2022 IMPACT

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

PROGRAMS

- Roadmaps
- Resource Library
- Psychoeducation Social Media Content
- “MHC Champions” Community
- Events
- 1-2-1 Series
- Campaigns
- Webinars
## 2022 Impact

### In 2022, The Mental Health Coalition:

- Announced a commitment at the [Clinton Global Initiative](https://www.clintonglobal.org/) 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](https://www.spanish.com/) & 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](https://www.anthemawards.com/) for our 1-2-1 Series, an Instagram Live initiative that brings together celebrities and clinicians to discuss mental health.