

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%

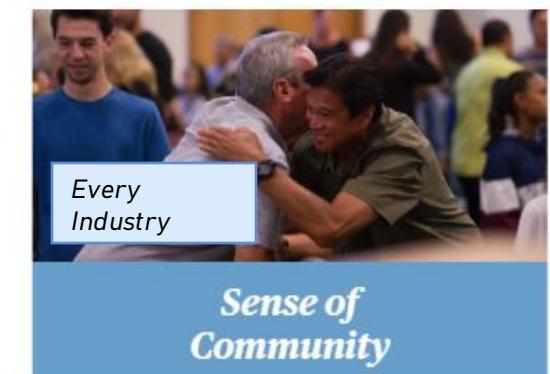
Increase in wellness conversations on social media year-over-year



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?





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

Source: [AMA](#); 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



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



American Hospital Association



UNITEDHEALTH GROUP



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



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



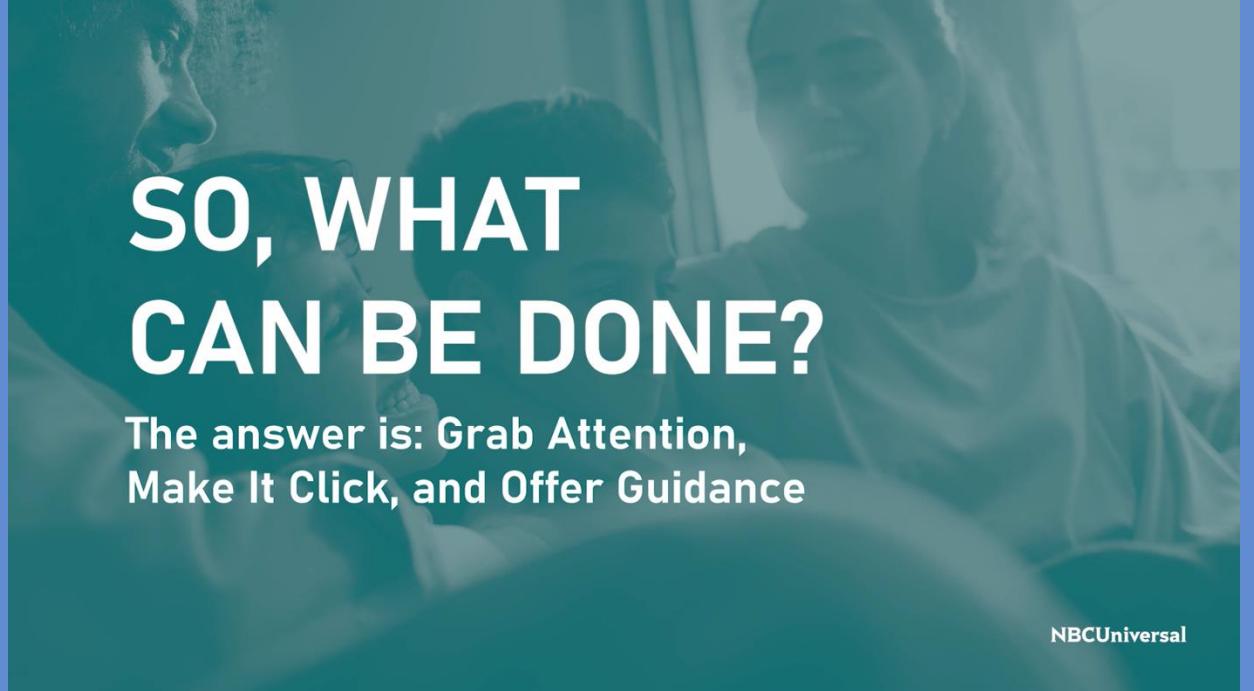
Launched a campaign to raise awareness about health disparities and Optum's commitment [to health equity](#)

Government Lobbying

Business Innovation

Marketing Campaigns

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



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: <i>Media allows them to see relatable stories & characters</i>	3 OUT OF 10 PEOPLE CLAIM: <i>Media is on-trend & privy to the latest & greatest information</i>

Whose Responsibility is it?

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

INDUSTRIES ALIGNED TO SOCIAL DETERMINANTS OF HEALTH

Auto 	Entertainment 	Real Estate 	Tech 	Retail 	CPG 
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
Healthcare & Pharma 	Apparel 	Non-Profit 	Finance 	Food & Beverage 	Education 
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



**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 IMYK 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



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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**](#)