Social Determinants of Health
Their Impact on a Culture of Health & The Role of Brands

MARCH 2023
The Pandemic Opened Our Eyes to How We View Our Health

Once the glass was shattered, we couldn't unsee the factors all around us impacting our health

77% of people said the COVID-19 pandemic led them to pay more attention to their health in general

Source: 1. CVS Health
Suddenly, the Health Conversation Came to the Forefront

People started taking more notice of the factors impacting their well being and talking about it

For a wealthy country, the United States is a dangerous place to be a newborn. But it is not equally risky for all babies

Hazardous waste from Ohio derailment creates rippling health concerns as it gets shipped up to 1,300 miles away

Bird flu sent egg prices surging. Chicken prices may be next

• Cases in South America raise risks for outbreaks in Brazil
• Brazil is the world’s biggest exporter of chicken meat

Source: 1. Twitter; 2. New York Times; 3. @JoelBervell on TikTok; 4. NBC News; 5. Atlas Cloud Futures on Facebook; 6. Bloomberg; 7. @JonErlichman on Twitter
Health Outcomes Have Gone From a “Me” Situation to a “We” Conversation.

“Health is Everybody’s Business”
- Yusuf Chuku
EVP, Client Strategy & Insights, NBCUniversal
The US spends more on healthcare than any other developed nation

Nearly 2x as much as the average OECD country\(^1\)

In 2019, the US spent 18% of the nation’s GDP on healthcare compared to 5% in 1960\(^2\)

The Collective “We” Recognizes That Our Health Situation Could Be Better

Yet Ranks Last in Overall Healthcare Outcomes\(^6\)

Linked to a series of social and environmental factors

Healthcare System Performance Rankings:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
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<tbody>
<tr>
<td>#1</td>
<td>Norway</td>
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<td>#2</td>
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<td>#10</td>
<td>Canada</td>
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<tr>
<td>#11</td>
<td>United States</td>
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WHO IS
The Collective “We”

You
Me
Policy Makers
Non-Profits
Cities
Governments

Brands
ACROSS INDUSTRIES:
Apparel & Accessories | Auto & Transport | Beauty |
Education | Energy | Finance |
Government | Grocery | Healthcare |
Hospitals | Insurance | Media & Ent. |
Non-Profits | Real Estate |
Retail | Restaurant | Travel |
Technology | Telecom
Brands Are Contributing to Improving the Health & Well-Being of Society

EXAMPLES

**Government Lobbying**

- **Spent the most on lobbying on SDOH issues**, such as nutrition and food policy, employment, financial strain, and safety, between 2015 and 2019.

**Business Innovation**

- **Announced a $1B investment to close the digital divide** through new WiFi-connected safe spaces, laptop donations, and grants.

- **Launched to increase nutrition security**, by making healthy choices easier through advice, nutrition incentives, and food prescriptions.

**Marketing Campaigns**

- **Launched a campaign to raise awareness about health disparities and Optum’s commitment to health equity.**

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- **Kaiser Permanente**: Doubled its investment in building or preserving **affordable housing** opportunities, now at $400M.

- **Amazon**: Acquired One Medical to expand access to **quality medical care**, with both in-person and virtual services available.

- **CVS Health** & **Uber Health**: Partnered to provide **free transportation** to medical care, work, or educational programs for those most in need.
Our Responsibility:

Advocate For & Foster a Culture of Health

A culture in which good health & well-being thrive, where every person has the equal opportunity to live the healthiest life possible
How Do We Do This?

Key Influences on a Culture of Health:
Social Determinants of Health

People’s Understanding & Perception

Meeting Expectations & Taking Action
DID YOU KNOW?

