Welcome to 2019 NAMI National Convention

Leveraging the Power of Corporate Activism to Accelerate Stigma Reduction
Workplace Emotional Fitness: A Growing Strategic Priority

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 rise

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 year\(^2\)

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”

66% 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

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 Ever

Every $1 invested in treatment for depression and anxiety leads to a return of $4 in better health and ability to work.
Mental & Emotional Well-Being is a Significant Driver of Medical Costs

Top 5* global risk factors influencing group medical costs

- 87% Metabolic and cardiovascular risk
- 56% Dietary risk
- 43% Emotional/Mental risk
- 40% Occupational risk
- 30% 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

Mount Sinai
Dean for Well-Being and Resilience

Facebook
Mental Health Benefits Manager

Shell
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?

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 conversation.
THANK YOU!
Sources

1. Lissa Rankin TED Talk – The #1 Public Health Issue Doctors Aren't Talking About


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