



Global Coalition for
YOUTH MENTAL HEALTH

unicef 
for every child

Global Coalition for Youth Mental Health

How private sector action accelerated
progress in 2023

Foreword

In 2023, the Global Coalition for Youth Mental Health made major strides in responding to the many risks and challenges facing children and young people's mental health worldwide. Raising awareness and addressing stigma, shaping the global mental health policy agenda, and increasing funds for vital mental health programmes – this progress stands as a testament to the strength of collective action.

In this ever-evolving landscape, children and young people face unprecedented vulnerabilities, particularly in conflict-affected areas or by experiencing forced displacement, where acute mental health needs generally arise. This is compounded by insufficient funding, services, child and adolescent mental health professionals, and persistent stigma, creating barriers to seeking help. Protecting and promoting children's mental health is an urgent priority everywhere, including in high-income countries.

The Global Coalition for Youth Mental Health (the Coalition) stands as a response to these challenges, embodying the imperative to act rather than merely discuss.

It is with immense pride that I'd like to share the Coalition's 2023 activities with you. It showcases how UNICEF and private sector action accelerated progress in tackling the escalating global burden of youth mental health.

As we navigate the challenges ahead, this report serves as a beacon of determination, resilience, and growth.

Only through collective action and investment are we able to pave the way towards a world in which the mental health and well-being of every child, young person and caregiver is not just acknowledged, but also actively nurtured and safeguarded.



A handwritten signature in blue ink, appearing to read 'Carla Haddad Mardini'.

Carla Haddad Mardini

Director, Division of Private Fundraising
and Partnerships, UNICEF

Who we are

The Global Coalition for Youth Mental Health was launched in April 2022 with the support of the Z Zurich Foundation. It was born out of the belief that addressing youth mental health challenges requires concerted and collective action by a range of stakeholders.

Today, the Coalition is an alliance of UNICEF partners including:

SONY



JO MALONE
LONDON



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Who we are



The Coalition's **vision** is to see mental health on the social, economic and political agenda, to strengthen the skills and supportive environments for the mental health of 30 million young people in 30 countries by 2030.



The **mission** is to collectively harness its people, platforms and networks to increase mental health awareness within the private sector community and beyond, break the silence around mental health challenges, increase investment for youth mental health programming and achieve change at national policy level.



Everything the Coalition does is centered around achieving **four objectives**:

1. Address stigma and raise awareness
2. Call for policymakers and governments to act on youth mental well-being
3. Increase investment for UNICEF's mental health programmes
4. Improve business practices related to workplace mental health

Actions and investments in 2023

Events and Platforms

Elevating youth mental health during the World Economic Forum Annual Meeting 2023

During the World Economic Forum Annual Meeting in Davos, the Coalition hosted an affiliate session alongside Zurich Insurance Group and the Z Zurich Foundation with the theme, 'Collaborating to Scale Impact on Mental Health'. The session highlighted the need to scale investment in mental health prevention, promotion and treatment.

Panellists discussed the urgent need to prioritize youth mental health and explored effective initiatives and programmes, such as the Coalition and UNICEF's global campaign, #OnMyMind.

This session was the only one directed towards businesses on the topic of youth mental health during the Davos meeting, which clearly shows UNICEF's leadership position in that space and the unique opportunity for the Coalition to shape the global agenda and advocate for this cause.



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And alongside having [these] conversations around the urgent need to promote and protect the mental health and well-being of young people, there is a clear call and need for concerted action. We cannot simply talk, we need to act, and this is what the Global Coalition for Youth Mental Health is about.”

– Carla Haddad Mardini, Director, Division of Private Fundraising and Partnerships, UNICEF

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Actions and investments in 2023

