

The Third Summit
of First Ladies
and Gentlemen

**Research from 11
nations around the
globe**

For the Summit, a bespoke primary research survey was conducted with people from 11 countries around the globe

Research conducted online in local language between 1 and 24 August 2023

Countries selected to cover all the regions of the world as well as the countries which are facing now or faced war in the past

These countries also collectively represent a diverse range of cultures, languages, and traditions, global perspectives, and encompass a range of socio-economic statuses

People aged 13 year + included in research

11,000 interviews conducted, 1000 in each country. A blended approach, giving equal weight to each nation (not weighted by population)



Research conducted by Alligator and analysis by BDRC, part of the BVA family

ALLIGATOR
THE bva FAMILY



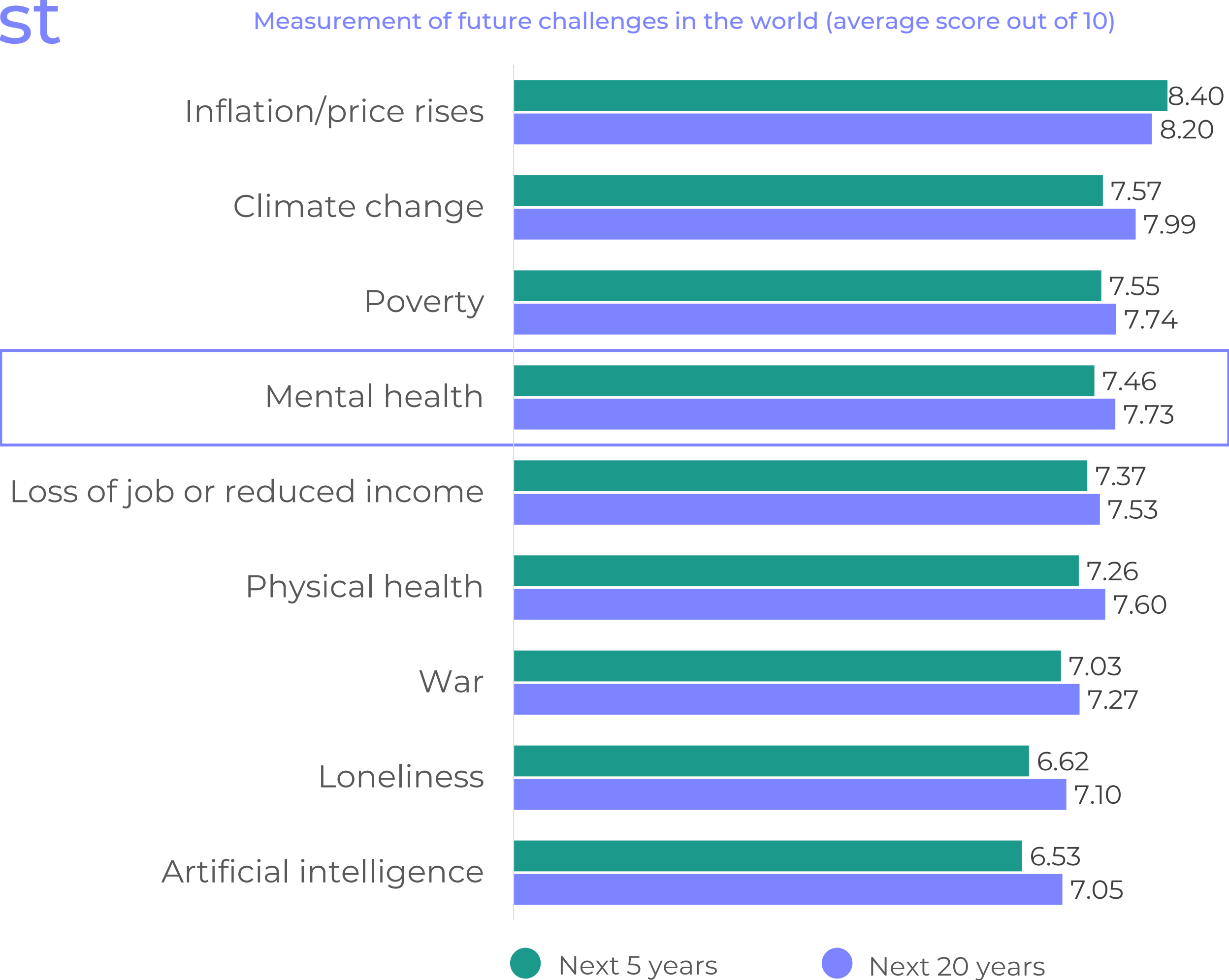
Research supported by



What are our biggest challenges today?

• We have many challenges across the globe, and mental health is recognised as a top five challenge for us collectively in the future

Like other challenges in the world, people anticipate mental health is set to become more of a challenge in the longer term



Younger people see mental health as a greater challenge than older people

The challenge of mental health over the next 5 years is higher up the new generation's agenda

