disparities in access to healthcare services, diagnostic tools, and treatment options.
- EARLY DETECTION AND PREVENTION:** Emphasizing the importance of early detection, screening, and preventive measures.

GET INVOLVED TODAY. CONTACT:

RICHARD DEACON, Project Manager T: 1.604.631.6636 E: rdeacon@globeandmail.com

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

Standard Booking Deadline	Material Deadline	Publishing Date	Sponsor Content Booking Deadline
April 10	May 22	May 29	April 10