

MENTAL HEALTH



**THE SILENT PANDEMIC AND
THE IMPOSSIBLE QUEST FOR HAPPINESS**

HAVAS

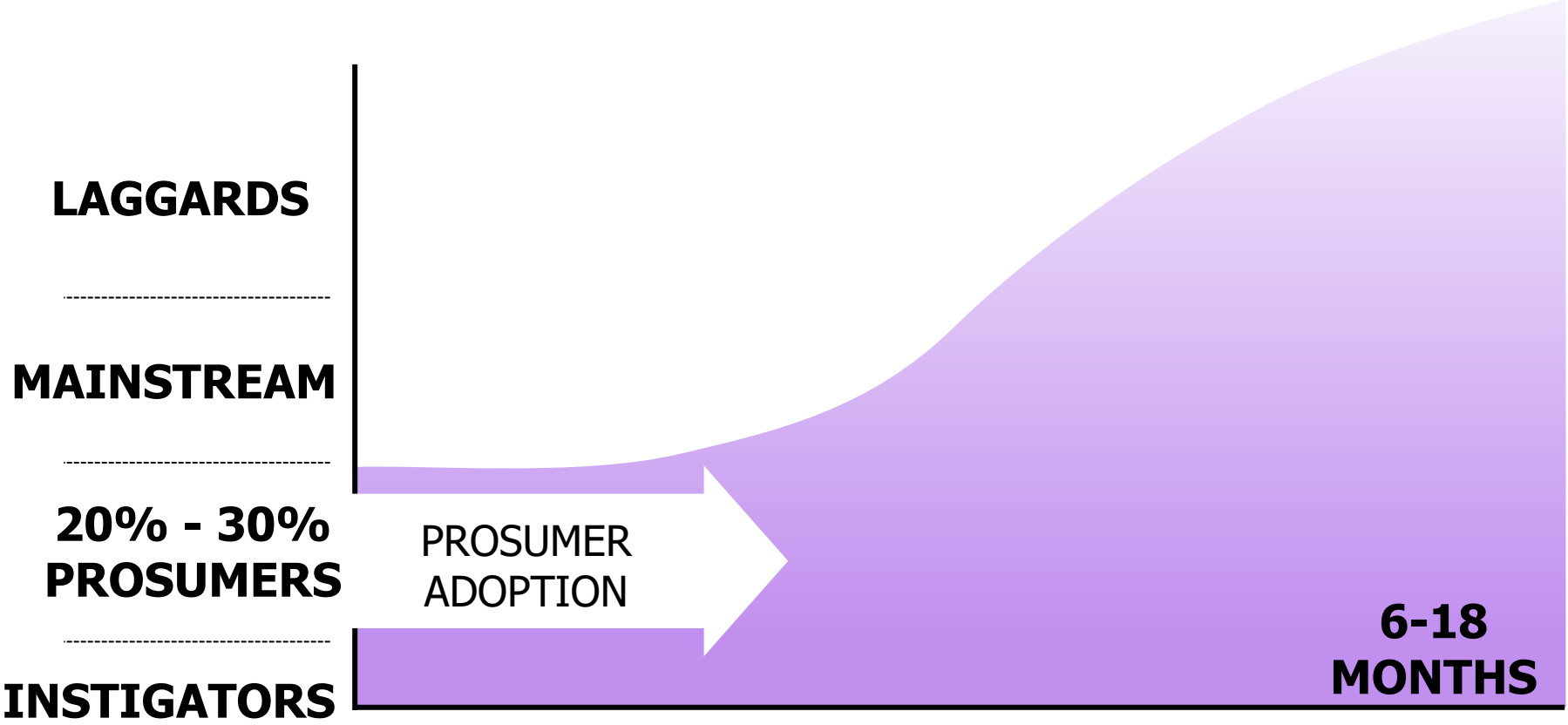


30 MARKETS

African Region • Argentina • Austria • Brazil • Canada • China • Colombia • Czech Republic • Denmark • Finland • France • Germany • Greece • India • Ireland • Italy • Japan • Mexico • Peru • Philippines • Poland • Portugal • Russia • Saudi Arabia • Singapore • South Africa • Spain • United Arab Emirates • United Kingdom • United States

14 000 PEOPLE

WHO ARE PROSUMERS?