Events and Platforms

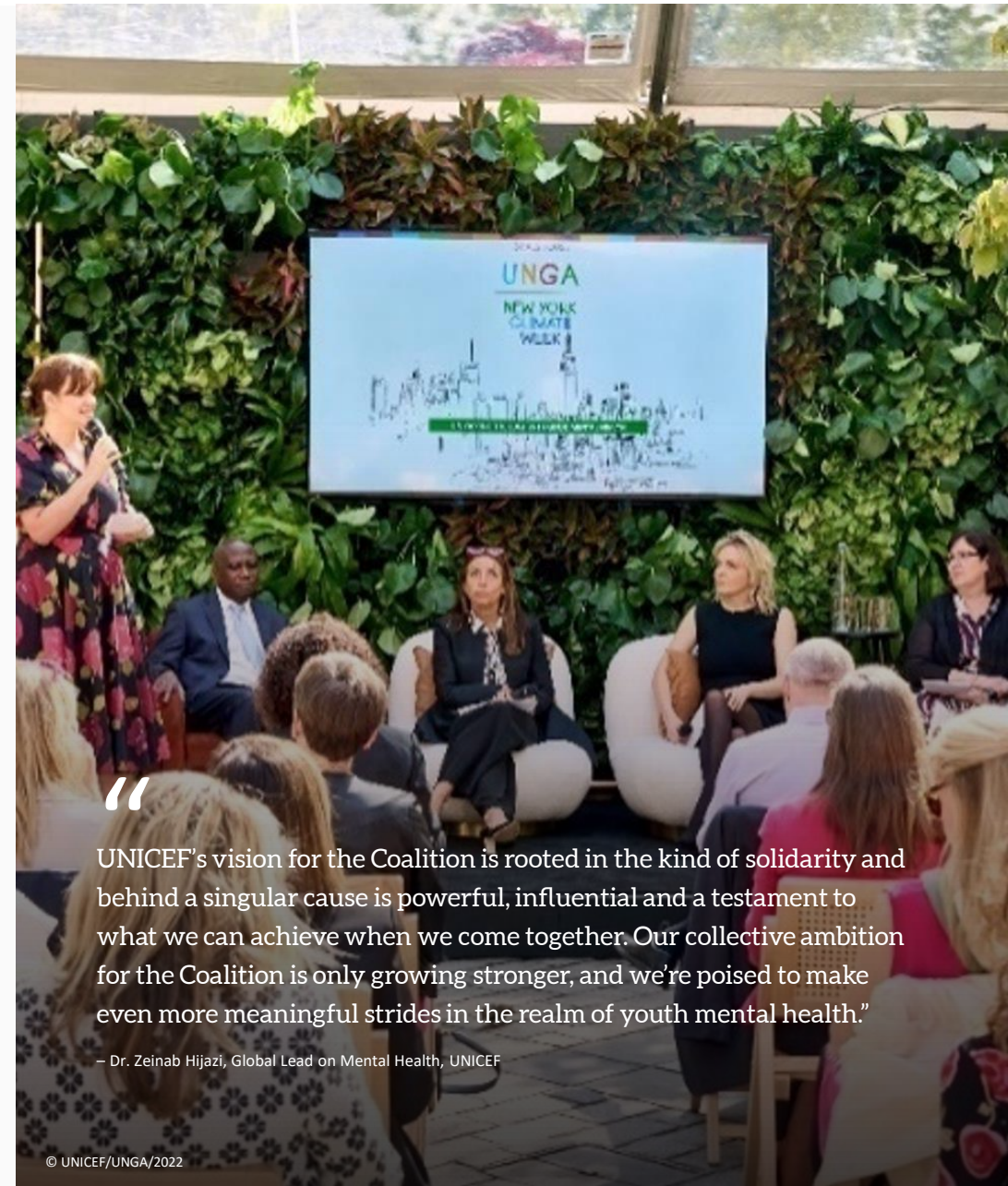
Unlocking the SDGs with good mental health

During the United Nations General Assembly in New York, the Coalition hosted an event that convened leading businesses at the Goals House to discuss how the private sector – with seven years left to achieve the SDGs – can help to ensure mental health for all by 2030. The panel was composed of Coalition members (Jo Malone London, Sony Corporation of America and Spotify) UNICEF, and it was moderated by Elisha London, mental health expert, founder and CEO of Prosperia Global. With over 80 participants, the audience was reminded that mental health is a driving force that accelerates progress across all SDGs, and that the private sector should prioritize and invest in mental health.

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The session reminded us that good mental health is the foundation for achieving global progress on both a societal and economic level, and that investing in and scaling up mental health prevention, promotion and treatment must be prioritized by governments and public and private sector partners.”

– The Goals House



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UNICEF’s vision for the Coalition is rooted in the kind of solidarity and behind a singular cause is powerful, influential and a testament to what we can achieve when we come together. Our collective ambition for the Coalition is only growing stronger, and we’re poised to make even more meaningful strides in the realm of youth mental health.”

