

NBCUniversal

HEALTH IS UNIVERSAL

THE BUILDING BLOCKS SERIES:
Continuing the Mental Health Conversation





Why Are We Talking About This Now?

On paper, Mental Health conditions affect 1 in 5 people in any given year. The reality is, it impacts everyone all the time.

MENTAL HEALTH IMPACTS:

Daily Decisions

- How we handle stress
- How we relate to others

Physical Health

- Immune System
- Disabilities
- Premature Death

Social

- Friends
- Family

Societal

- Poverty
- Public Programs

Global Development

- Human Rights
- Physical Health

INDIVIDUAL IMPACT

MASS IMPACT



What is the Industry Up Against?

The global median
of government health
expenditure dedicated
to mental health is <2%

Are We Moving Toward Acceptance?

Mental health has become more accepted **as people and services continue to work together**

01.

74%

of consumers are aware of their mental health daily

02.

2/3

of consumers are taking at least one step to address their mental health

03.

50%+

of ~180M Americans have employer- provided coverage, with access to mental health support

04.

Historic

progress made to address mental health issues among Americans by the US Government

05.

+48%

growth among in-network mental health providers (MHP) in 3 years among commercial health plans

What Progress Has Been Made?

We've come a long way when it comes to overcoming mental health barriers that people face, but there's still progress to be made.



CONSUMER
BARRIER

Perceived Limited Access to Care

Resources Fall Short

Stigma Around Mental Health

CURRENT
PROGRESS

Prioritizing mental health care led to better access to services.

38% of consumers said it's become easier to access wellness or mental health care near them.

New digital platforms allow for access at a higher frequency.

86% of consumers access / use wellness / mindful digital platforms monthly.

More open dialogue leads to decreased stigma.

52% of U.S. adults have been more open with others about their mental health in the past 2+ years.

How Do We Continue the Momentum?

We as brands have a responsibility — healthcare brand or not — to help overcome these barriers. It's up to all of us to use our content and platforms for good and continue educating the community about the condition, potential cures, and possible prevention.




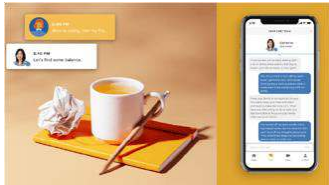

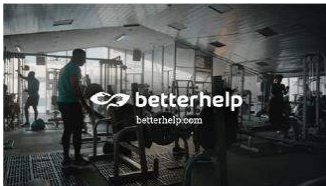

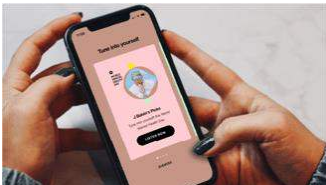
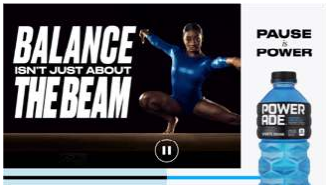
Brands that create social impact and drive business through change stand out to everyone.

81%

consumers are more likely to buy products from brands who use their power to help others

When an organization acts on today's social issues, the % of highly engaged workers increases from

40-60%

	Limited Access to Providers & Care	Resources Fall Short	Stigma Around Mental Health
NBCUniversal	<div></div> <div>Guidance through employee initiatives & community outreach</div>	<div></div> <div>Media companies partner to tackle mental health crisis</div>	<div></div> <div>Long history of talking about mental health through programming / IP and editorial expertise</div>
Healthcare & Pharma Brands	<div></div> <div>"Kaiser permanente offers members free access to ginger text-based mental health coaching"</div>	<div></div> <div>"Neurocrine raises a new monument to mental health in pandemic resilience campaign"</div>	<div></div> <div>"Better help uses dark humor to normalize therapy"</div>
Non-Healthcare Brands	<div></div> <div>"Google's addiction recovery website is more useful than a google search"</div>	<div></div> <div>"Spotify teams up with artists and creators to help you 'tune in to yourself' on world mental health day"</div>	<div></div> <div>"Powerade encourages international star athlete to take a breath and 'pause'"</div>

What Does This Mean for Media and Marketing?

NBCU can partner with advertisers to convey their message across our platforms and portfolio.

Joining forces moves us closer to overcoming barriers.

HERE'S HOW:

Guide to Healthcare Access Points

Encourage discovery of relevant people, places, and activities through actionable content that helps to easily find care

Inform the Community About Useful Resources

Change perceptions about available resources via content that elicits an emotional response across all touch points

Destigmatize the Conversation

Normalizing having real conversations with trusted, culturally-relevant voices

← EACH DRIVES AWARENESS, EDUCATION & ACTION →



**PLAN YOUR
VACCINE
.COM**

Make a plan so you'll be
ready when it's your turn.

COMCAST NBCUNIVERSAL

NBCU Has a Longstanding History

of creating dialogues with diverse consumers, bringing health topics to the forefront on a local and national level

01.

Igniting Conversations

Around important issues, from vaccines to diabetes, by tapping into the NBCU DNA of editorial expertise and thought leadership, like bringing back TMYK on Peacock

02.

Trusted & Loved Brands

Relevant health-aligned programming and IP that creates helpful content and escapist entertainment for consumers

03.

Scale & Reach of Diverse Audiences

Against the multi-generational & ethnically diverse audiences like caregivers, where we've seen success in the past among health-related campaigns.

Thank You



NBCUniversal

HEALTH IS UNIVERSAL

FOR MORE, PLEASE CONTACT:

Megan Ryan

VP, Category Strategy

megan.ryan1@nbcuni.com

NBCU's Health is Universal was created to foster an open dialogue around healthcare — from advancements in tech and cultural shifts to evolving consumer mindsets — influencing how we connect with people.

Our new series Building Blocks, covers the ever-changing landscape impacting the health of patients, their networks, and consumers while offering solutions for how brands can use our platform to create meaningful change through culture and content.