



82M

Reached
with mental
health content
& programming

*Total reach from organic
and paid media

19M

Connected
to information &
resources for
mental health

*Engagements and clicks to
MHC resources

2M

Changed
mental health
beliefs & willingness
to seek resources

*Admitted beliefs measured against a
control group through Lift Studies

KEY AREAS OF FOCUS

Emotional Awareness

Belonging & Connection

Culturally Affirming Care for BIPOC Communities

Coping with Current Events

Workplace Mental Health

Suicide Prevention

Mental Health Management Techniques

Roadmaps

Resource Library

Psychoeducation Social Media Content

“MHC Champions” Community

Events

1-2-1 Series

Campaigns

Webinars

PROGRAMS

IN 2022, THE MENTAL HEALTH COALITION:



Announced a commitment at the [Clinton Global Initiative](#) to develop a series of digital initiatives designed to destigmatize mental health & produce a playbook of key findings



Launched three Lift Studies with Meta & Pinterest, a [pivotal measurement tool](#) that quantified MHC programs' positive impact on individuals' perceptions of mental health



Translated some of our most-viewed mental health resources into [Spanish](#) & produced a paid media campaign to provide culturally and linguistically appropriate resources to more communities



Hosted our first [in-person events](#), including a pop-up exhibition on emotional awareness with Pinterest & a celebration for the VR film Goliath with Games for Change



Was awarded the Gold Medal in the inaugural [Anthem Awards](#) for our 1-2-1 Series, an Instagram Live initiative that brings together celebrities and clinicians to discuss mental health