

NBCUniversal

Social Determinants of Health

Their Impact on a Culture of Health
& The Role of Brands

MARCH 2023



The Pandemic Opened Our Eyes to How We View Our Health

Once the glass was shattered, we couldn't unsee
the factors all around us impacting our health

77%

of people said the COVID-19 pandemic led them
to pay more attention to their health
in general¹

Suddenly, the Health Conversation Came to the Forefront

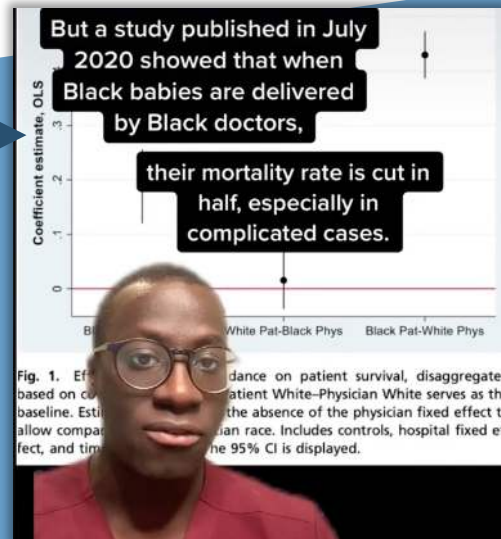
People started taking more notice of the factors impacting their well being and talking about it

+84% Increase in wellness conversation on social media year-over-year¹

2 / 12 / 23

The New York Times

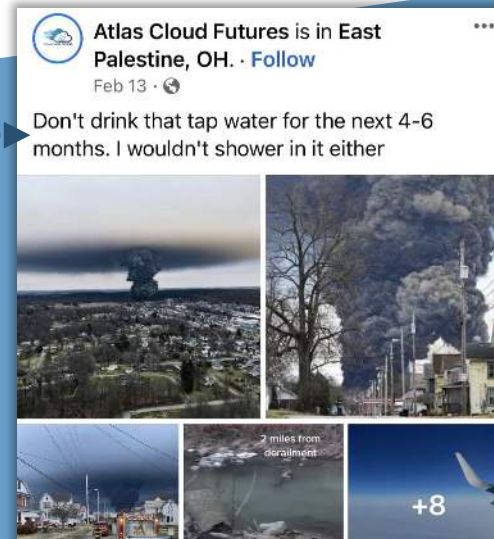
For a wealthy country, the United States is a dangerous place to be a newborn. But it is not equally risky for all babies²



3 / 1 / 23

NBC NEWS

Hazardous waste from Ohio derailment creates rippling health concerns as it gets shipped up to 1,300 miles away⁴

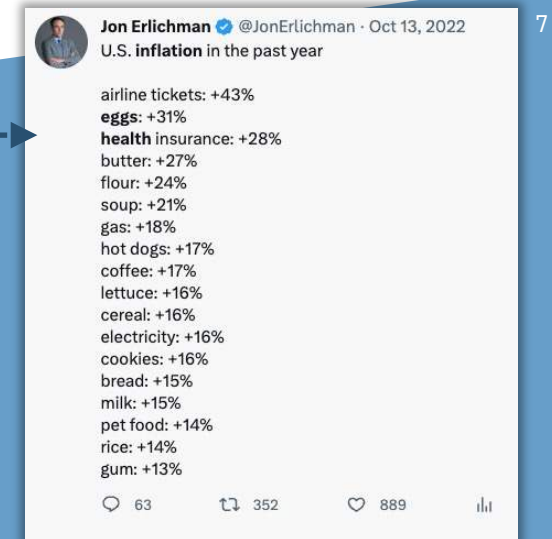


2 / 15 / 23

Bloomberg

Bird flu sent egg prices surging. Chicken prices may be next⁶

- Cases in South America raise risks for outbreaks in Brazil
- Brazil is the world's biggest exporter of chicken meat





Health Outcomes Have Gone From a “Me” Situation to a “We” Conversation.