From one pandemic to another

The New York Times



The Guardian



Le Monde

Santé mentale : « Il faut sortir de cette situation qui condamne des millions de nos concitoyens à subir leur maladie »



1/8

+28%

people worldwide live with a mental health problem - WHO

increase in anxiety and depressive disorders in 2020.

Mental health hit the social spot

Forbes

The Rise Of Mental Health Awareness Among Gen-Z: What This Means For Brand Marketing

F Christian Brown Forbes Councils Member
Forbes Business Council COUNCIL POST | Membership (Fee-Based)

Mar 10, 2023, 09:15am EST



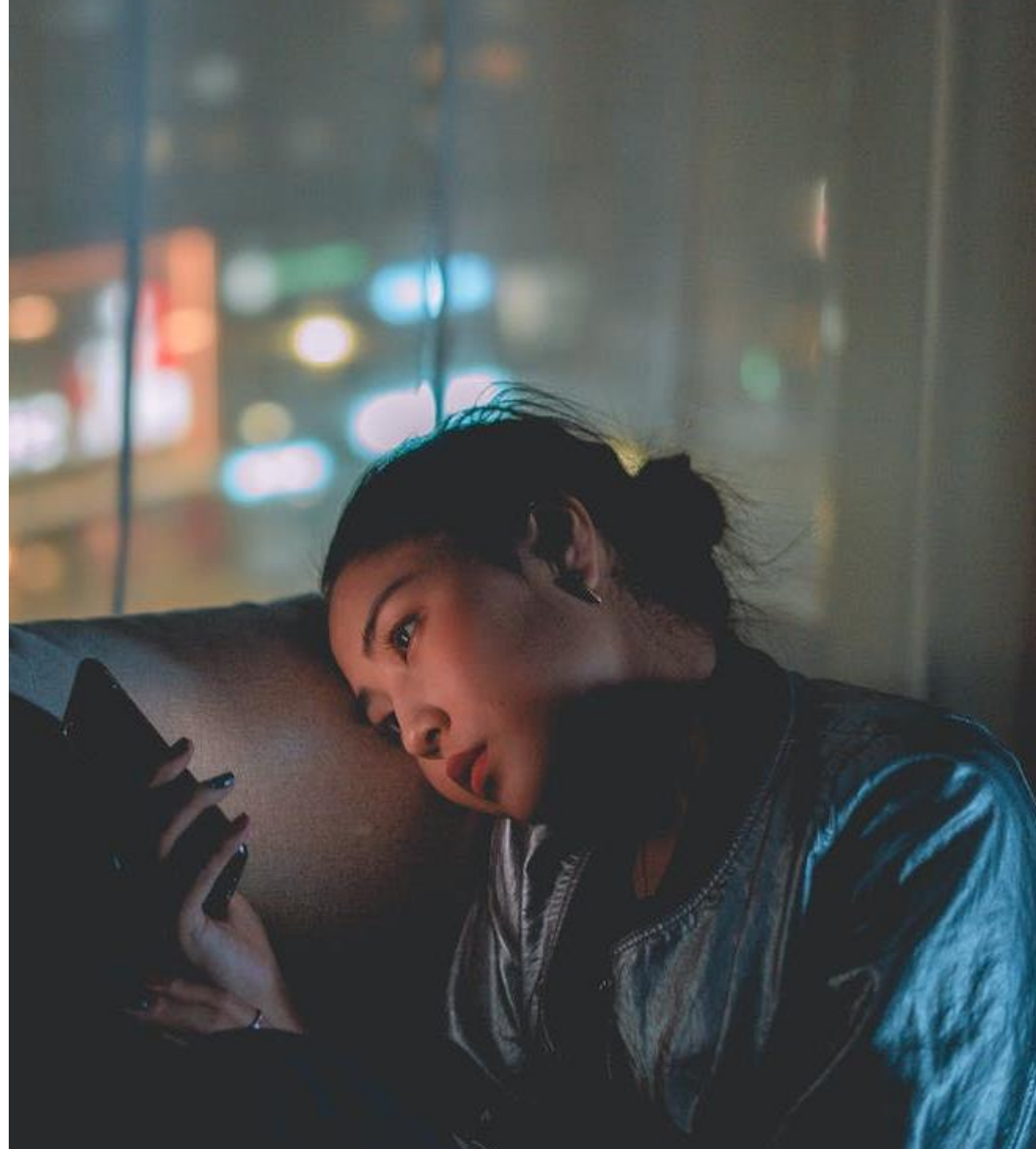
#mentalhealthawareness

21.5B vues



#mentalhealth

47912814
publications





A new worldwide burden

89%
PROSUMERS

79%
MAINSTREAM

Mental health is one of the most concerning issues of our times.



