

Our Movement. Our Moment.

#NAMICON19



**2019 NAMI
National
Convention**
JUNE 19–22 • SEATTLE

Welcome to 2019 NAMI National Convention

**Leveraging the Power of Corporate Activism to
Accelerate Stigma Reduction**



Workplace Emotional Fitness: A Growing Strategic Priority

Physical Fitness

Support Established

Nutritional Well
Being

Support Established

Mental, Emotional
and Spiritual Well
Being

Support Needed

*The trajectory for support around mental, emotional and spiritual well-being **will be the largest trend of our time***



Emotional State of Today's Workforce

Lonely and anxious, with depression related workforce costs on the rise¹

1 in 5 Americans is lonely = 60 million people



**Loneliness is as dangerous for your health
as smoking 15 cigarettes/day**



Emotional State of Today's Workforce

1 in 5 adults experience mental illness in a given year²

Fact: Mental health affects everyone regardless of culture, race, ethnicity, gender or sexual orientation.



1 in every 5 adults in America experience a mental illness.



Nearly 1 in 25 (10 million) adults in America live with a serious mental illness.

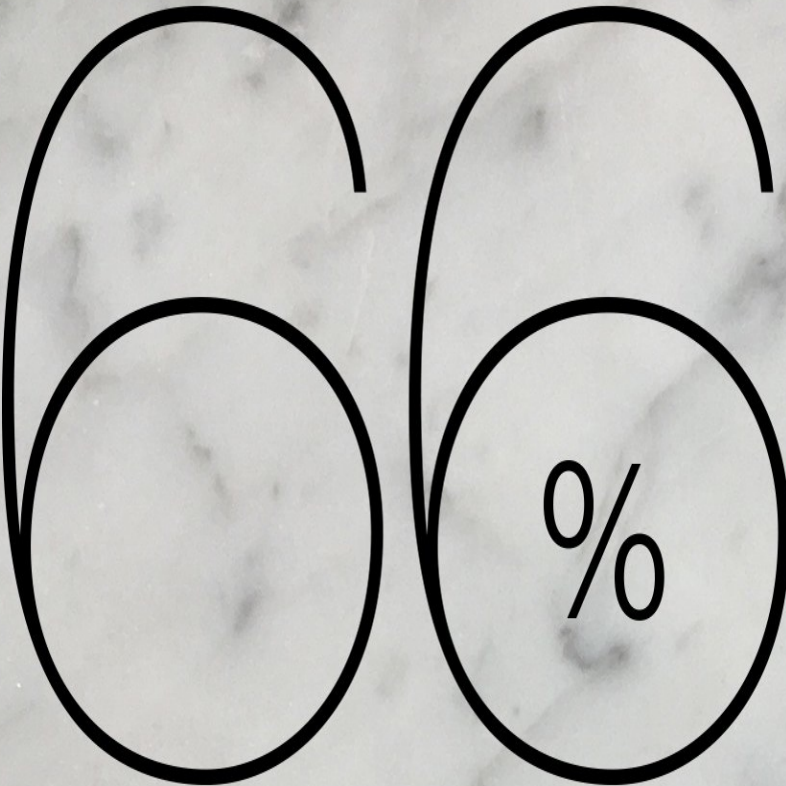


One-half of all chronic mental illness begins by the age of 14; three-quarters by the age of 24.



Emotional State of Today's Workforce

Recent Glamour Article – “We Need to Talk About Mental Health At Work”³



of women said they don't feel their employer does a good job supporting employees' mental well-being.