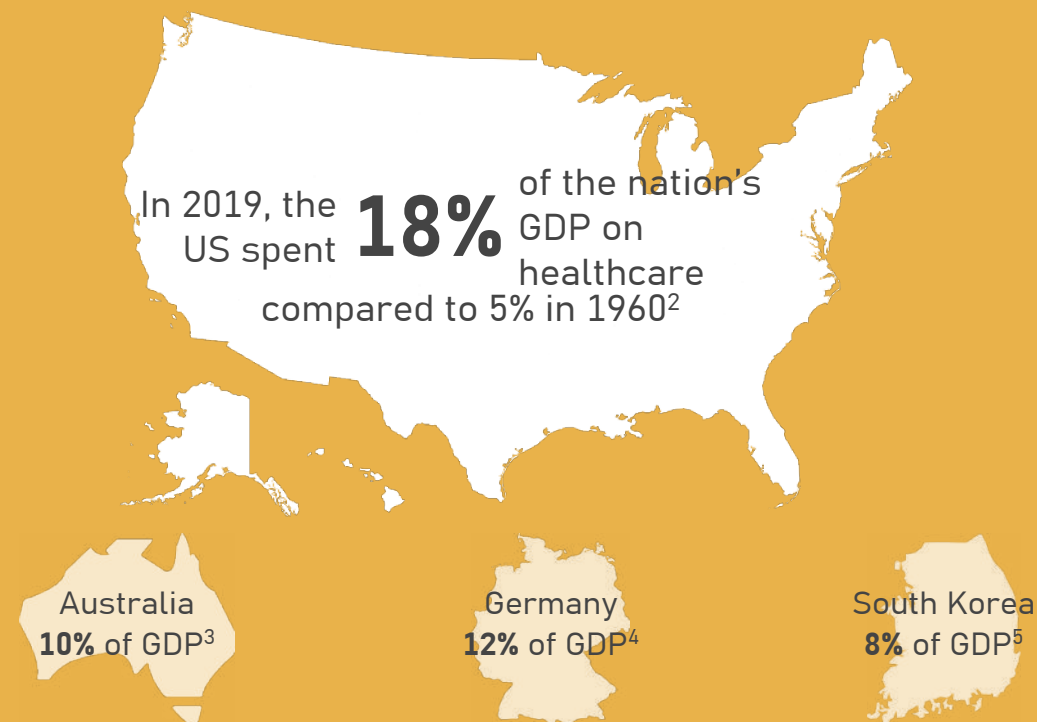
“Health is Everybody’s Business”

- **Yusuf Chuku**
*EVP, Client Strategy & Insights,
NBCUniversal*

The Collective “We” Recognizes That Our Health Situation Could Be Better

The US spends more on healthcare than any other developed nation










Nearly 2x as much as the average OECD country¹



Yet Ranks Last in Overall Healthcare Outcomes⁶

Linked to a series of social and environmental factors

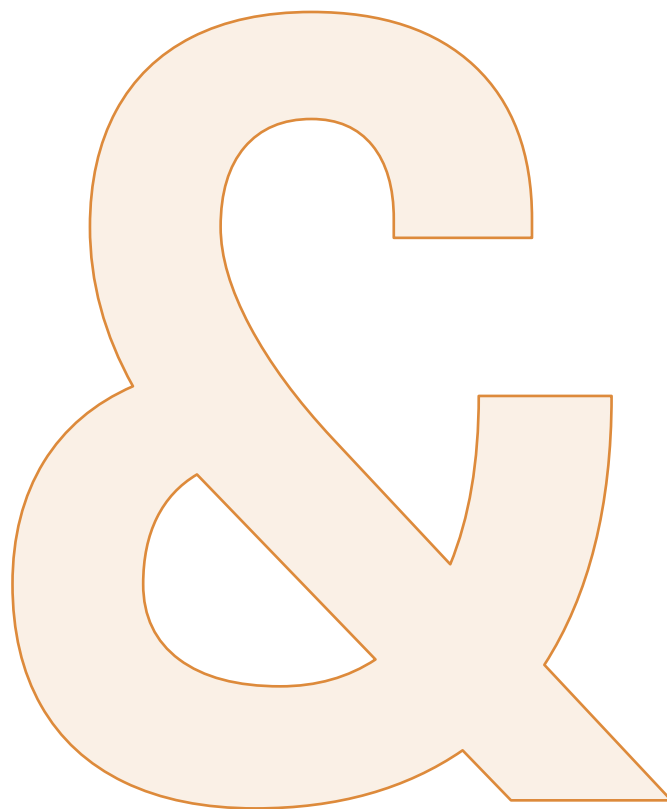
Healthcare System Performance Rankings:

#1		Norway
#2		Netherlands
#3		Australia
#4		United Kingdom
#5		Germany
#6		New Zealand
#7		Sweden
#8		France
#9		Switzerland
#10		Canada
#11		United States



WHO IS The Collective “We”

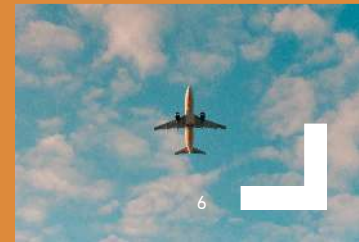
You
Me
Policy Makers
Non-Profits
Cities
Governments



Brands

ACROSS INDUSTRIES:

Apparel & Accessories |
Auto & Transport |
Beauty | Education |
Energy | **Finance** |
Government | **Grocery** |
Healthcare | Hospitals |
Insurance | Media & Ent. |
Non-Profits | Real Estate |
Retail | Restaurant | **Travel** |
Technology | Telecom



Brands Are Contributing to Improving the Health & Well-Being of Society

EXAMPLES



Spent the most on lobbying on SDOH issues, such as nutrition and food policy, employment, financial strain, and safety, between 2015 and 2019

Government Lobbying



Announced a \$1B investment to close the digital divide through new WiFi-connected safe spaces, laptop donations, and grants

Business Innovation

instacart health

Launched to increase nutrition security, by making healthy choices easier through advice, nutrition incentives, and food prescriptions

Optum

Launched a campaign to raise awareness about health disparities and Optum's commitment to health equity

Marketing Campaigns



Doubled its investment in building or preserving affordable housing opportunities, now at \$400M



Acquired One Medical to expand access to quality medical care, with both in-person and virtual services available



Partnered to provide free transportation to medical care, work, or educational programs for those most in need



Our Responsibility:

Advocate For & Foster a Culture of Health

A culture in which good health
& well-being thrive, where every
person has the equal opportunity
to live the healthiest life possible

How Do We Do This?



Key Influences on a Culture of Health:
Social Determinants of Health



**People's Understanding
& Perception**



**Meeting Expectations
& Taking Action**

DID YOU KNOW?

80%

of a person's **health outcomes**
is driven by:

Social Determinants of Health

*SDOH are the environmental conditions that affect
a person's health and well-being*



**Access to
Nutritious Foods**

Retail, Restaurant, Grocery



**Opportunities for
Physical Activity**

Every Industry



Polluted Air & Water

Every Industry



**Access to Affordable
Quality Healthcare**

Healthcare, Insur., Finance, Tech

These Are Social Determinants of Health

Neighboring & Physical Environment | Food |
Community & Social Context | Economic Stability |
Healthcare & Quality | Education



**Access to
Nutritious Foods**



**Opportunities for
Physical Activity**



**Polluted Air
& Water**



**Access to Affordable
Quality Healthcare**

These Are Social Determinants of Health

Neighboring & Physical
Environment | Food |
Community & Social
Context | Economic
Stability | Healthcare
& Quality | Education

Source: U.S. Department of Health &
Human Services



**Racism, Discrimination,
& Violence**
Every Industry



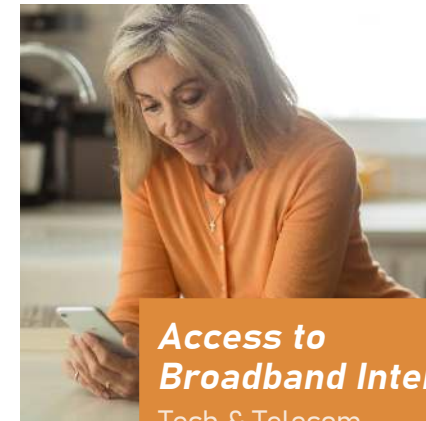
**Access to Quality
Education & Job Opps.**
Every Industry