80% of a person’s health outcomes is driven by:

Social Determinants of Health

SDOH are the environmental conditions that affect a person’s health and well-being

Source: Insider Intelligence/eMarketer
These Are Social Determinants of Health

- Access to Nutritious Foods
  Retail, Restaurant, Grocery

- Opportunities for Physical Activity
  Every Industry

- Polluted Air & Water
  Every Industry

- Access to Affordable Quality Healthcare
  Healthcare, Insur., Finance, Tech

Neighboring & Physical Environment | Food | Community & Social Context | Economic Stability | Healthcare & Quality | Education

Source: U.S. Department of Health & Human Services
These Are Social Determinants of Health

- Neighboring & Physical Environment
- Food
- Community & Social Context
- Economic Stability
- Healthcare & Quality
- Education Access to Nutritious Foods
- Opportunities for Physical Activity
- Polluted Air & Water
- Access to Affordable Quality Healthcare
- Racism, Discrimination, & Violence
  Every Industry
- Access to Quality Education & Job Opps.
  Every Industry
- Safe Housing, Transport, & Neighborhoods
  Auto & Transport, Real Estate
- Language & Literacy Skills
  Education, Finance, Healthcare, Media & Entertainment, Tech
- Access to Broadband Internet
  Tech & Telecom
- Sense of Community
  Every Industry

Source: U.S. Department of Health & Human Services
They Are All Around Us

NEW YORK CITY

EXAMPLE

Access to Nutritious Foods
The Union Square Greenmarket (farmers market) was established in 1970.

Polluted Air & Water
Traffic-related air pollution contributes to high rates of asthma in Mott Haven and Port Morris in the Bronx (17% of children ages 4 and 5).

Access to Affordable Quality Healthcare
- 89% of Upper West Side residents have good to excellent health, with an average life expectancy of 83.8 years old.

Language & Literacy Skills
Over 138 languages are spoken in Queens, which also holds the Guinness World Record for "most ethnically diverse urban area on the planet."

Safe Housing, Transport, & Neighborhoods
Brooklyn Heights is one of the safest neighborhoods in NYC, having lowered its crime rate by 84% since the early 1990s.

Racism, Discrimination, & Violence
East Flatbush, where 85% of residents are Black, is significantly underserved by cooling centers, making it more vulnerable to the heat.

Social Determinants of Health are Often Linked to Each Other
and can have a domino effect on one’s life\(^1\)

5 in 10
People don’t have knowledge of the term “Social Determinants of Health,” but 2 out of 3 people indicate being impacted by 2+ determinants\(^2\)

Source: 1. American Medical Association; 2. NBCUniversal’s Consumer Insights Lab: HiU: Social Determinants of Health Survey, Q1 2023; Sample size: 2,000 US adults 18+
And Impact EVERYONE

“I don’t have money to go to a doctor and pay out of pocket because medicine is extremely expensive here. For a few years I was just concerned, I was thinking ‘when will I be able to take action on the way I feel, when will I be able to go to doctors?’”
- HISPANIC/LATINO, MALE

“If I didn’t have access to the internet, that would be a really big barrier for me. A lot of the workouts I do are from the internet and then without them I might have to rely on finding information from public places. Sounds like a lot of hoops to jump through.”
- BLACK, NON-BINARY

“The sense of community isn’t really there. I feel like there’s not enough uniting all of us.”
- ASIAN, FEMALE

Source: NBCUniversal’s Consumer Insights Lab. HiU: Social Determinants of Health IDIs, Q1 2023. Sample size: 15 1-1 Interviews with US adults 18+
But Disproportionately Impact…

…communities – across generations – facing inequities based on:¹

Race

Ethnicity

Socioeconomic Status

MULTICULTURALS ARE 26% more likely than white respondents to report being impacted by two or more social determinants of health³

20 Years

# of years life expectancy can differ in neighborhoods only about five miles apart from one another, with impacts faced in both urban and rural areas²

Source: 1. AMA; 2. VCU Society Health; 3. NBCUniversal’s Consumer Insights Lab: HiU: Social Determinants of Health Survey, Q1 2023, Sample size: 2,000 US adults 18+, Multicultural refers to Black, Asian, Indigenous, and Hispanic respondents
“Health is paramount.”

ANTHONY
(MALE, BLACK/AFRICAN AMERICAN, AGE 26–41)

“I don’t have big goals, I don’t want to be a millionaire… I want stability, I want to feel better”

SERGIO
(MALE, HISPANIC/LATINO, AGE 18–25)

“The one [bigger goal] that I’m working on is my health problems right now. that’s why I get up every morning.”

JULIA
(FEMALE, BLACK/AFRICAN AMERICAN, AGE 58–73)

“It’s my own personal determination holding me back.”