Challenges over the next 5 years ranked by perceived prevalence by age

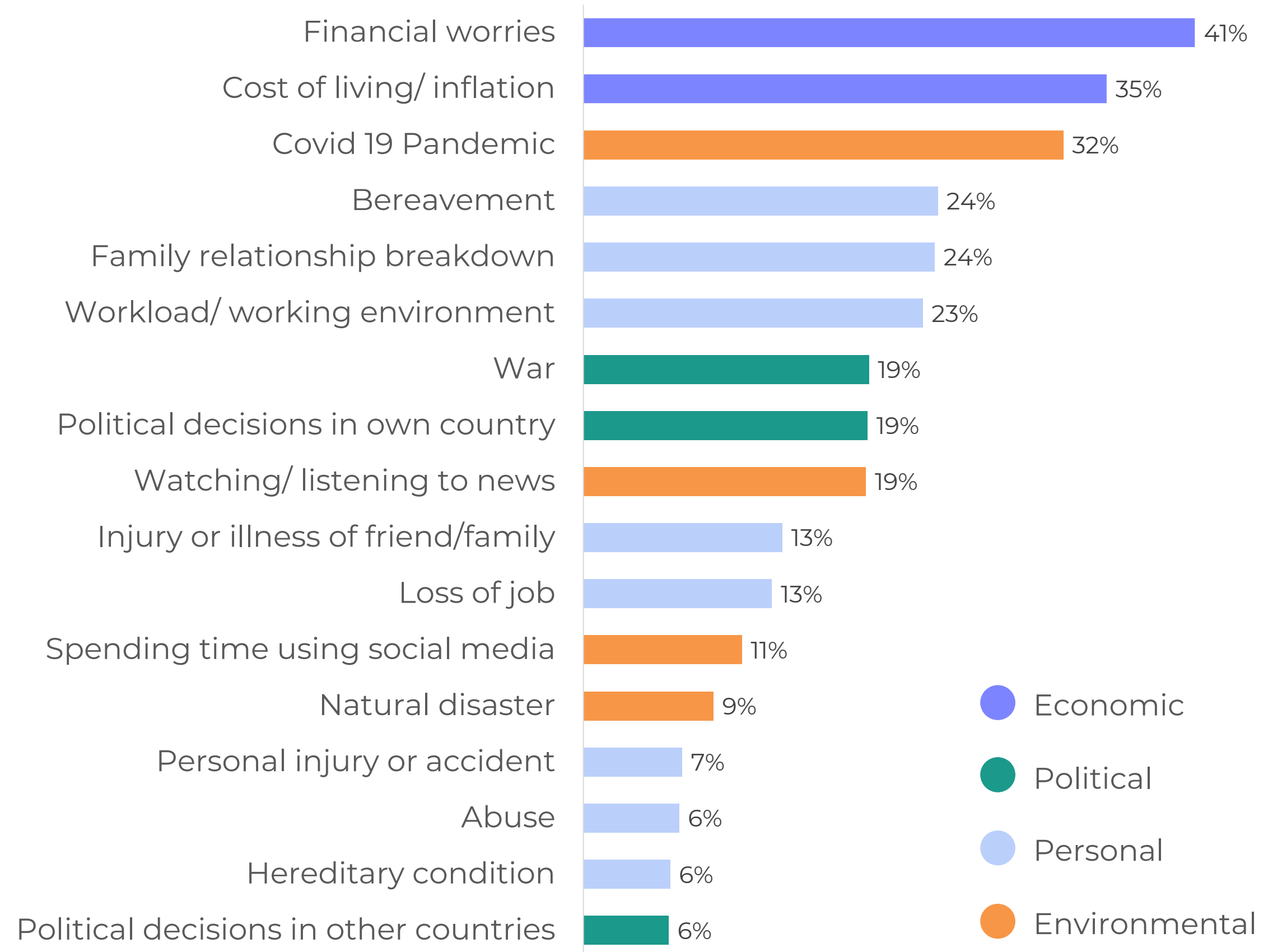
Rank of challenge	13 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75 >
1	Inflation/price rises	Inflation/price rises	Inflation/price rises	Inflation/price rises	Inflation/price rises	Inflation/price rises	Inflation/price rises
2	Mental health	Mental health	Poverty	Poverty	Poverty	Climate change	Climate change
3	Climate change	Poverty	Mental health	Climate change	Climate change	Physical health	Physical health
4	Poverty	Loss of job/reduced income	Loss of job/reduced income	Loss of job/reduced income	Loss of job/reduced income	Poverty	War
5	Loss of job/reduced income	Climate change	Climate change	Mental health	Physical health	War	Artificial intelligence
6	Physical health	Physical health	Physical health	Physical health	Mental health	Mental health	Mental health
7	War	War	War	War	War	Artificial intelligence	Poverty
8	Loneliness	Loneliness	Loneliness	Loneliness	Artificial intelligence	Loss of job/reduced income	Loneliness
9	Artificial intelligence	Artificial intelligence	Artificial intelligence	Artificial intelligence	Loneliness	Loneliness	Loss of job/reduced income

So, what impacts our mental health?

Our mental health is impacted by both external and internal factors

The worldwide economic challenges are putting most strain on us, as well as the fallout from the Covid-19 pandemic, war and politics












There is a constant undercurrent of personal factors which impact our mental health: bereavement, relationship breakdown and our jobs



And we're all different – some of us feel more impacted by these factors than others

Less impacted

More impacted

	 Argentina	 Brazil	 Croatia	 Germany	 Israel	 Japan	 Poland	 Turkey	 Ukraine	 UK	 USA
War	3.3%	6.3%	11.0%	15.7%	16.8%	10.0%	19.5%	11.8%	88.5%	7.1%	7.2%
Financial worries	40.4%	48.6%	42.3%	41.1%	36.1%	26.4%	31.6%	52.8%	43.1%	39.6%	39.3%
Cost of living/ inflation	40.9%	27.0%	42.3%	27.3%	21.8%	18.2%	32.1%	54.7%	32.5%	41.4%	37.5%
Loss of job	13.7%	14.8%	9.9%	8.1%	8.5%	9.1%	10.6%	14.5%	16.5%	10.9%	18.4%
Family relationship breakdown	27.5%	23.6%	18.8%	24.6%	29.4%	29.7%	21.0%	22.6%	9.7%	24.8%	31.8%
Bereavement	28.5%	23.0%	27.7%	24.4%	20.0%	11.7%	25.6%	18.5%	21.8%	24.9%	31.5%
Covid 19 Pandemic	35.3%	44.2%	30.6%	28.9%	30.0%	15.7%	27.7%	36.7%	35.0%	32.1%	28.2%
Watching/ listening to news	12.3%	19.0%	20.8%	14.2%	19.8%	13.8%	15.6%	26.0%	27.2%	16.9%	18.2%
Political decisions in own country	20.1%	16.3%	13.4%	13.9%	23.0%	5.7%	16.3%	36.0%	27.4%	12.2%	15.5%
Political decisions in other countries	3.3%	4.5%	4.1%	7.0%	5.7%	2.8%	5.2%	3.6%	14.3%	4.4%	5.6%
Workload/ working environment	28.5%	20.0%	23.1%	24.8%	26.4%	29.5%	19.4%	21.2%	15.1%	27.2%	19.7%

Mental health diagnosis levels vary widely across the globe

1 in 7

of us have a mental health illness diagnosis, but this level of diagnosis varies by country

1 in 4

of us in Germany, UK and USA

Approx.

1 in 10

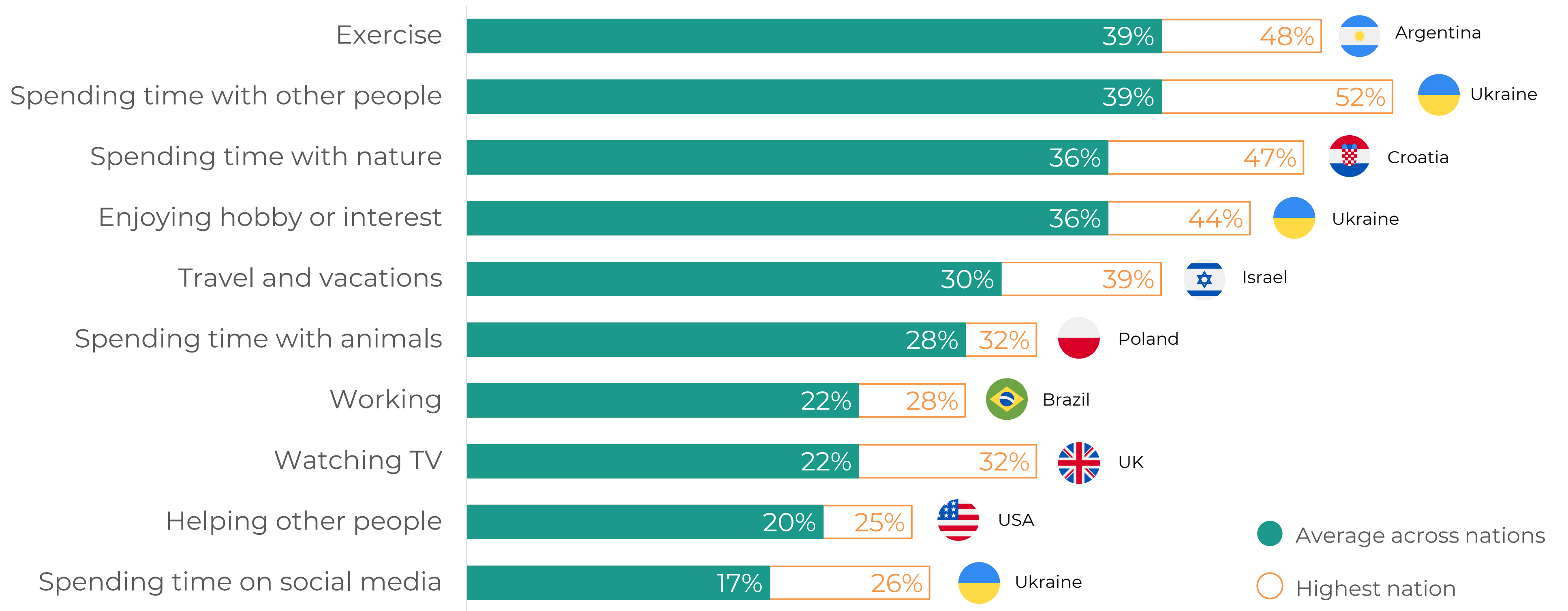
of us in South America, Croatia, Israel, Japan, Poland and Turkey