71/68



82/69



91/75



87/80



93/75



97/87



91/88

80%
GEN Z

73%
BOOMERS

Being well is an individual right

Addressing mental health issues is crucial for:

82%

PROSUMERS

73%

MAINSTREAM

Our personal well-being



87/81



90/71



83/70



79/65



87/75



86/81



86/69

The New York Times

What Rainn Wilson Learned Searching for Joy Around the World

In a new travel series, the actor explores the world's happiest (and unhappiest) countries to try and unlock the secrets of well-being.





And a duty for the sake of society

Addressing mental health issues is crucial for:

80% | **67%**
PROSUMERS | **MAINSTREAM**

The overall well-being of society



63/65

78/62

75/62

86/69

72/69

93/80

88/64

Happiness has become mandatory

66%
PROSUMERS

61%
MAINSTREAM

Saying that everything is ok even when it's not true is:
A social convention:
I don't want to bother others with personal issues

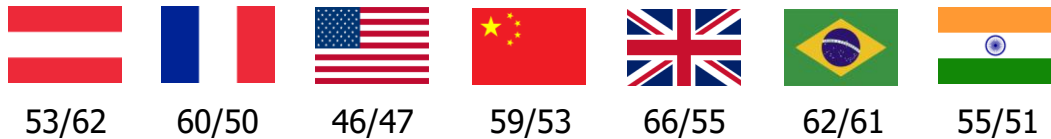


Our consumerist system is guilty

In your opinion, what are the reasons we are suffering more from mental health issues ?

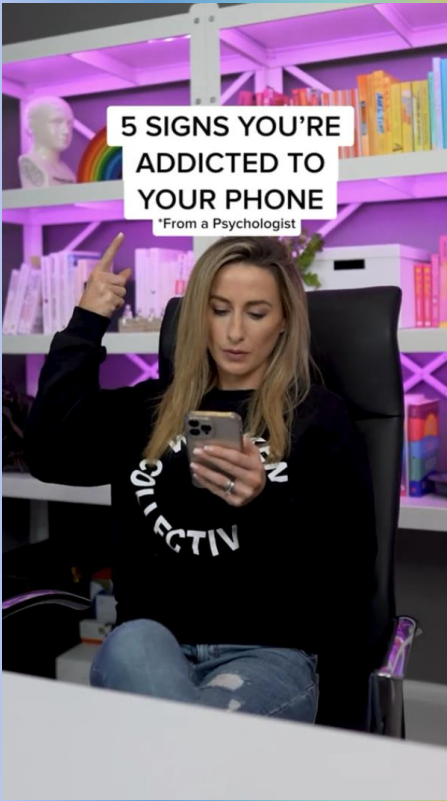


Consumerism :
Everything in society is now
about money



Our social connections have become addictions

In your opinion, what are the reasons we are suffering more from mental health issues ?



56%
PROSUMERS

53%
MAINSTREAM

Social media and digital addictions



Leaving us lonelier than ever

In your opinion, what are the reasons we are suffering more from mental health issues?

60%

PROSUMERS

53%

MAINSTREAM

The lack of interactions with our loved ones

One out of five American has no person they can talk to.



The image shows a screenshot of a website header for the University of Cambridge. The header includes a hamburger menu icon on the left, the University of Cambridge crest and name in the center, and a search icon on the right. Below the header, a grey banner contains the text: "Almost a quarter of adults living under lockdown in the UK have experienced loneliness". At the bottom of the screenshot is a photograph of a person's silhouette standing in front of a window, looking out.

A generation that feels more fragile

60%

GEN Z

60%

BOOMERS

I think the younger generation is mentally weaker than previous generations.



44/54



52/54



44/58



63/67



68/58



77/73



73/80





Despite seeing all their role models talking more freely about mental health.

Shut up and carry on

57%

GEN Z

26%

BOOMERS

I find it hard to talk about my mental health issues
to my friends, relatives, or partner.