REBECCA
(FEMALE, WHITE, AGE 58–73)

“The barrier to health is myself.”

IAN
(MALE, WHITE, AGE 18–25)
Here’s What Consumers Had to Say...

Click Here to watch the video

PERSONAL HEALTH IS A TOP-OF-MIND CONCERN

What’s not top-of-mind are the social and environmental risk factors impacting their health daily.
An Incomplete Picture Exists
Between factors & their impact on health

**Limited Media Attention**

2M vs. 10K
In January 2021, the # of mentions Covid had on TV vs. health insurance & childcare, the most mentioned Social Determinants of Health

**An Emphasis on the Obvious**

50%
On average, people are 50% more likely to associate Social Determinants of Health with their community than say they are personally impacted

**Connections Fall Short**

Brands for Good
Many brands promote their efforts, touting how important it is to help (Papa John’s “More Than Sharing”), or what they are doing (Amazon’s “Meet Seema”), yet are just shy of connecting factors to their health impact

**Minimal Mass Awareness**

3.5% of 340+ Ads
The % of TV ads that ran from 2021-2022 that demonstrated the impact of SDOH on health

Pulled against keywords, from health and housing to transportation and food

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Consumers recognize the power of brands and companies, Giving Them Permission to Join the Conversation & Do Something

**IN FACT, IT IS THEIR EXPECTATION:**

> [We need to create] more awareness of how things can be way more difficult for some people. Usually based on things that they are unable to control.

> [...] if we take action on those things, we are pretty much creating a better world. You know, whose job is it to take action? Um, it’s a combination of people and companies [...]. I always appreciate when a company talks or helps different causes.

> **– SERGIO (MALE, HISPANIC/LATINO, AGE 18–25)**

7 out of 10 people think brands have a moral obligation to “do good”

Source: 1. NBCUniversal’s Consumer Insights Lab: HIU: Social Determinants of Health IDIs, Q1 2023 Sample size: 15 1-1 Interviews with US adults 18+; 2. NBCUniversal’s Consumer Insights Lab: HIU: Social Determinants of Health Survey, Q1 2023; Sample size: 2,000 US adults 18+.
How Do We Meet Expectations?
Content & Media Have Played a Role Bringing Societal Topics to the Forefront

INFLUENCING BEHAVIORS, ATTITUDES, AND SOCIETAL NORMS

【图】
- Cheers: The Designated Driver
- EAST LOS HIGH: Sexual & Reproductive Health in the Hispanic Community
- THIS IS US: Alzheimer’s & Caregiving
- Erin Brockovich: Water Safety Activism
- Revisionist History: Will & Grace’s Impact on LGBTQ+ and Equality
Why Did They Work?

6 out of 10 people claim media is capable of widespread impact

- **Broad Reach**: Content & media with a wide-reaching, easily accessible distribution
- **Cross Media**: Allowing stories & characters to live across mediums, connecting with viewers in their life
- **Varying Formats**: Offering the opportunity to tailor based on audience for optimum engagement
- **Framing of Factors**: At the societal vs. individual level
- **Build Confidence**: In the viewer’s thinking & actions
- **Culturally Relevant**: Either jump-starting the conversation or giving the topic a stage

In today’s society, understanding people as people is core to connections and driving systemic change.
Identity Is a Choice Built Around:

- **Heritage:** Inherited or passed down culture, values, & traditions
- **Culture:** Beliefs, values, & practices of a particular group
- **Cultural Curiosity:** Desire to learn more about cultures other than one’s own

- **87%** feel a strong attachment to multiple communities
- **8** Different communities identified with, on average
- **93%** have a desire to connect with cultures other than their own

Consumers Have Multifaceted Identities...

“I am a multi-racial adoptee and first-generation college graduate in both my adoptive and birth families.”

**OLIVIA, MIXED**

“I was born in Chicago but my mother is from Guatemala and my father is from Mexico... I am a 39 year [old] single divorced female raising two teenage boys.”

**JOHANNA, HISPANIC**

“I am a single educated Black Christian woman who was raised in a time when hard work and loyalty were a value to employees and women were taught to be independent.”

**MATILDA, BLACK**

“I am a college educated, roller coaster-loving, sports car-loving, extroverted gay male who lives in beautiful Florida.”