1 in 50

of us in Ukraine



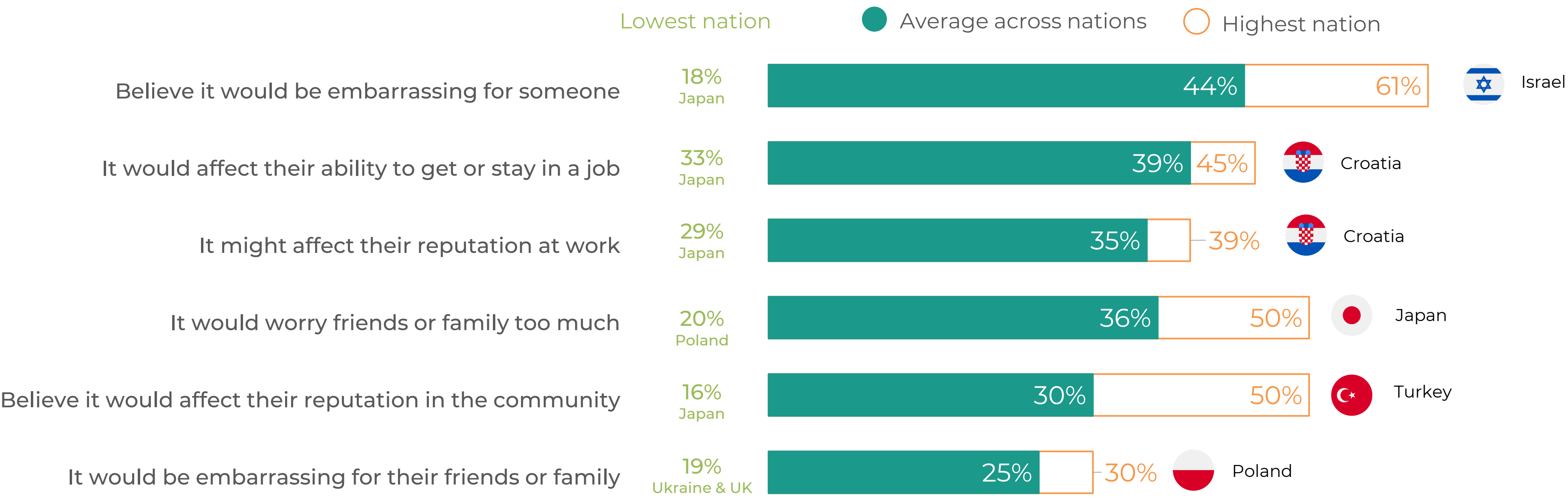
...self help is prevalent: socialising, hobbies, media... with differences by nation



Potentially the stigma around mental health prevents us from talking or taking action

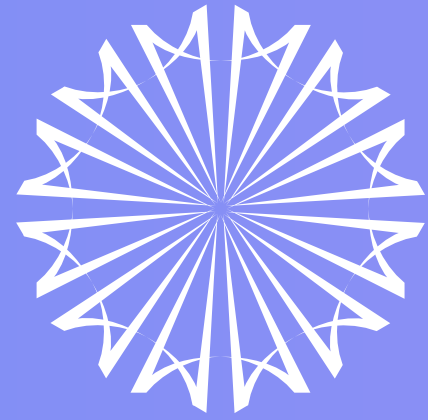
24% of us would feel uncomfortable speaking to a medical professional about our mental health

Reasons why people might feel uncomfortable speaking to a medical professional about their mental health



Mental health: balance of resilience and fragility

- Mental health is a top five global challenge
- But we are optimistic about our own mental health, we expect it to improve more than get worse over the next three years
- Economic conditions are one of the biggest factors impacting our mental health
- 1 in 7 of us have a mental health diagnosis, only 1 in 50 in Ukraine
- The stigma of mental health can prevent us from talking or acting on our mental health