26/35



23/35



12/48



130/47



52/47



64/30



65/52

They remain misunderstood



I feel no one understands my mental health issues.



Hong Kong's hidden youth: societal pressure driving city's young into apathy and reclusiveness

- Hikikomori trend is widely known in Japan, but receives little attention here, where up to 2 per cent of the population may be withdrawn
- Confucian societies are seen as more susceptible because of parental pressure and peer expectations

These Chinese Millennials Are 'Chilling,' and Beijing Isn't Happy

Young people in China have set off a nascent counterculture movement that involves lying down and doing as little as possible.

Social platforms are guilty as charged

51%

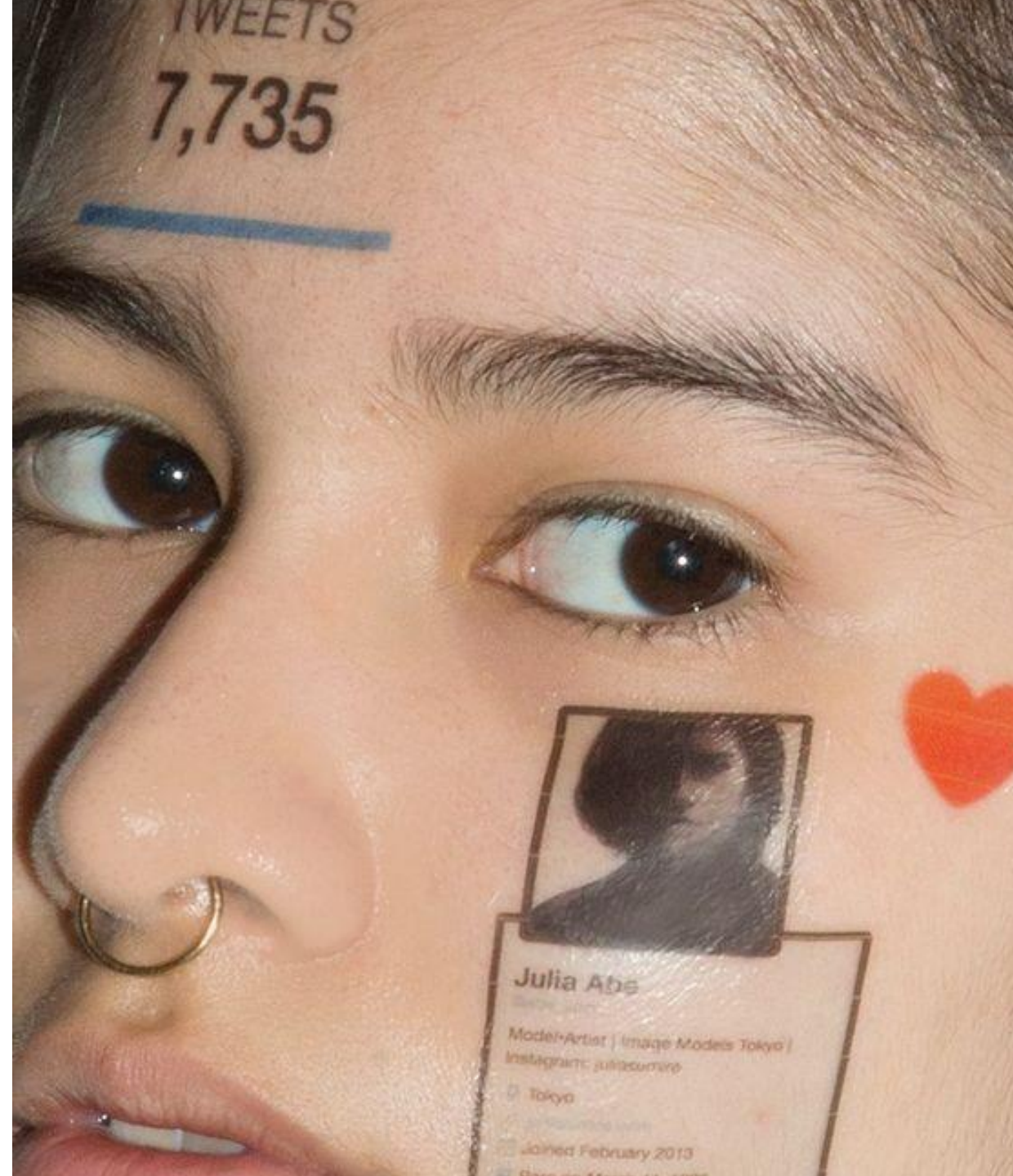
GEN Z

33%

BOOMERS

Social networks should be held responsible for the mental health of their users.

