

NBCUniversal

# HEALTH IS UNIVERSAL

THE BUILDING BLOCKS SERIES:  
Getting to Know the Social Determinants of Health





# Why Are We Talking About Social Determinants of Health Now?



The Pandemic Opened Our Eyes To How We View Our Health

**77%**

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



And Suddenly, the Health Conversation Came to the Forefront

**+84%**

Increase in wellness conversations on social media year-over-year



Retail  
Restaurant  
& Grocery

*Access to  
Nutritious Foods*



Every  
Industry

*Opportunities for  
Physical Activity*



Every  
Industry

*Polluted  
Air & Water*



Healthcare  
Insurance  
Finance  
& Tech

*Access to Affordable  
Quality Healthcare*



Every  
Industry

*Racism, Discrimination  
& Violence*

80% of a person's health outcomes are driven by

# Social Determinants of Health

*The environmental conditions that affect a person's health & well-being*

**Which industries are affected?**



Education  
Finance  
Healthcare  
Media/Ent.  
& Tech

*Language &  
Literacy Skills*



Every  
Industry

*Access to Quality Education  
& Job Opportunities*



Tech  
& Telecom

*Access to  
Broadband Internet*



Auto / Transport  
& Real Estate

*Safe Housing, Transport.  
& Neighborhoods*



Every  
Industry

*Sense of  
Community*





# They Are All Around Us

NEW YORK CITY  
EXAMPLE

20 Years

# of years life expectancy can differ in neighborhoods only about five miles apart from one another

# And Impact *Everyone, But Disproportionately Impact...*

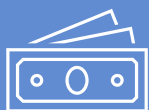
...communities – across generations  
– facing inequities based on:



**Race**



**Ethnicity**



**Socioeconomic Status**

MULTICULTURALS ARE

**26%**

more likely than white  
respondents to report  
being impacted by  
two or more Social  
Determinants of Health

# 5 in 10 People Don't Have Knowledge of the Term “Social Determinants of Health”

A disconnect exists between the 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're personally impacted

## CONNECTIONS FALL SHORT

**Brands  
for Good**

Many brands promote their efforts, touting what they are doing ([e.g., 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 Social Determinants of Health on health





# What is Our Responsibility as Brands?

## Advocate For & Foster a Culture of Health

A culture in which good health & well-being thrive where every person has an equal opportunity to live the healthiest life possible.

**7 out of 10**

people think brands have a moral obligation to “do good”

# What are Brands Doing to Take Action?

## EXAMPLES



Spent the most time lobbying on [Social Determinants of Health](#) issues, such as nutrition and food policy, employment, financial strain and safety, between 2015 and 2019

Government Lobbying



Announced a \$1B investment [to close digital divide](#) through new WiFi-connected safe spaces, laptop donations, and grants

Business Innovation



Launched a campaign to raise awareness about health disparities and Optum's commitment [to health equity](#)

Marketing Campaigns



# We Asked People What Can Be Done to Help Society Connect the Dots

A photograph of a diverse group of people, including a man, a woman, and a child, looking at a screen together. The image is overlaid with a teal gradient.

## SO, WHAT CAN BE DONE?

The answer is: Grab Attention,  
Make It Click, and Offer Guidance

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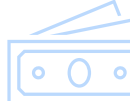
# Three-pronged Approach, All Working Together to Act

	01 Grab Attention	02 Make it Click	03 Offer Guidance
Description	Break through the noise and bring awareness to Social Determinants of Health – what they are and their impact – to the masses	Create connection between the factors & their impact on health amongst a broad base & at the individual level	Improve people's awareness of and ability to access necessary and relevant information & opportunities,
Content & Messaging Approach	High-level Relevant Storylines Direct Uncomplicated	Cause & Effect Empathic Storylines Relevant Circumstances	Health Edu/Literacy Actionable Tips & Tricks Direct, Easy Nav. To Resources
	4 OUT OF 7 PEOPLE CLAIM:  <i>Media is part of their day-to-day life</i>	4 OUT OF 7 PEOPLE CLAIM:  <b>Media allows them to see relatable stories &amp; characters</b>	3 OUT OF 10 PEOPLE CLAIM:  <b>Media is on-trend &amp; privy to the latest &amp; greatest information</b>

# Whose Responsibility is it?

Everyone – You, Me, Policy Makers, Non-Profits, Cities, Governments, Brands

## INDUSTRIES ALIGNED TO SOCIAL DETERMINANTS OF HEALTH

<b>Auto</b> 	<b>Entertainment</b> 	<b>Real Estate</b> 	<b>Tech</b> 	<b>Retail</b> 	<b>CPG</b> 
Neighboring & Physical Envi., Healthcare & Quality	Food, Community & Social Context, Education	Neighboring & Physical Envi., Community & Social Context, Economic Stability	Neighboring & Physical Envi., Economic Stability, Education	Food, Community & Social Context, Education	Food, Community & Social Context, Economic Stability
<b>Healthcare &amp; Pharma</b> 	<b>Apparel</b> 	<b>Non-Profit</b> 	<b>Finance</b> 	<b>Food &amp; Beverage</b> 	<b>Education</b> 
Community & Social Context, Healthcare & Quality, Economic Stability	Community & Social Context, Education	Neighboring & Physical Envi., Food, Community & Social Context	Neighboring & Physical Envi., Community & Social Context, Economic Stability	Food, Community & Social Context, Neighboring & Physical Envi., Education	Community & Social Context, Economic Stability, Healthcare & Quality





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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:

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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.

**[Click Here For Full Deck](#)**