– Dr. Zeinab Hijazi, Global Lead on Mental Health, UNICEF

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Actions and investments in 2023

Communication and Content

Time to act for businesses

From 9 May to 18 June 2023, the Coalition launched a global business call to action with the aim of mobilizing action and investment. The call was centred on three distinct actions for businesses: (1) enhance investment in young people’s mental health; (2) use influence; and (3) model supportive workplace culture.

A joint [statement](#) was published on the Coalition’s website, and a campaign was created and amplified on CNN and LinkedIn. The online videos on CNN and the social campaign on LinkedIn were targeted towards specific stakeholders in Canada, the United Kingdom of Great Britain and Northern Ireland, and the United States of America.



1,665,520
media impressions



715,453
completed video views



15,391
clicks to the website

Actions and investments in 2023

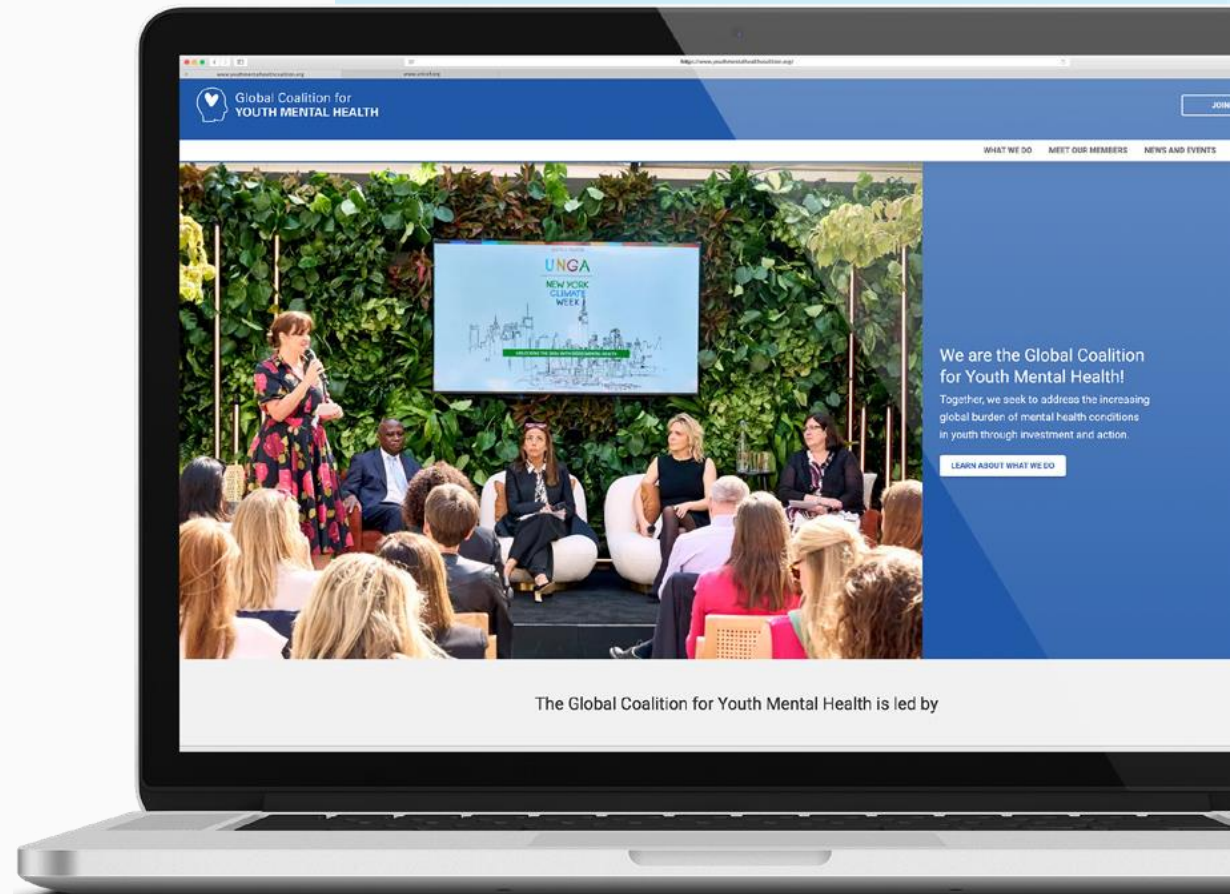
Communication and Content

We are the Global Coalition for Youth Mental Health

The Coalition website was successfully launched in May 2023. The centralized digital hub has proved critical for the Coalition to amplify its collective voice and showcase its shared mission.