TikTok
Mental Health
Awareness Month



Other alternatives rise up

71%
PROSUMERS

62%
MAINSTREAM

Addressing mental health issues start with willpower not drugs.



63/57



64/58



60/61



62/68



57/59



70/67



86/83

68%
GEN Z

52%
BOOMERS

The New York Times

A Major Problem With Compulsory Mental Health Care Is the Medication

June 2, 2023, 5:00 a.m. ET





Mens sana in corpore sano

87%

PROSUMERS

75%

MAINSTREAM

Having a healthy lifestyle (eating well, doing sports/exercising, taking care of one's body) is the best way to avoid mental health issues.



71/75



93/70



80/68



97/79



78/70



95/86



96/87

The healing power of nature

When you feel anxious or depressed, what do you do to feel better?



Go out into nature



63/59



60/40



63/43



75/58



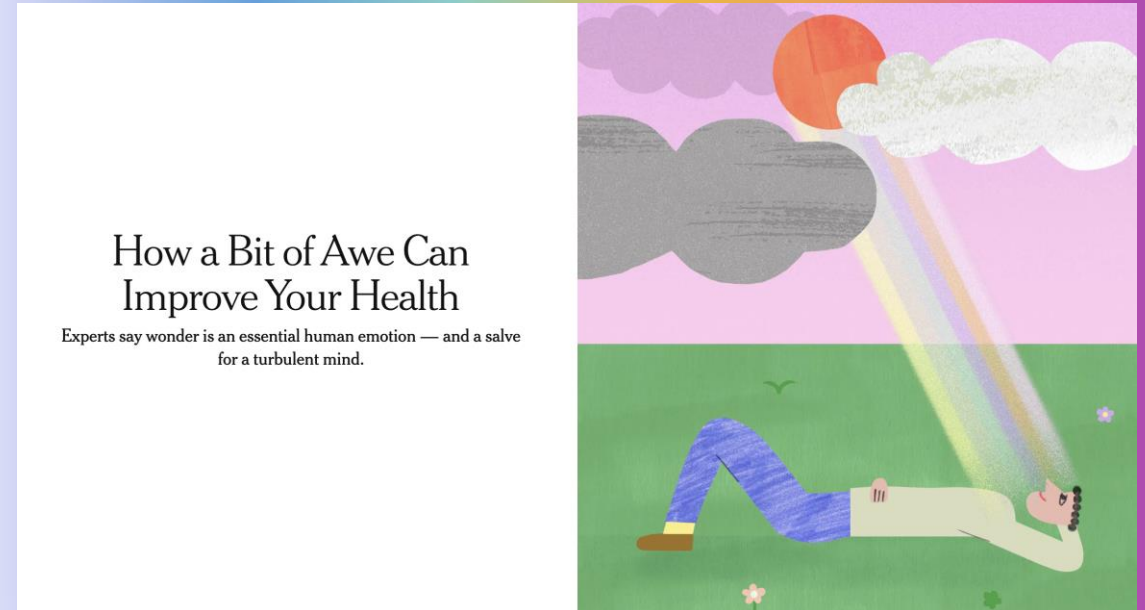
49/43



61/50



77/52



1. Take a walk outdoors first thing



Employee Disengagement at work costs an estimated **\$7.8 trillion** each year



Physical inactivity creates a **\$67.5 billion** annual burden, including direct healthcare costs and productivity losses



Indoor and outdoor air pollution is responsible for an estimated **\$8.1 trillion** per year in health costs

6 KEY LEVERS THAT DRIVE HOLISTIC WELLBEING AT THE WORKPLACE

Responsible leadership

Supportive managers

Sense of community

Autonomy & fulfilment

Health

Enabling work environment

Source: Wellbeing - The Indisputable Superpower (Wellness Report 2022)

Forbes INDIA

Can we please change the system?

71%
PROSUMERS

64%
MAINSTREAM

To have good mental health, we need to adopt a slower pace of life.



71/71



75/58



75/56



85/68



70/64



63/63



74/84

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