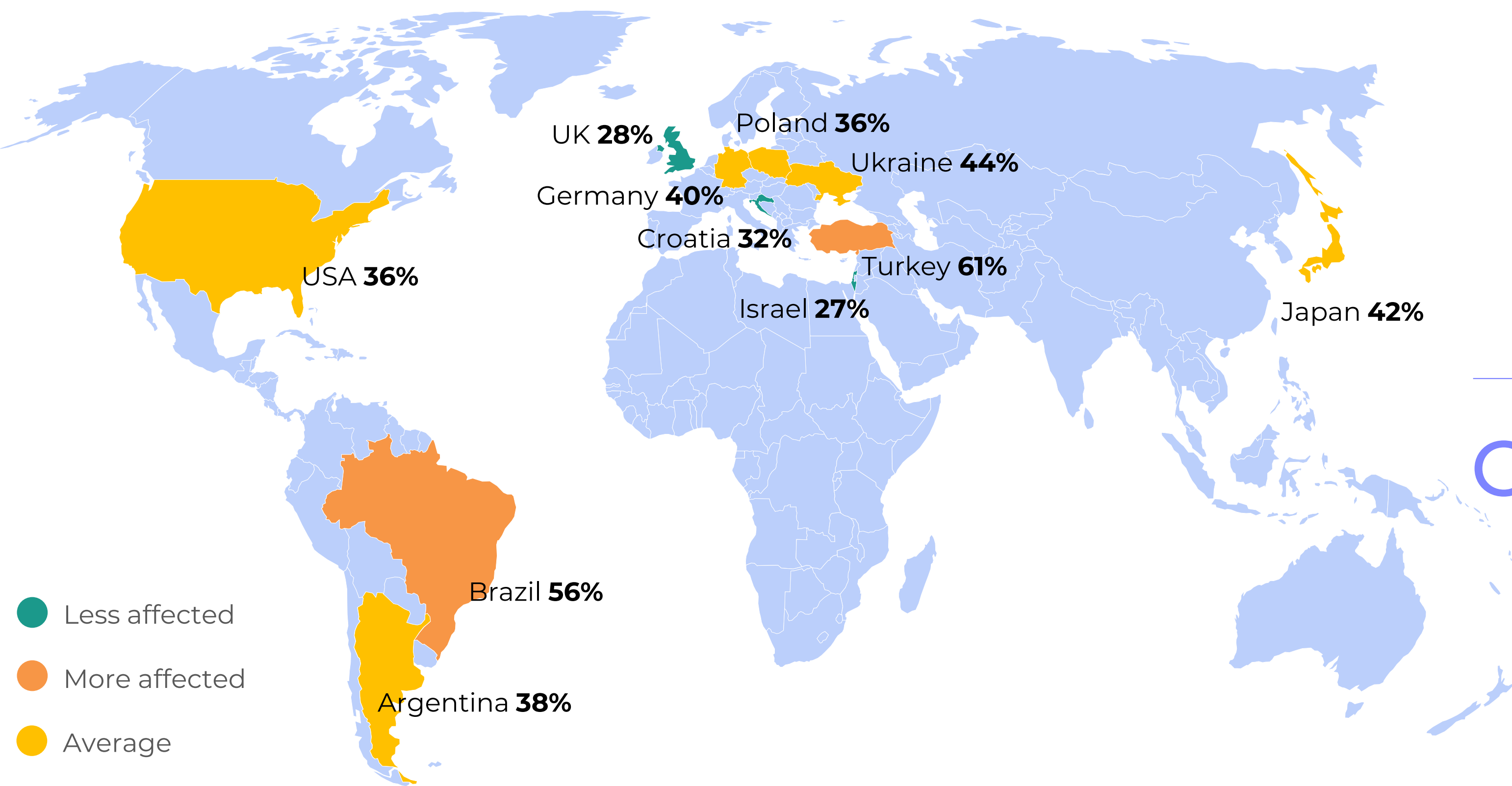


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Panel 2: The impact of war on mental health

War not only affects those in conflict zones, repercussions are felt more widely

% of individuals who feel moderately or very affected by any world conflict



For the Russian-Ukraine war specifically, nearly

1 in 2

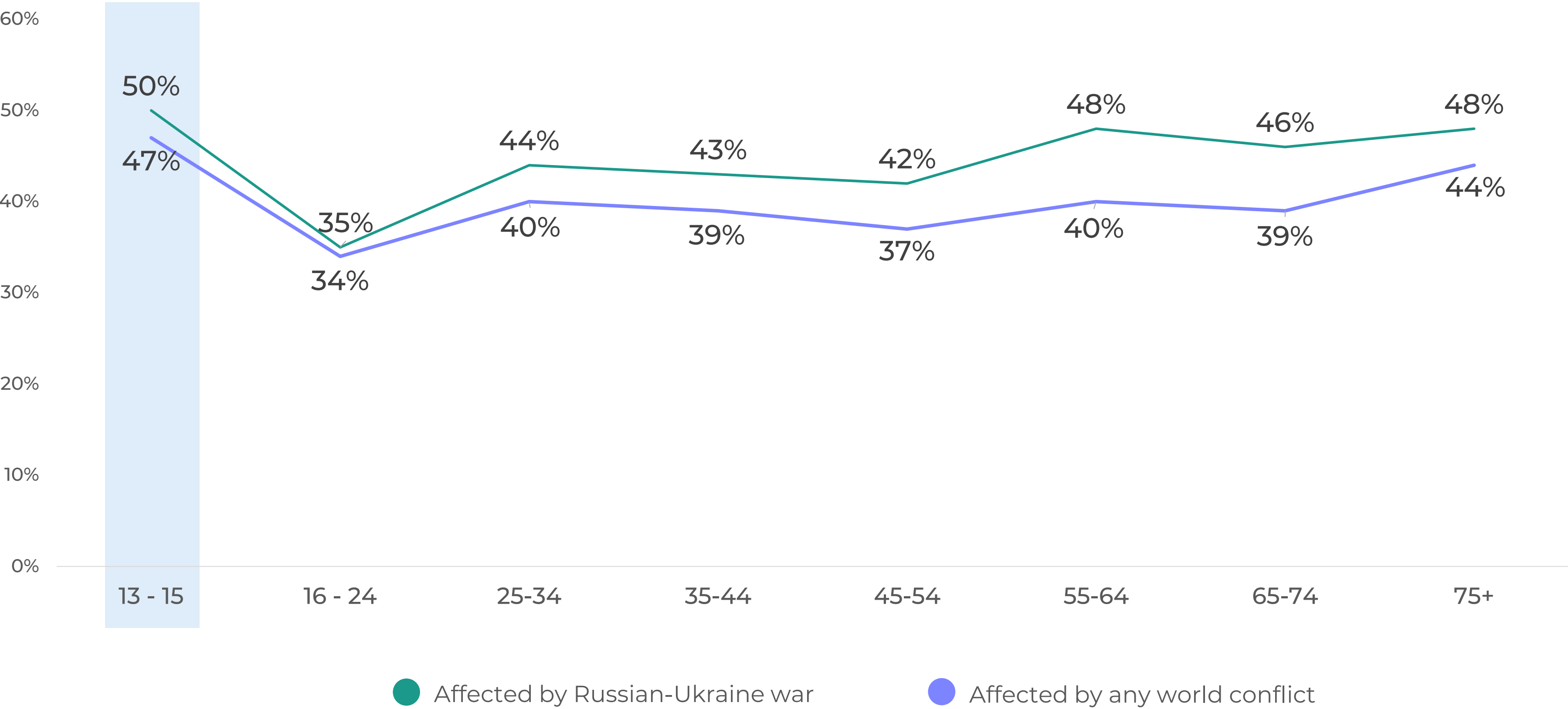
people feel affected by it on average

Over a third

of people feel affected by conflicts of the past century

13 – 15-year-olds are most likely to feel affected by conflict

% of people very or moderately affected



“

Every time I hear about the war situation on the news, I become distrustful of people and feel sad

– Japanese citizen 

“

I'm affected [by war] seeing innocent people losing their lives or being left with consequences for the rest of their lives

- Brazilian citizen 

“

I feel very sorry for the Ukrainians and I am also afraid for the future of Poland