It is also a powerful tool for external engagement and offers a public face to the Coalition, allowing it to effectively communicate its purpose, achievements and ongoing efforts to a wider audience.

By maintaining an informative and user-friendly digital space, the Coalition has effectively been able to leverage the internet presence to amplify its influence, advocate for change, and mobilize support.



Actions and investments in 2023

New Coalition member

Welcome Sony

On 14 September 2023, Sony Group Corporation (Sony) and UNICEF announced their new partnership and Sony's new membership in the Coalition. Sony's donation will go towards UNICEF's mental health thematic fund, supporting work to protect and promote good mental health and well-being for children, adolescents and caregivers worldwide. Sony's engagement on mental health matters is also reflected in their business initiatives beyond the collaboration with UNICEF, which include their support on mental health issues for employees and their families, artists, creators and customers at Sony Group companies.



Mental health fund

Thematic funding is flexible funding for a cause. It is a solution pioneered by UNICEF to be a win-win for donors and for children. In short, it is where a donor's passion or institutional mandate meets UNICEF's mission. And it creates sustainable, collective impact by strengthening the systems on which children and their communities rely every day. Investing in the UNICEF Mental Health Fund is an opportunity to ensure sustainable impact for children's mental health and psychosocial well-being.



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What's next

Further differentiate the Coalition's role and **unique value-add** in an increasingly crowded global mental health space with many actors.

Coalition members continue to connect on a quarterly basis. **Knowledge exchange** webinars will be added during which members showcase their initiatives.

Bridge global efforts more to the local level. This localized approach ensures the resonance and effectiveness of all initiatives.



Expand the Coalitions' membership to include **representation from the Global South** and build more alliances within the broader network.

Increase meaningful **youth participation** within the Coalition's activities.



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Wrapping up 2023

UNICEF welcomes the progress and accomplishments achieved by the Global Coalition for Youth Mental Health in 2023, laying a robust foundation for sustained action and investment to tackle the escalating mental health risks and challenges facing children and young people worldwide.

While the world in 2024 poses increasing risks for children and young people's mental health, it also offers the promise of transformative change.

The Coalition remains steadfast in its commitment to champion this vision, working towards a future where every child, young person and caregiver has access to the mental health support they need to thrive.

 Member spotlight

Jo Malone London and UNICEF

Impact for children

UNICEF's Mental Health programmes reach 30 million children and caregivers across 130 countries. Jo Malone London's donation will go towards UNICEF's mental health thematic fund, supporting work to protect and promote good mental health and well-being for children, adolescents and caregivers worldwide. As a member of the Global Coalition for Youth Mental Health, [Jo Malone London's support](#) will also help to strengthen young people's social and emotional skills and provide a supportive environment for good mental health, benefiting 30 million young people in 30 countries by 2030.

Business impact

Global platform for advocacy

Jo Malone London, as a member of the Global Coalition for Youth Mental Health, participates regularly in global advocacy opportunities, such as the 2023 UNGA High-Level Week, during which the company shared how businesses can have an impact on mental health.

Customer engagement

The partnership will engage Jo Malone London customers through the sale of the Charity Candle and point of sale fundraising online and in-store in multiple markets, with 70–75 per cent of profits donated to UNICEF.

Employee engagement

Jo Malone London employees will fundraise, support and advocate for UNICEF through meaningful engagement opportunities.

JO MALONE
LONDON

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For the past 10 years, Jo Malone London has been committed to supporting mental health through raising awareness, providing support and helping to reduce stigma.

We are thrilled to partner with UNICEF to leverage our collective voices and brand power to further stamp out stigma and provide support for children, adolescents and caregivers globally.”