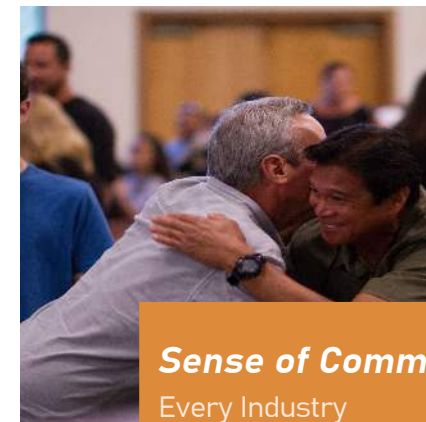
**Safe Housing, Transport.,
& Neighborhoods**
Auto & Transport., Real Estate



Language & Literacy Skills
Education, Finance, Healthcare,
Media & Entertainment, Tech



**Access to
Broadband Internet**
Tech & Telecom



Sense of Community
Every Industry

Polluted Air & Water

Traffic-related air pollution contributes to high rates of asthma in Mott Haven and Port Morris in the Bronx (17% of children ages 4 and 5)³



Access to Affordable Quality Healthcare

~89% of Upper West Side residents have good to excellent health, with an average life expectancy of 83.8 years old⁴



Access to Nutritious Foods

The Union Square Greenmarket (farmers market) was established in 1970⁶



Language & Literacy Skills

Over 138 languages are spoken in Queens, which also holds the Guinness World Record for "most ethnically diverse urban area on the planet"²



Safe Housing, Transport., & Neighborhoods

Brooklyn Heights is one of the safest neighborhoods in NYC, having lowered its crime rate by 84% since the early 1990s⁵



Racism, Discrimination, & Violence

East Flatbush, where 85% of residents are Black, is significantly underserved by cooling centers, making it more vulnerable to the heat¹



They Are All Around Us

NEW YORK CITY EXAMPLE

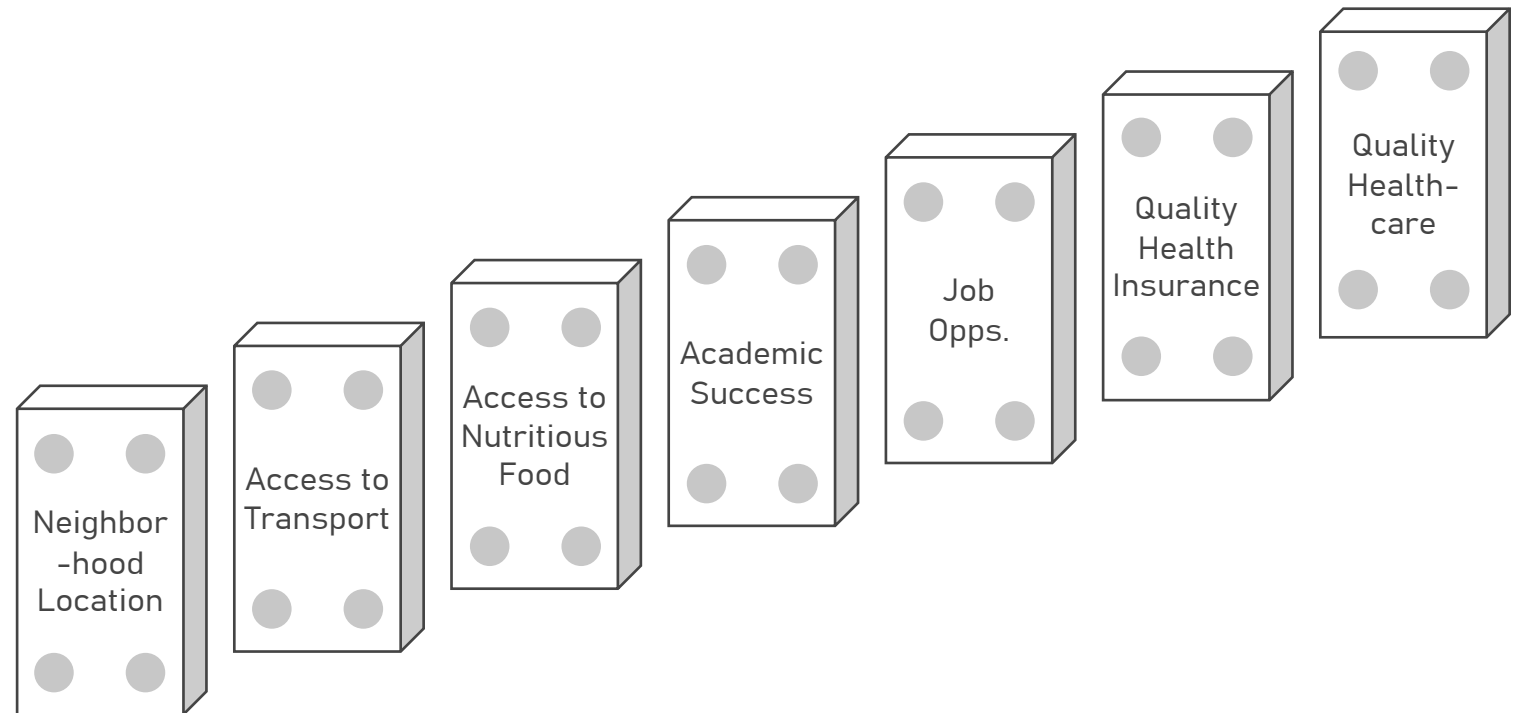
Source: 1. [NYC Comptroller](#); 2. [Babbal](#); 3. [Columbia University](#); 4. [Movoto](#); 5. [PropertyClub](#); 6. [CitySignal](#)