- Polish citizen 

War causes emotional burden

War has an emotional impact

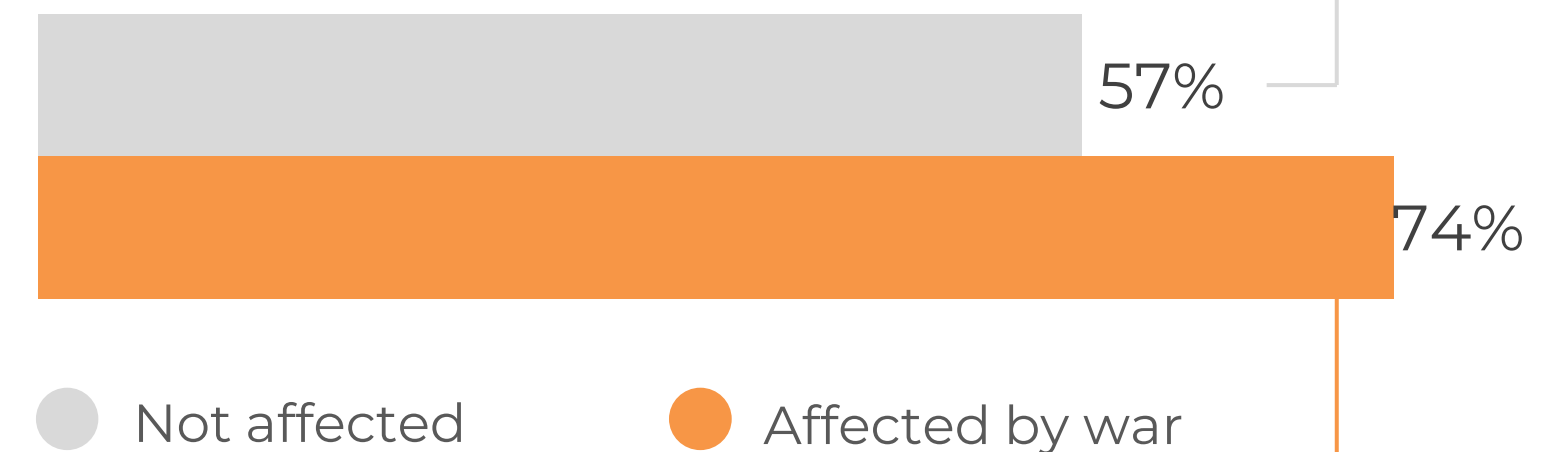
86% agree those who have experienced war might experience mental ill health. This conviction is more pronounced (91%) among those who directly attribute their intense emotional experiences to the impact of war

1 in 2

Ukrainians feel emotionally worse compared to three years ago

57% of individuals unaffected by world conflicts have faced emotions that hinder their ability to cope with day-to-day activities

Ability to cope



This rises to 74% amongst those very affected by world conflicts (significantly more likely to feel scared, restless and unable to sleep)

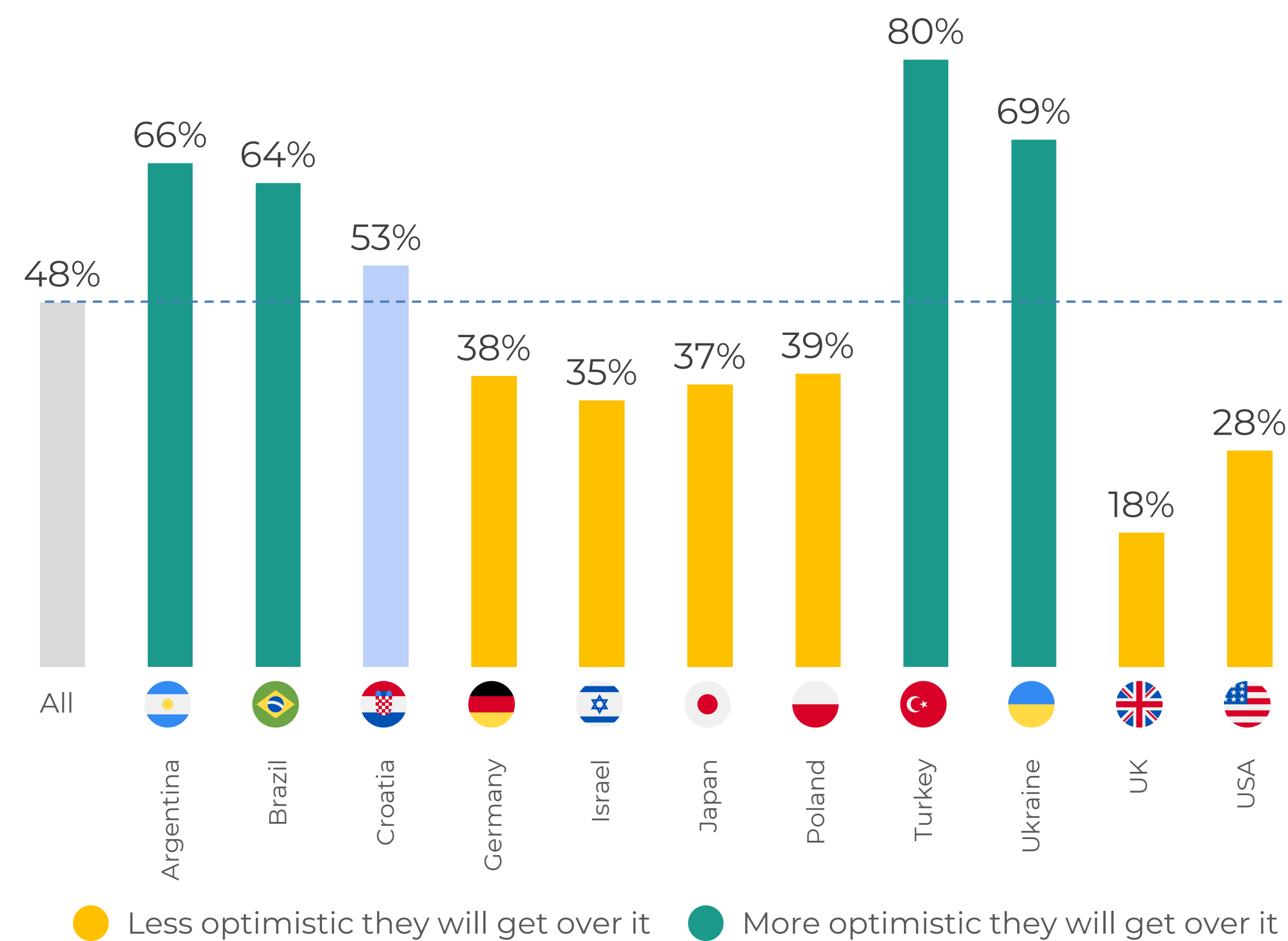
But people and connections make a difference during times of war



For those unaffected by world conflict, 33% rely on family for emotional support, this increases to 66% for those very affected by world conflicts

But people are resilient and hopeful

% of people who agree war might not feel great sometimes but they'll get over it



We will get over this

People from nations where conflict has occurred are perhaps more 'mental health resilient' than people in nations untouched by recent conflict

% expecting their mental health to improve over the next 3 years

Very affected by world conflict	62%
Moderately affected by world conflict	58%
Not affected by world conflict	52%