– Jo Dancey, Global General Manager, Jo Malone London

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Member spotlight

Sony Group Corporation and UNICEF

In September 2023, Sony Group Corporation and UNICEF joined forces to ensure that children and youth are not left behind in a rapidly changing digital landscape amid the long-lasting consequences of the COVID-19 pandemic. This collaboration, which began in 2020 to support UNICEF's pandemic response, is being extended into areas where the pandemic's impact continues to be felt: accessing education and mental health care.

COVID-19 has had a long-term negative impact on children's health and well-being, underscoring the urgent need for increased mental health care tailored to young people in every community. One aspect the partnership will focus on is supporting UNICEF's global efforts to strengthen and integrate mental health services in primary care facilities, schools and community health-care centres.

This will include strengthening national delivery of child and adolescent mental health services and reducing barriers to access among young people and their families. As part of this new partnership commitment, Sony has joined the Global Coalition for Youth Mental Health.

SONY



“ Sony is proud to collaborate with UNICEF to provide critical support to the most vulnerable children and families. Established in April 2020, ‘Sony Global Relief Fund for COVID-19’ has supported those affected by the pandemic in the areas of ‘medical’, ‘education’ and ‘creative communities’. Through the partnership with UNICEF, we will further support efforts to address social issues that have become more serious or apparent since the outbreak of COVID-19.”