Social Determinants of Health are Often Linked to Each Other

and can have a domino effect on one's life¹

5 in 10

People don't have knowledge of the term "Social Determinants of Health," but **2 out of 3 people** indicate being **impacted by 2+ determinants**²



And Impact EVERYONE

"I don't have money to go to a doctor and pay out of pocket because medicine is extremely expensive here. For a few years I was just concerned, I was thinking 'when will I be able to take action on the way I feel, when will I be able to go to doctors?'"

- HISPANIC/LATINO, MALE

"If I didn't have access to the internet, that would be a really big barrier for me. A lot of the workouts I do are from the internet and then without them I might have to rely on finding information from public places. Sounds like a lot of hoops to jump through."

- BLACK, NON-BINARY

"The sense of community isn't really there. I feel like there's not enough uniting all of us."

- ASIAN, FEMALE



ANTHONY

- MALE, BLACK/AA

But Disproportionately Impact...

...communities – across generations –
facing inequities based on:¹



Race



Ethnicity



**Socioeconomic
Status**

MULTICULTURALS ARE
26%

more likely than white respondents
to report being impacted by two or
more social determinants of health³

Source: 1. [AMA](#); 2. [VCU Society Health](#); 3. 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

20 Years

of years life expectancy
can differ in neighborhoods
only about five miles apart
from one another, with
impacts faced in both
urban and rural areas²

FOR EVERYONE,
**Personal Health Is a
 Top-of-Mind Concern...**

7 out of 10 people
 prioritize their health regularly²

"Health is paramount."

ANTHONY
 (MALE, BLACK/AFRICAN AMERICAN,
 AGE 26-41)¹

**"I don't have big goals, I don't
 want to be a millionaire... I want
 stability, I want to feel better"**

SERGIO
 (MALE, HISPANIC/LATINO,
 AGE 18-25)¹

**"The one [bigger goal] that
 I'm working on is my health
 problems right now. that's
 why I get up every morning."**

JULIA
 (FEMALE, BLACK/AFRICAN AMERICAN,
 AGE 58-73)¹

**...But the Underlying
 Systemic Causes
 of it Are Not**

**"It's my own personal
 determination holding me back."¹**

REBECCA
 (FEMALE, WHITE,
 AGE 58-73)¹

"The barrier to health is myself."¹

IAN
 (MALE, WHITE,
 AGE 18-25)¹

Here's What
Consumers
Had to Say...

[Click Here](#)



to watch the video

PERSONAL HEALTH IS A TOP-OF-MIND CONCERN



What's not top-of-mind are the
social and environmental risk factors
impacting their health daily.