The impact of war on mental health

- Living in a globally connected world, war affects everyone

- 13-15 years old feel the most affected by conflicts

- War alters perspectives on mental health

- Family support systems are important in times of conflict

- Humans are resilient in the face of hardship

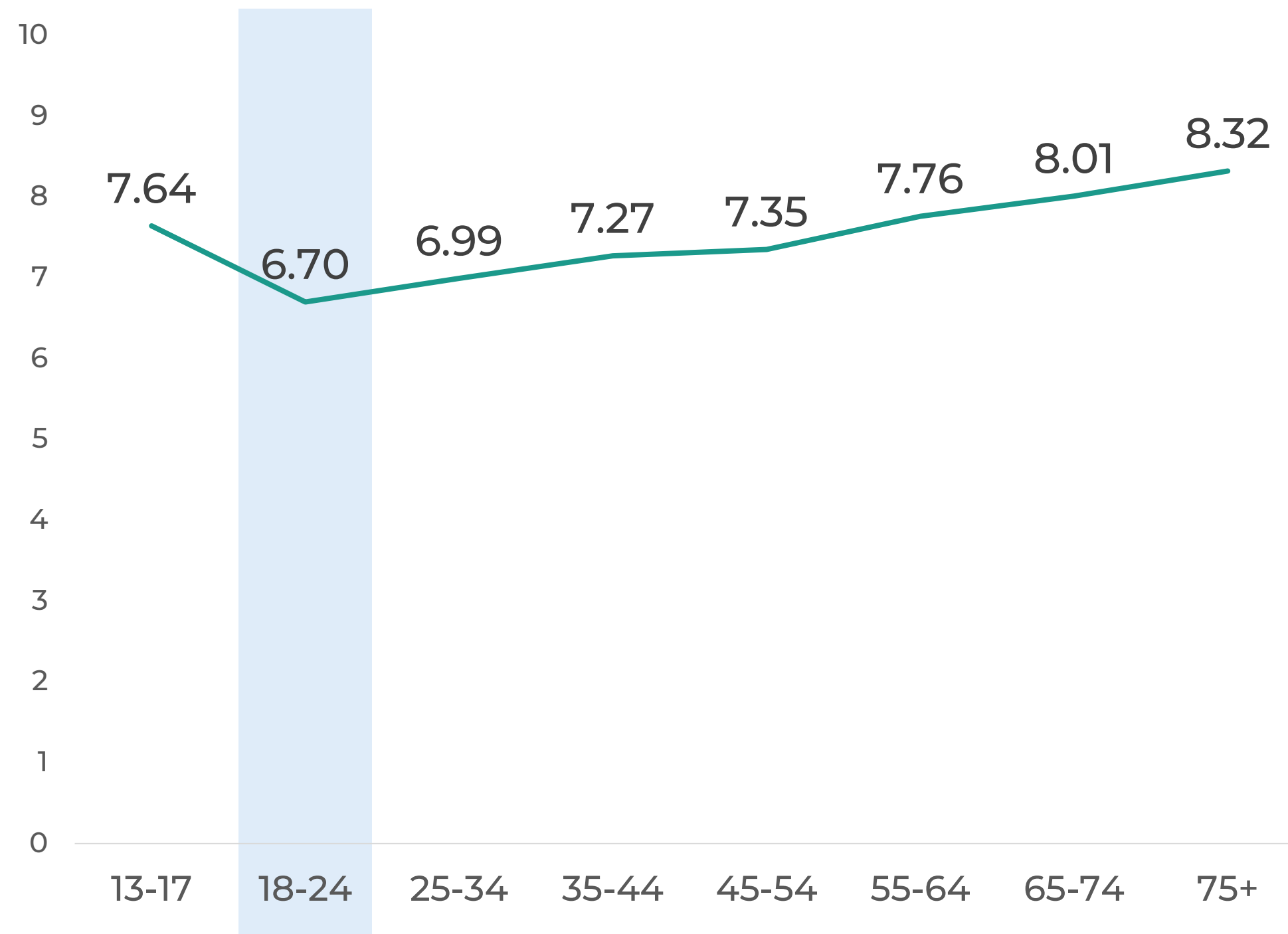


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Panel 3: How the new generation is changing the conversation on mental health

Young people aged 18-24 are currently reporting the lowest ratings for mental health

Rating of personal mental health - average score (out of 10)



Top 3 most common feelings amongst 18 – 24s are:

- 1 Stress **56%**
- 2 Feeling down/sad **53%**
- 3 Exhaustion **45%**

Despite this, 18-24 year-olds appear to be the most resilient and optimistic about the future, more than any other age group

58%

have experienced improved mental health in last 3 years

70%

expect mental health to improve in the next 3 years

How can we best support young people's mental health?

Self-care is currently having the most impact, specifically:



Being with
other people

17%



Exercising

12%



Taking part
in a hobby

10%



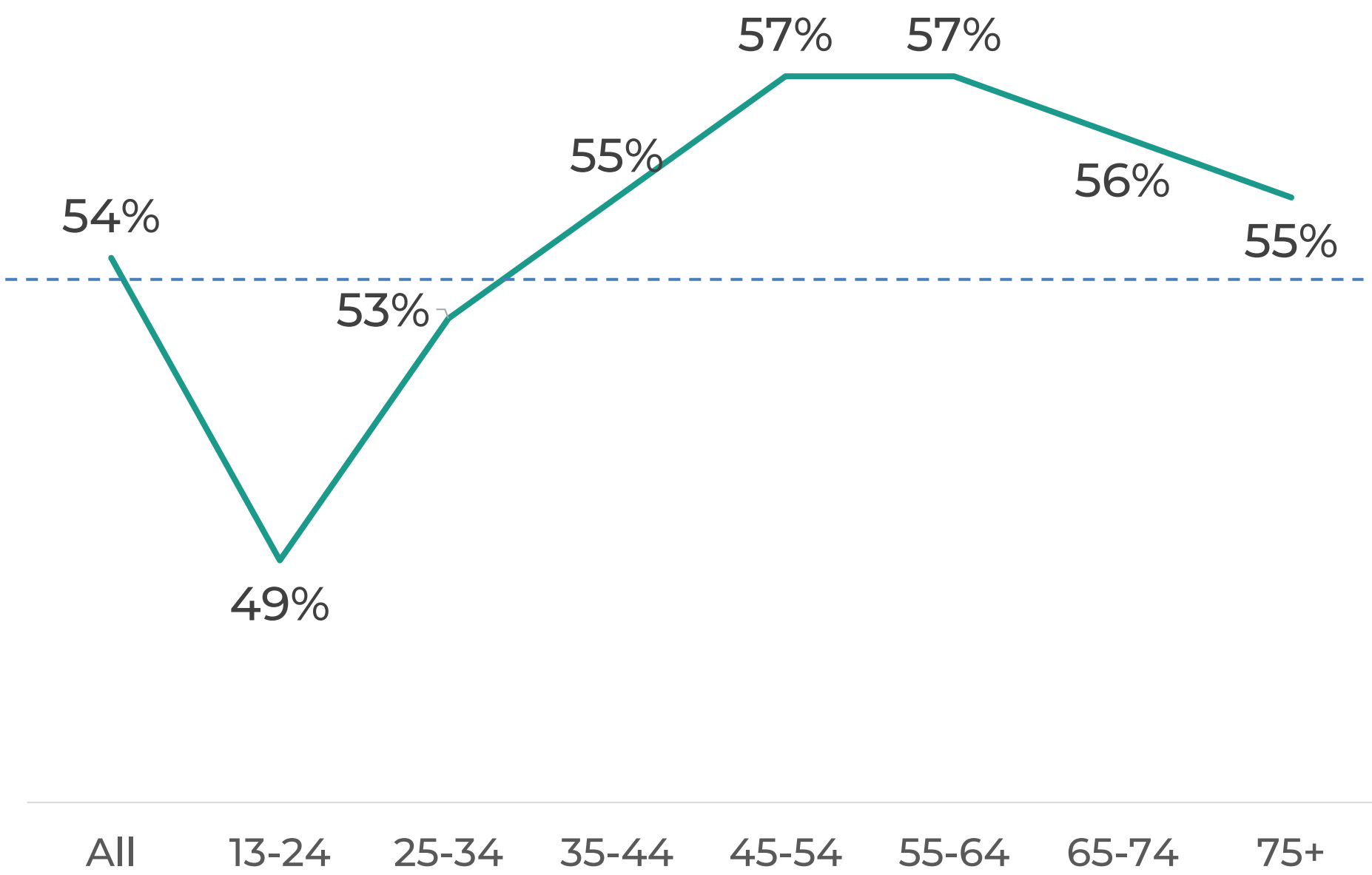
Travelling /
going on holiday

10%

But 8% of young people are less likely to consider mental health professionals impactful (a slightly lower level than other age groups)

And this reticence by 13-24 year olds to engage with mental health services is further evidenced

% agree they feel comfortable talking to a medical professional...



