



2024 NATIONAL INTEGRATED SPECIAL REPORT –  
DIGITAL AND NEWSPAPER

# Mental Health

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In Canada in any given year, 1 in 5 people will experience a mental health problem or illness. Optimal mental health enables individuals to cope with stress, maintain focus, and adapt to challenges effectively. Recognizing the importance of mental health in maximizing human potential, efforts to promote mental well-being are essential across various domains, including education and workplace environments. By emphasizing mental health research, initiatives, and support, Canadians can look forward to a brighter future in mental health.

**Proposed topic highlights:**

- Awareness:** Promoting understanding and reducing stigma related to mental health issues like anxiety, depression, and stress disorders.
- Access to support:** Ensuring fair access to mental health resources such as counselling, therapy, and support groups.
- Prevention and Early Intervention:** Implementing measures and strategies to address mental health issues before they worsen.
- Lasting change:** Exploring ways to integrate mental health support into mainstream healthcare.
- Collaboration:** Institutions and organizations' contribution to societal well-being through collective efforts.



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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
May 30	July 11	July 18	May 30

**GET INVOLVED TODAY. CONTACT:**

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