NBCUniversal



An Incomplete Picture Exists

Between 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 Health¹

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 are personally impacted²

Connections Fall Short

Brands for Good

Many brands promote their efforts, touting how important it is to help (Papa John's "More Than Sharing"), or what they are doing (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 SDOH on health

Pulled against keywords, from health and housing to transportation and food³

Consumers recognize the power of brands and companies,

Giving Them Permission to Join the Conversation & Do Something

IN FACT,
IT IS THEIR
EXPECTATION:



7 out of 10

people think brands have a moral
obligation to “do good”²

Source: 1. NBCUniversal's Consumer Insights Lab: HiU: Social Determinants of Health IDIs, Q1 2023 Sample size: 15 1-1 Interviews with US adults 18+; 2. NBCUniversal's Consumer Insights Lab: HiU: Social Determinants of Health Survey, Q1 2023; Sample size: 2,000 US adults 18+

“

[We need to create] **more awareness of how things can be way more difficult for some people.** Usually based on things that they are unable to control.

[...] if we take action on those things, we are pretty much creating a better world. You know, whose job is it to take action? Um, it's a combination of people and companies [...]. **I always appreciate when a company talks or helps different causes.**

- SERGIO (MALE, HISPANIC/LATINO, AGE 18-25)¹

”

How Do We Meet Expectations?





Content & Media Have Played a Role Bringing Societal Topics to the Forefront

INFLUENCING BEHAVIORS, ATTITUDES, AND SOCIETAL NORMS

Cheers

The
Designated Driver

**EASTLOS
HIGH**

Sexual & Reproductive
Health in the Hispanic
Community

THIS IS US

Alzheimer's
& Caregiving

**Erin
Brockovich**

Water Safety
Activism

**Revisionist
History**

Will & Grace's Impact on
LGBTQ+ and Equality

Why Did They Work?

6 out of 10 people
claim media is capable
of widespread impact¹



Broad Reach

Content & media with a wide-reaching, easily accessible distribution



Cross Media

Allowing stories & characters to live across mediums, connecting with viewers in their life



Varying Formats

Offering the opportunity to tailor based on audience for optimum engagement



Framing of Factors

At the societal vs. individual level



Build Confidence

In the viewer's thinking & actions



Culturally Relevant

Either jump-starting the conversation or giving the topic a stage

Content & Media

A teal background featuring several film strips that loop and swirl across the frame, creating a sense of motion and media.A teal background featuring a close-up profile of a woman with short hair, smiling broadly and looking upwards, conveying a sense of joy and human connection.

People as People

In today's society, understanding
people as people is core to connections
and driving systemic change

Identity Is a Choice Built Around:

- **Heritage:** Inherited or passed down culture, values, & traditions
- **Culture:** Beliefs, values, & practices of a particular group
- **Cultural Curiosity:** Desire to learn more about cultures other than one's own