Young people tend to think, more than others, that talking about mental health is...

Embarrassing **44%**

Would worry friends or family too much **38%**

Would affect their ability to get or stay in a job **33%**

How can we make it easier for younger people to access the services they potentially need?

Can we reduce the stigma around accessing mental health services for young people?

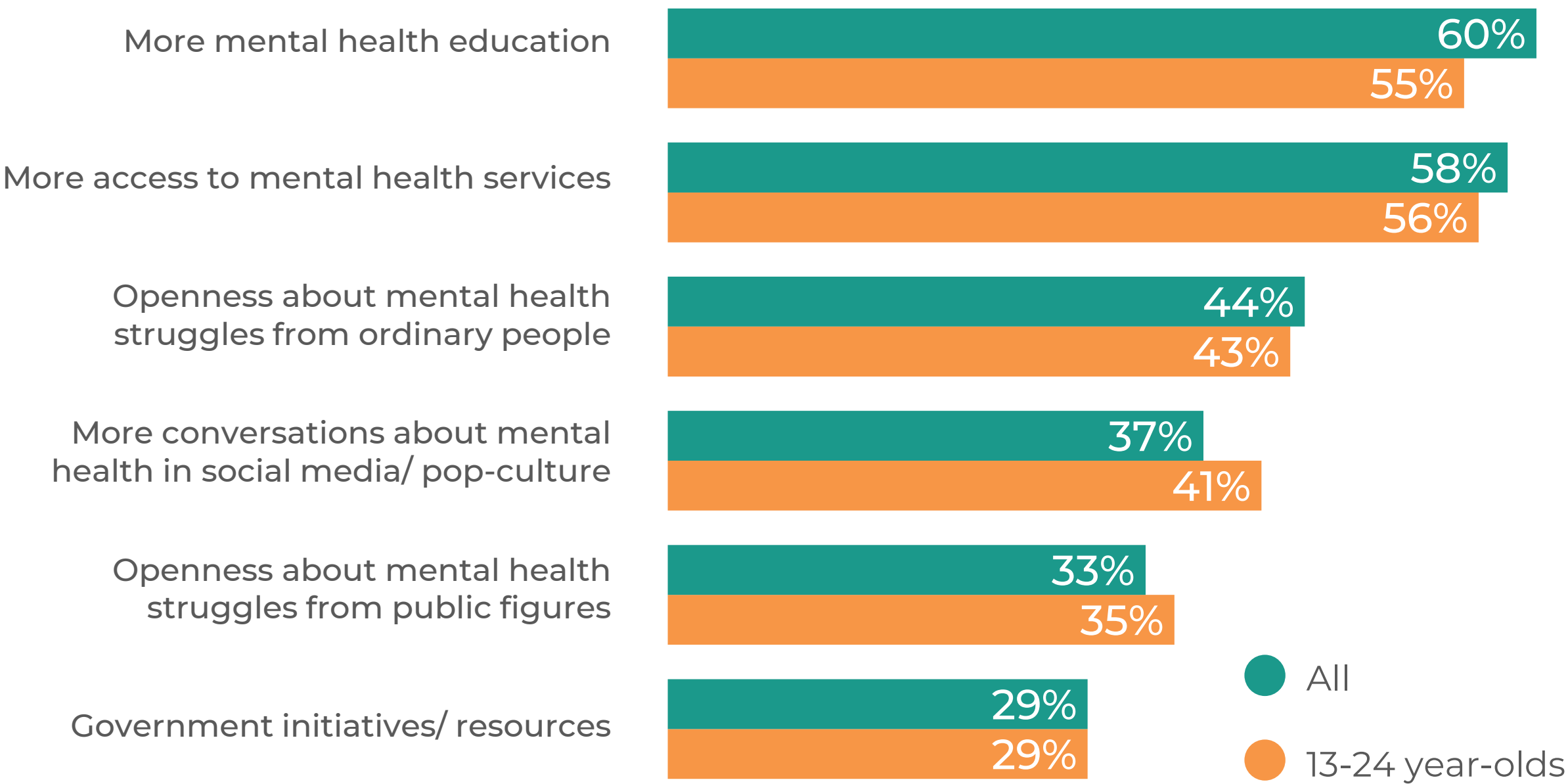
Is there a need to normalise mental health education and support?



Evidently, there is a shared desire for enhanced mental health education and resources

While the need is consistent across age groups, more attention should perhaps be given to how young individuals want to and can access these resources

Improvements in people’s attitudes towards mental health in your community



There is a strong perception of the negative impact of social media on mental health



🕒 13-24 year-olds on average spend more time on social media than other age groups

(3.6 hours vs. the average 3 hours)

13-24 year-olds are also the most reliant on social media

(69% vs. the average 52%)



Although the most prolific users of social media, young people are not blind to the harms of social media.

18- 24 year-olds particularly acknowledge social media can affect people's mental health negatively (79% vs average 65%)

Yet, younger people also feel informed and connected by social media

13-24s, more than any other age group...



see it as an essential way to keep up to date with the latest news and events 80%