– Shiro Kambe, Senior Executive Vice President, Sony Group Corporation

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 Member spotlight

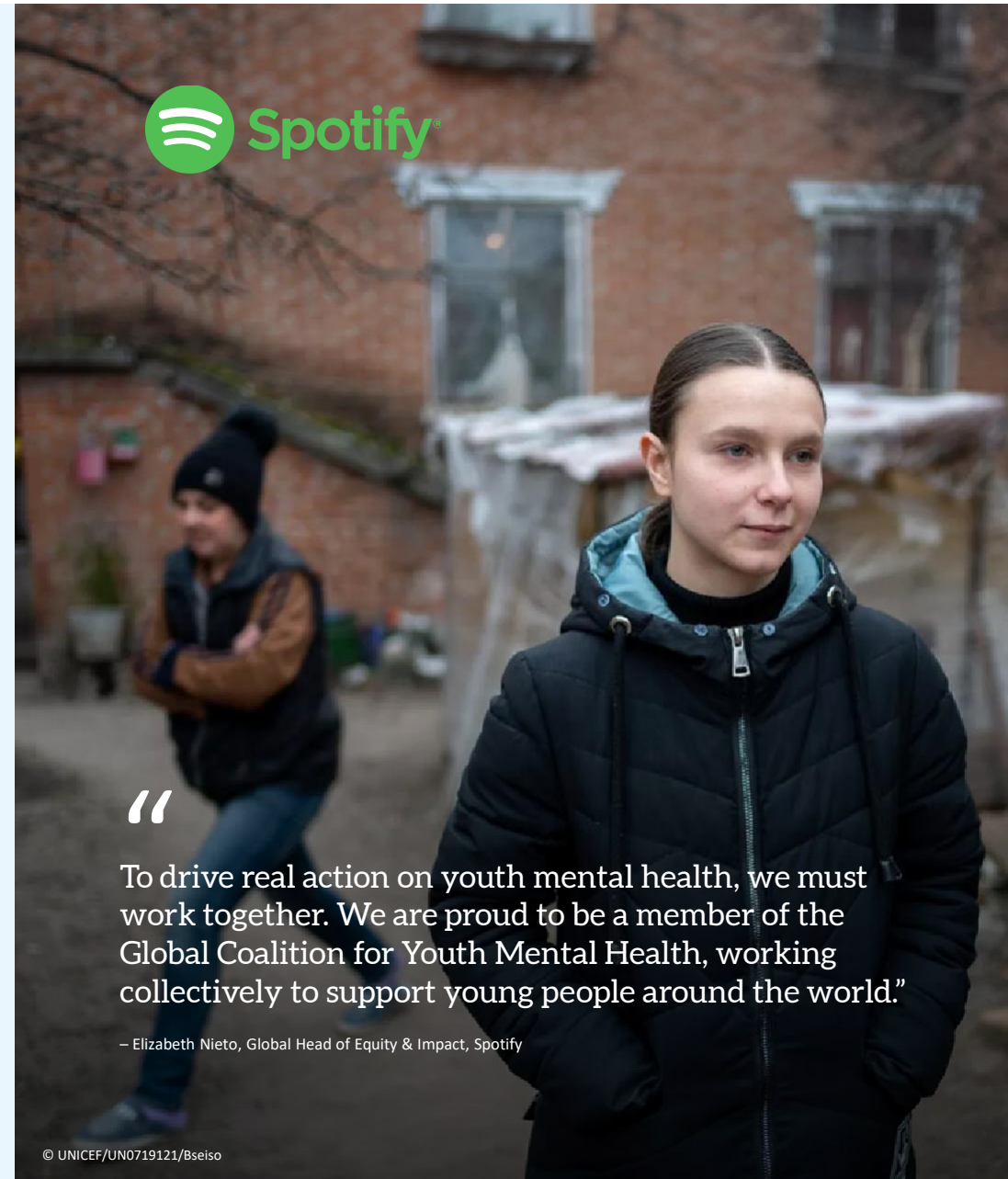
Spotify and UNICEF

In 2022, Spotify and UNICEF launched a partnership to support the mental health and well-being of young people through the power of audio. Through ‘Our Minds Matter’, a co-created youth mental health and well-being destination launched on Spotify, the partners are initially focusing on responding to the urgent mental health needs of those affected by the war in Ukraine. Together, Spotify and UNICEF are expanding their impact across a range of other emergency and non-emergency contexts. As part of this partnership, Spotify has also joined the **Global Coalition for Youth Mental Health**.

A youth mental health and well-being destination on Spotify’s platform

Spotify and UNICEF aim to have a significant impact on the promotion of mental health and well-being across the world by combining Spotify’s platform, user reach and expertise in content with UNICEF’s mental health expertise, programme reach and collaboration experience. The destination on Spotify’s platform includes playlists and podcasts, including a new podcast – ‘On My Mind’ – co-created by UNICEF mental health experts and young Ukrainian and Polish people.

Together, Spotify and UNICEF have an opportunity to expand and maximize reach, especially to the hardest-to-reach and most vulnerable young people who may face barriers in accessing traditional mental health services.



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To drive real action on youth mental health, we must work together. We are proud to be a member of the Global Coalition for Youth Mental Health, working collectively to support young people around the world.”

– Elizabeth Nieto, Global Head of Equity & Impact, Spotify

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 Member spotlight

Zurich Insurance Group and UNICEF

In 2022, Zurich Insurance Group joined the **Global Coalition for Youth Mental Health** and supported its first call to action.

Supporting the children and families of Ukraine

Zurich Insurance Group supports UNICEF's work focused on the well-being of adolescents and caregivers from Ukraine who have been displaced from their homes and country. This support includes psychosocial interventions including teaching adolescents and caregivers emotional well-being skills to promote continued well-being and prevent severe mental health conditions.

Zurich Insurance Group's support also helps to provide caregivers with the necessary information and support to help strengthen relationships, provide a safe space within their homes and support the caregivers' own mental health and well-being.



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We are proud to have joined the Global Coalition for Youth Mental Health hosted by UNICEF. Zurich Insurance Group is committed to working hand in hand with other corporations to ensure mental health is a global priority.”

– Linda Freiner, Head of Sustainability, Zurich Insurance Group

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 Member spotlight

Z Zurich Foundation and UNICEF

Since 2021, the Z Zurich Foundation and UNICEF have been working together to promote mental health and well-being among young people worldwide. In 2022, the Z Zurich Foundation and UNICEF launched the Global Coalition for Youth Mental Health. Today, the Coalition consists of a group of UNICEF partners who are all committed to driving action and investment in youth mental health.

Impact for children

The partnership's goal by August 2024 is to equip 400,000 adolescents and 150,000 caregivers in seven countries with information, skills, and strategies on how to care for their own and each other's mental well-being.

#OnMyMind campaign

The Z Zurich Foundation supports UNICEF's #OnMyMind campaign. The campaign aims to reach 30 million people and promote positive conversations and connections that increase awareness, knowledge and action on mental well-being.

Caring for caregivers

The Z Zurich Foundation is adapting UNICEF's caregivers support tool and workshop to the workplace. In addition to a digital app version, pilot workshops with Zurich employees have created a workplace version which will be made widely available.



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Working together, we can turn the tide and help many young people realize their full potential.”

— Gary Shaughnessy, Chair, Z Zurich Foundation

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www.unicef.org

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