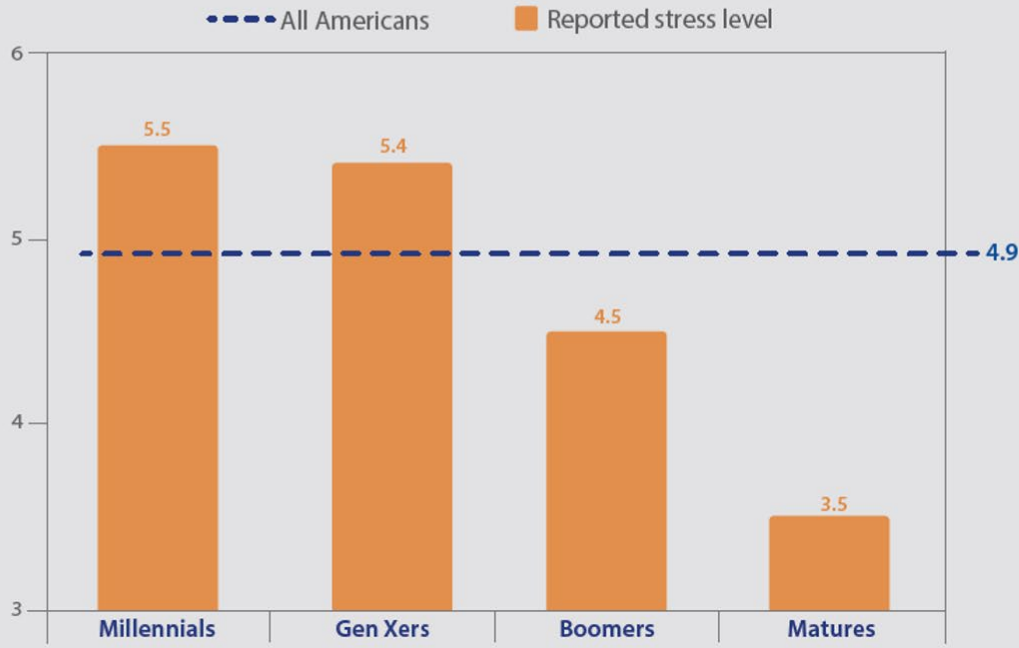
Today's Workforce is Shifting

Millennials represent the largest employee segment, growing to 75% by 2025^{4&5}



STRESS SNAPSHOT

WWW.STRESSINAMERICA.ORG



< STRESS LEVELS BY AGE

Stress levels for Millennials and Gen Xers is well above average stress level (4.9)

BASE: ALL QUALIFIED RESPONDENTS 2014 (Millennials n=720; Gen Xers n=548; Boomers n=1324; Matures n=476)

Q605 On a scale of 1 to 10, where 1 means you have "little or no stress" and 10 means you have "a great deal of stress," how would you rate your average level of stress during the past month?



Workplace Mental, Emotional & Spiritual Well-Being Is More Important Than Ever⁶





Mental & Emotional Well-Being is a Significant Driver of Medical Costs

Top 5* global risk factors influencing group medical costs



Metabolic and cardiovascular risk



Dietary risk



Emotional/
Mental risk



Occupational risk



Environmental risk

*Insurers were asked to select 3 health risk factors. The above data reflect the top 5 responses selected.
Source: Mercer Marsh Benefits' Medical Trends Around the World Report
Covering 62 countries excluding the U.S.



Initial Signals – new positions starting to emerge



Johnson & Johnson

Chief Mental Health Ambassador



Dean for Well-Being and Resilience



Mental Health Benefits Manager



Global Lead, Health & Human Performance



***Emotional
Wellbeing
Is
About
Culture***



***Emotional
Wellbeing
is
About Being
Met
Where you are***



What does support mean to you?

Created one thing that shifted your culture to better serve mental & emotional health



- Corporate Activism: businesses using their voice, marketing efforts, and economic power to shape public debate
- Corporations are expanding public activism to influence social issues that are as complex and stigma-laden as mental health
- Corporate culture change can propel businesses to a leadership role in the public c



THANK YOU!



Sources

1. Lissa Rankin TED Talk – The #1 Public Health Issue Doctors Aren't Talking About
2. National Alliance on Mental Health (NAMI) – Mental Health By The Numbers - <https://www.nami.org/Learn-More/Mental-Health-By-the-Numbers>
3. Glamour Magazine – We Need To Talk About Mental Health At Work - Sara Gaynes Levey – March 28, 2018 - <https://www.glamour.com/story/mental-health-at-work>
4. MarketWatch - World Health Day: Millennial women face new mental health struggles in the workplace – Kari Paul – April 7, 2017
5. HIT Consultants – Millennials: The Rising Generation of Health Hackers – Fred Pennic – July 9, 2015
6. World Health Organization – “Depression: let’s talk” says WHO, as depression tops list of causes of ill health – News Release – March 30, 2017



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