feel connected to a positive community 73%

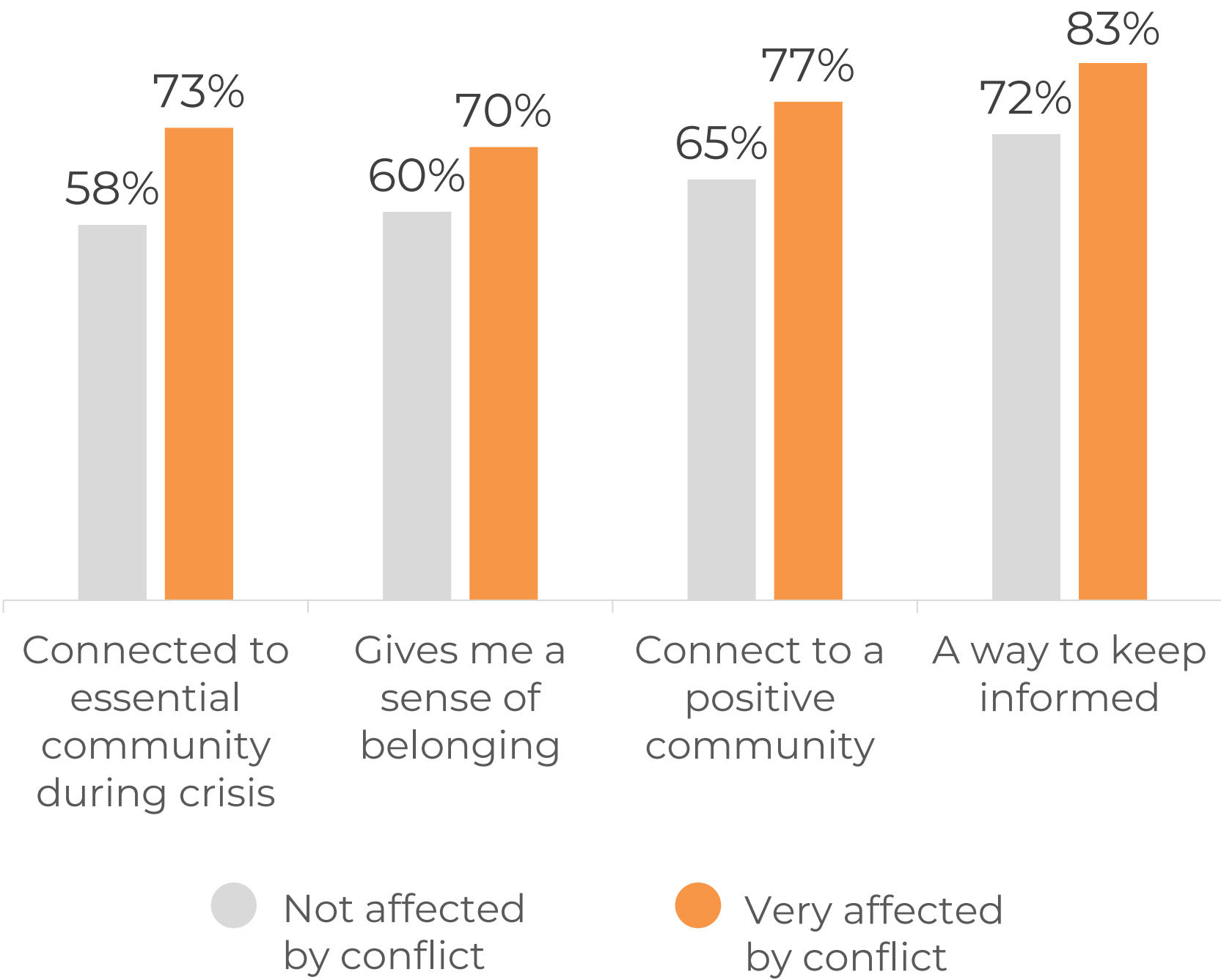


feel connected to a community that gives a sense of belonging 70%



feel connected to an essential community at a time of crisis 65%

Social media is also seen as a tool of hope in times of war



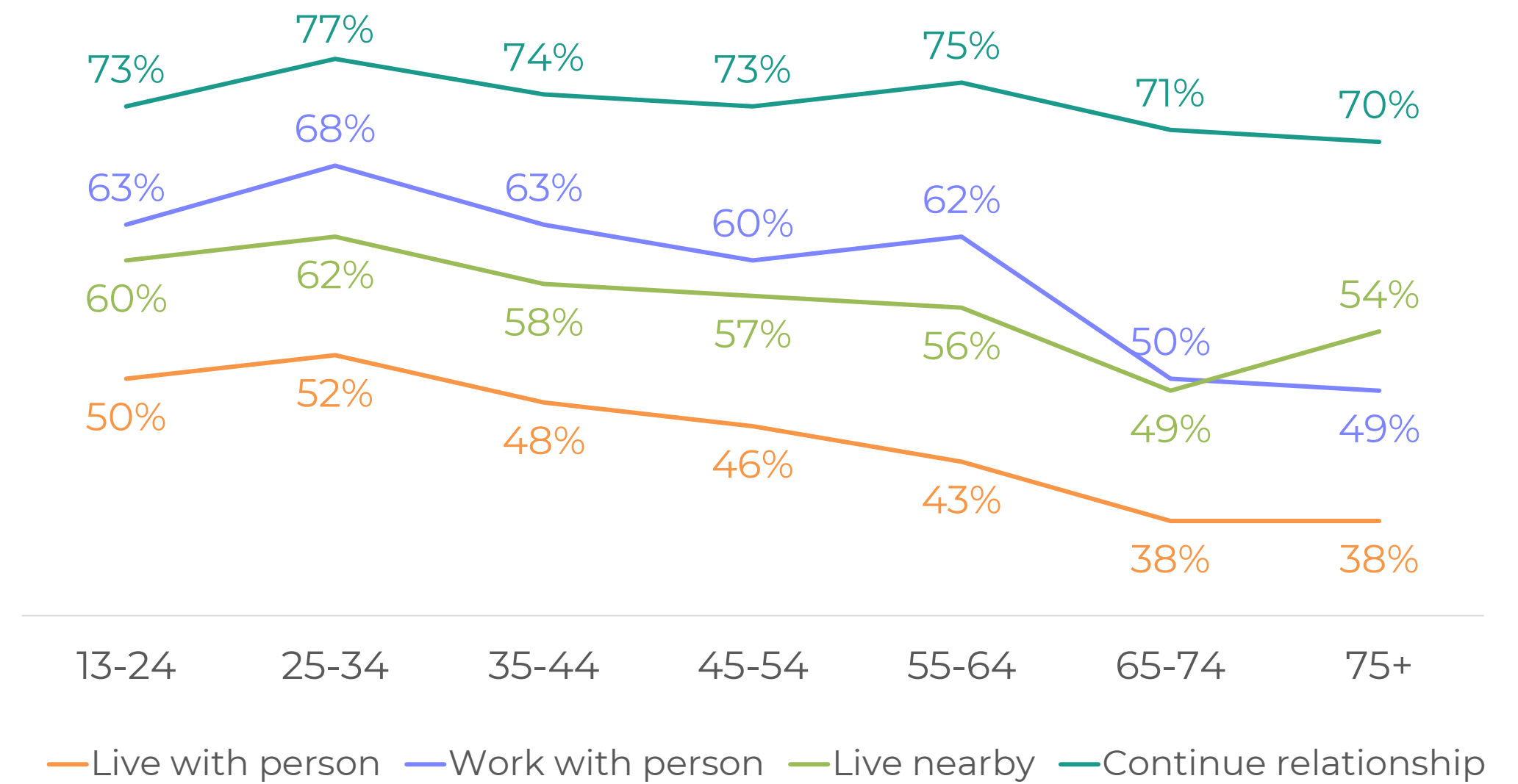
Young people are changing the narrative on mental health

Adolescents are the most likely to perceive people with a mental health condition as...

- ✓ Strong
- ✓ Brave/courageous
- ✓ Inspiring



And are amongst the most tolerant of people with mental health issues within a society (% agree)



How the new generation is changing the conversation on mental health

The new generation see mental health as a greater challenge in the next 5 years vs. other age groups

- Young people aged 18-24 self-report the lowest mental health ratings but are seemingly the most resilient and optimistic for the future
- Young people desire improved mental health education but feel more uncomfortable talking to a mental health professional than others
- Young people perceive those with mental health issues more positively than others
- Young people are more likely to be aware of both the positive and negative impacts of social media and yet are the most active and reliant users