87%

feel a strong attachment to **multiple communities**

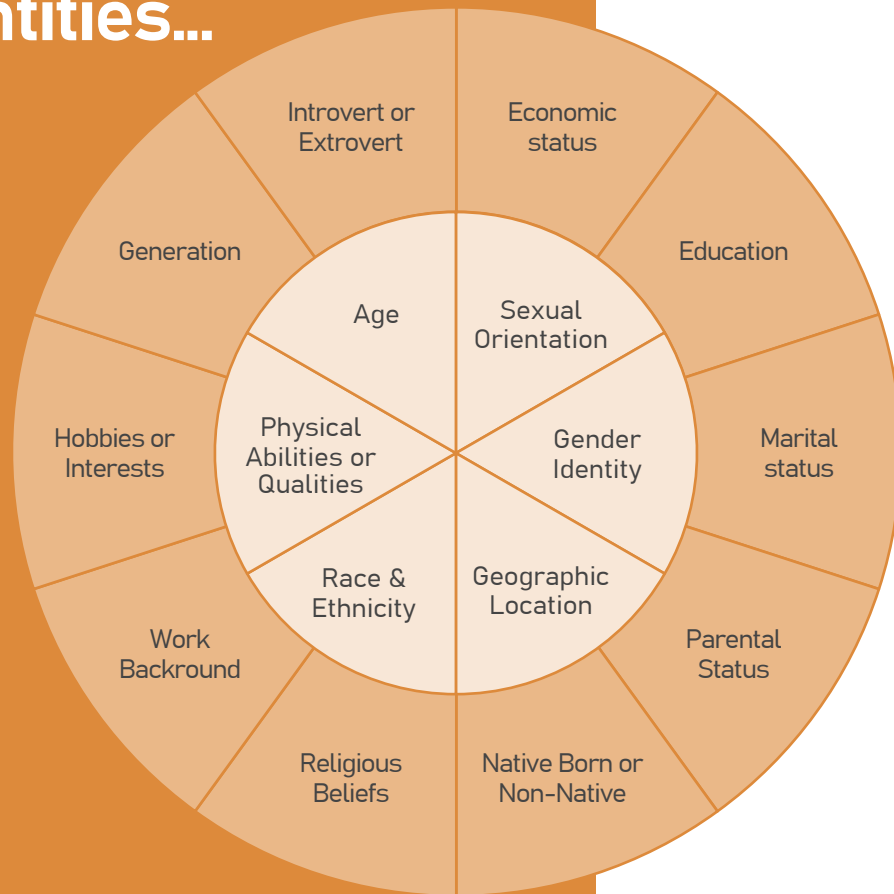
8

Different communities identified with, on average

93%

have a desire to **connect with cultures** other than their own

Consumers Have Multifaceted Identities...



I am a multi-racial adoptee and first-generation college graduate in both my adoptive and birth families.

OLIVIA, MIXED

I was born in Chicago but my mother is from Guatemala and my father is from Mexico... I am a 39 year [old] single divorced female raising two teenage boys.

JOHANNA, HISPANIC

I am a single educated Black Christian woman who was raised in a time when hard work and loyalty were a value to employees and women were taught to be independent.

MATILDA, BLACK

I am a college educated, roller coaster-loving, sports car-loving, extroverted gay male who lives in beautiful Florida.

ANDREW, LGBTQ

Social Determinants of Health

Understanding what they are, their impact & people's perspective



People's Expectations

Perspective of the role of brands with social impact



Content & Media

Learnings from impactful content



People as People

The power of identity & representation

PLAY INTO
HOW BRANDS

Take Action

Advocating for & fostering
a culture of health

LEARNINGS & BEST PRACTICES

Questions to Ask Before Taking Action

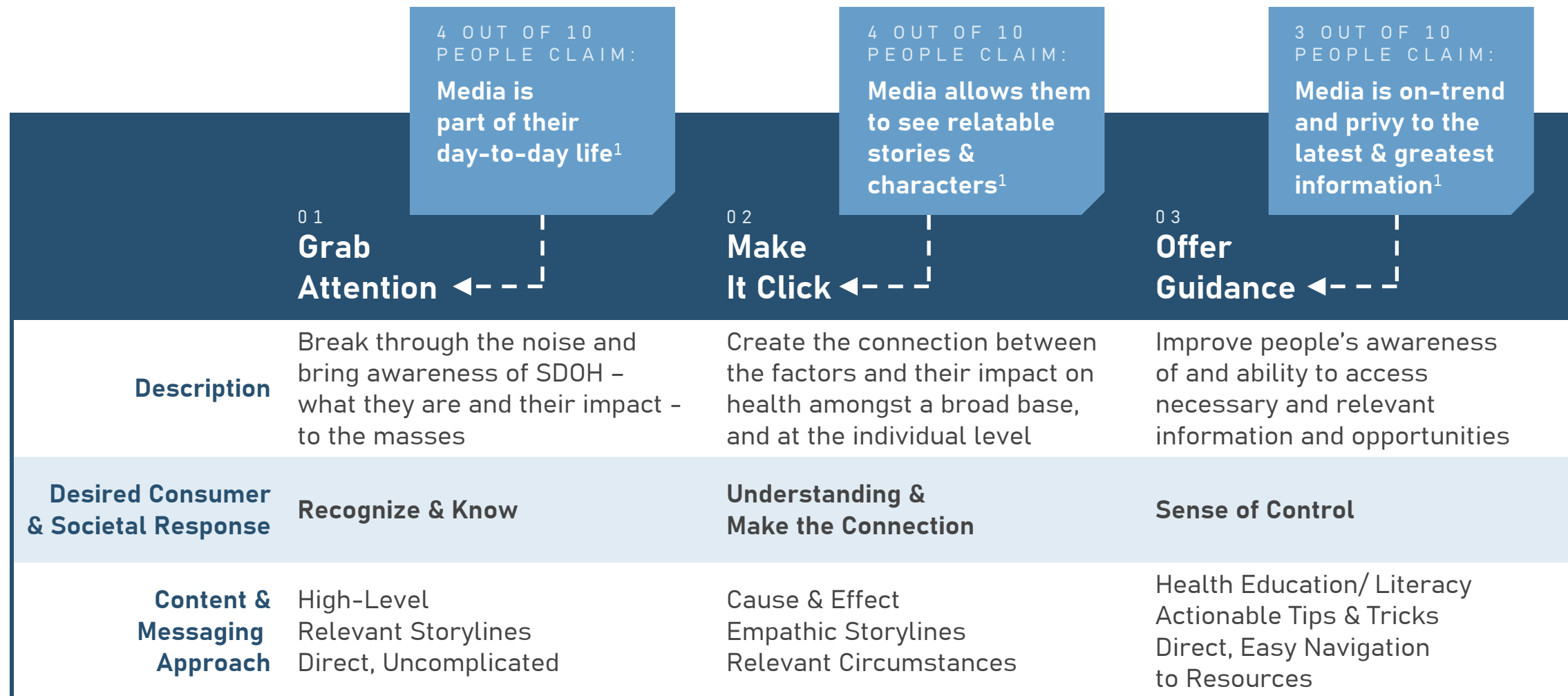
- Will this effort **fit my brand?**
- Is this **authentic to my organization** or company's brand & actions?
- Is this effort and all connected communications **impactful & purposeful?**
- Will our message be **clear?**
- Would aligning with a partner **further our goal?**