**ANDREW, LGBTQ**
Social Determinants of Health
Understanding what they are, their impact & people’s perspective

**People's Expectations**
Perspective of the role of brands with social impact

**Content & Media**
Learnings from impactful content

**People as People**
The power of identity & representation

**PLAY INTO HOW BRANDS**

**Take Action**
Advocating for & fostering a culture of health
Questions to Ask Before Taking Action

- Will this effort fit my brand?
- Is this authentic to my organization or company's brand & actions?
- Is this effort and all connected communications impactful & purposeful?
- Will our message be clear?
- Would aligning with a partner further our goal?

While Planning & Activating, Don’t Fall Into Common Traps

- Portraying stereotypes
- Taking a one size fits all approach through media, content, messaging
- Creating incomplete causal connections
- Overcomplicating
- Overemphasizing character personalities/traits
- Snackable content over quality of information
- Tackling everything

Source: NBCUniversal’s Consumer Insights Lab: HIU: Social Determinants of Health IDIs, Q1 2023, Sample size: 15 1-1 Interviews with US adults 18+; NBCUniversal’s Consumer Insights Lab: HIU: Social Determinants of Health Survey, Q1 2023, Sample size: 2,000 US adults 18+
Taking Action
THREE-PRONGED APPROACH, ALL WORKING TOGETHER

01 Grab Attention
Break through the noise and bring awareness of SDOH – what they are and their impact – to the masses

02 Make It Click
Create the connection between the factors and their impact on health amongst a broad base, and at the individual level

03 Offer Guidance
Improve people’s awareness of and ability to access necessary and relevant information and opportunities

Description

- **4 OUT OF 10 PEOPLE CLAIM:** Media is part of their day-to-day life
- **4 OUT OF 10 PEOPLE CLAIM:** Media allows them to see relatable stories & characters
- **3 OUT OF 10 PEOPLE CLAIM:** Media is on-trend and privy to the latest & greatest information

**Desired Consumer & Societal Response**

- **Recognize & Know**
- **Understanding & Make the Connection**
- **Sense of Control**

**Content & Messaging Approach**

- **High-Level Relevant Storylines**
- **Cause & Effect Empathic Storylines Relevant Circumstances**
- **Health Education/ Literacy Actionable Tips & Tricks Direct, Easy Navigation to Resources**

Source: 1. NBCUniversal’s Consumer Insights Lab: HiU: Social Determinants of Health Survey, Q1 2023; Sample size: 2,000 US adults 18+
ALIGNING TO THE FACTORS
Every Industry Has a Responsibility to Act
Not just the ones you think

Auto
Neighboring & Physical Envi., Healthcare & Quality

Entertainment

Real Estate

Tech
Neighboring & Physical Envi., Food, Economic Stability, Education

Retail
Food, Community & Social Context, Education

CPG
Food, Community & Social Context, Economic Stability

Healthcare & Pharma
Community & Social Context, Healthcare & Quality, Economic Stability

Apparel
Community & Social Context, Education

Non-Profit

Finance
Neighboring & Physical Envi., Food, Community & Social Context, Economic Stability

Food & Beverage
Food, Community & Social Context, Neighboring & Physical Envi., Education

Education

Source: NBCUniversal’s Consumer Insights Lab: HiU: Social Determinants of Health IDIs, Q1 2023, Sample size: 15 1-1 Interviews with US adults 18+
## Resources & Organizations

Whose work champions a culture of health

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<th>Norman Lear Center’s Media Impact Project</th>
<th>Hollywood, Health &amp; Society</th>
<th>Robert Wood Johnson Foundation</th>
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<tbody>
<tr>
<td>VCU’s Center on Society and Health</td>
<td>The AMA Center for Health Equity</td>
<td>The National Academy of Medicine</td>
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<td>America on Tech</td>
<td>Covenant House</td>
<td>Found in Translation</td>
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<tr>
<td>Laureus Sport for Good</td>
<td>Minds Matter</td>
<td>Trust for Public Land</td>
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Click on boxes for additional information
Being a Platform for Good
NBCU actioning on these learnings

“The More You Know”
Creative Impact Lab
Caregivers Initiative
Thank You

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