

February 2023 marked the first-ever Health Canada recognized  
**Preventative Health Awareness Month**  
and it was a tremendous success!



This one month-long digital campaign aimed to raise awareness and educate Canadians on the importance of preventative health and to provide them with resources, tips, and recommendations to build their preventative health toolbox.

City of Brampton proclaimed February Preventative Health Awareness Month

We believe that A Healthy Future Begins with **Prevention Today.**

The following are the statistics for our inaugural PHAM during the month of February 2023

100%  
Organic traffic.  
NO paid ads!



Website Stats  
1476 unique visitors  
Page Views 3117



Blog Stats  
40 educationa blogs published -Waiting on the #of subscribers to the BLOG



IG STATS  
4300 Accounts Reached  
222 Accounts engaged  
3402 Followers



EDUCATION SHARED ON IG  
105 educational posts  
58 stories  
30 reels  
21 videos  
17 Live Videos

Media Appearances

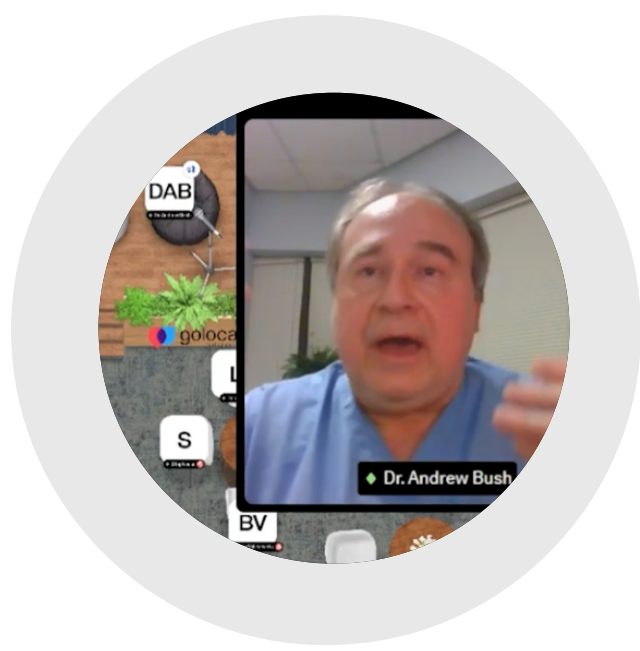
Zoomer Radio Interview



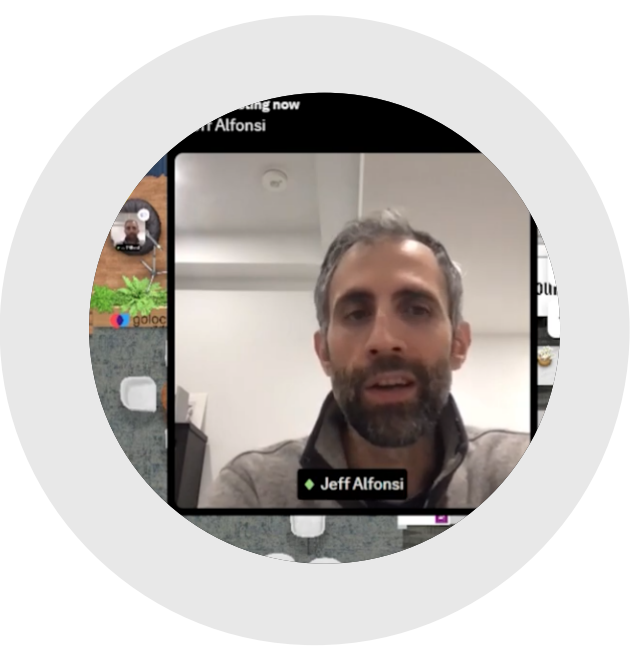
Virtual HUB to host live interactive webinar events



Dr. Andy Bush – Bone Health 101



Dr. Jeffrey Alfonsi’s Food as Medicine



Article on the techbomb website



Press release was picked up by 12 news outlets (in the first 30 days) including the Ottawa Times!



FACEBOOK STATS

Become the CEO of your Health Page – **2.2K Likes**  
CEO of your Health Page – **758**  
Post Reach **8720**  
Post Engagement **5.7K**



PHAM Community  
722 people on our email list



YouTube Channel  
Become CEO of your Health  
**1.19K Subscribers**