While Planning & Activating, Don't Fall Into Common Traps

- Portraying **stereotypes**
- Taking a **one size fits all** approach through media, content, messaging
- Creating **incomplete causal connections**
- **Overcomplicating**
- **Overemphasizing** character personalities/ traits
- **Snackable content** over quality of information
- Tackling **everything**

Taking Action

THREE-PRONGED APPROACH, ALL WORKING TOGETHER



ALIGNING TO THE FACTORS

Every Industry Has a Responsibility to Act

Not just the ones you think



Auto

Neighboring &
Physical Envi.,
Healthcare & Quality



Entertainment

Neighboring &
Physical Envi., Food,
Community & Social
Context, Economic
Stability, Healthcare
& Quality, Education



Real Estate

Neighboring &
Physical Envi.,
Community & Social
Context, Economic
Stability, Healthcare
& Quality



Tech

Neighboring &
Physical Envi., Food,
Economic Stability,
Education



Retail

Food, Community &
Social Context,
Education



CPG

Food, Community &
Social Context,
Economic Stability



Healthcare & Pharma

Community & Social
Context, Healthcare
& Quality, Economic
Stability



Apparel

Community & Social
Context, Education



Non-Profit

Neighboring &
Physical Envi., Food,
Community & Social
Context, Economic
Stability, Healthcare
& Quality, Education



Finance

Neighboring &
Physical Envi.,
Community & Social
Context, Economic
Stability



Food & Beverage

Food, Community &
Social Context,
Neighboring &
Physical Envi.,
Education



Education

Neighboring &
Physical Envi., Food,
Community & Social
Context, Economic
Stability, Healthcare
& Quality, Education

Resources & Organizations

Whose work champions
a culture of health

[Norman Lear
Center's Media
Impact Project](#)

[Hollywood,
Health &
Society](#)

[Robert Wood
Johnson
Foundation](#)

[VCU's Center on
Society and Health](#)

[The AMA Center
for Health Equity](#)

[The National
Academy of
Medicine](#)

[America on Tech](#)

[Covenant House](#)

[Found in
Translation](#)

[Laureus Sport
for Good](#)

[Minds
Matter](#)

[Trust for
Public Land](#)

Being a Platform for Good

NBCU actioning on these learnings



“The More You Know”



Creative Impact Lab



Caregivers Initiative



NBCUniversal

Thank You

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