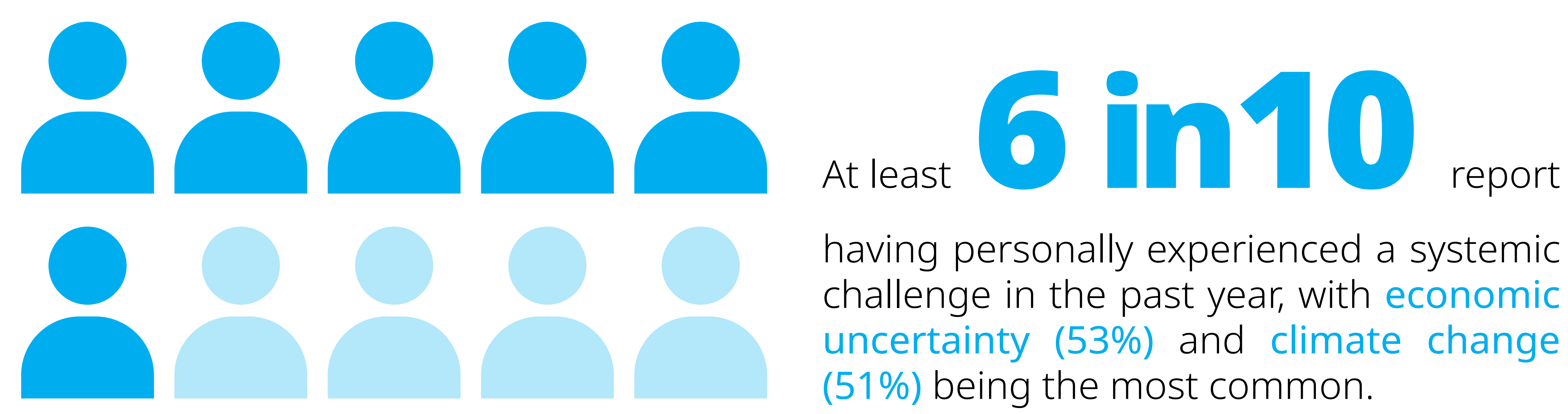
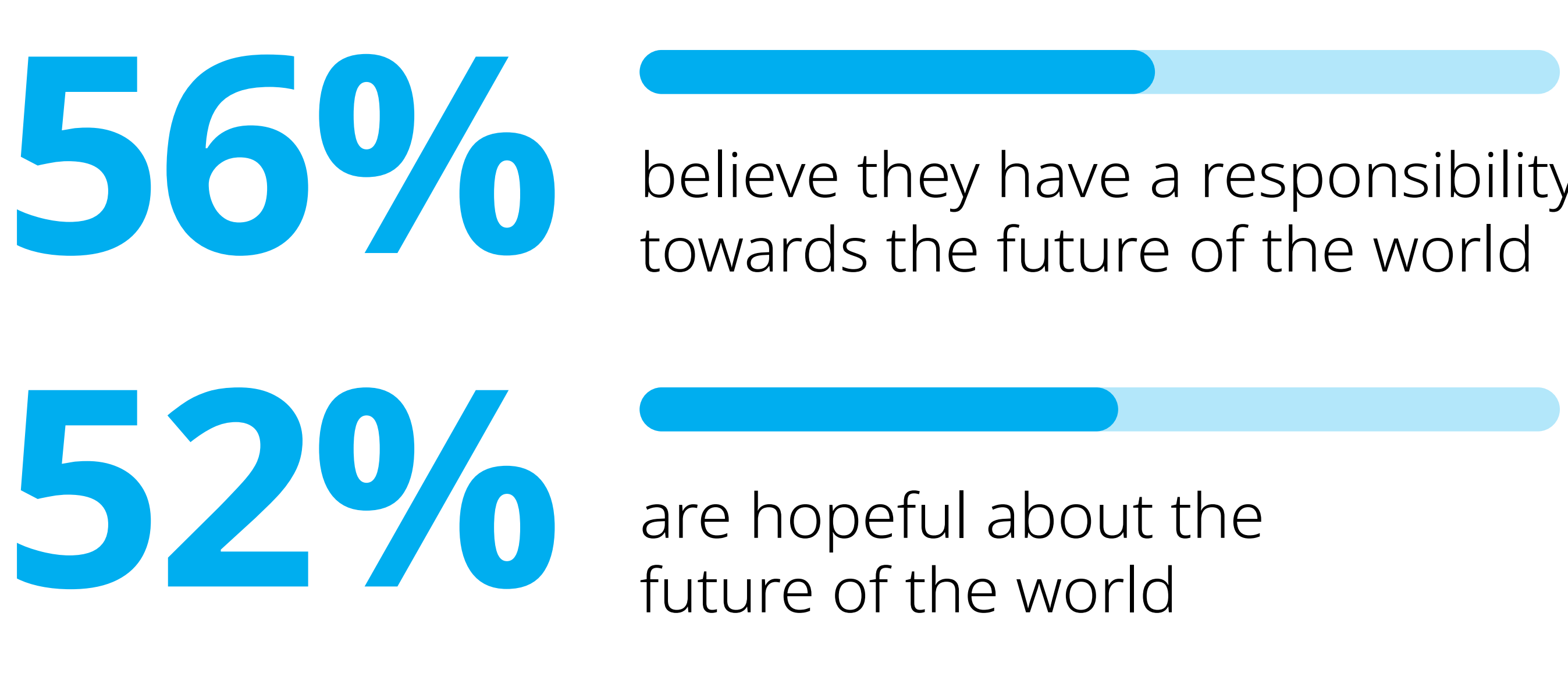


THE MENTAL HEALTH IMPACT OF GLOBAL CHALLENGES ON GEN Z

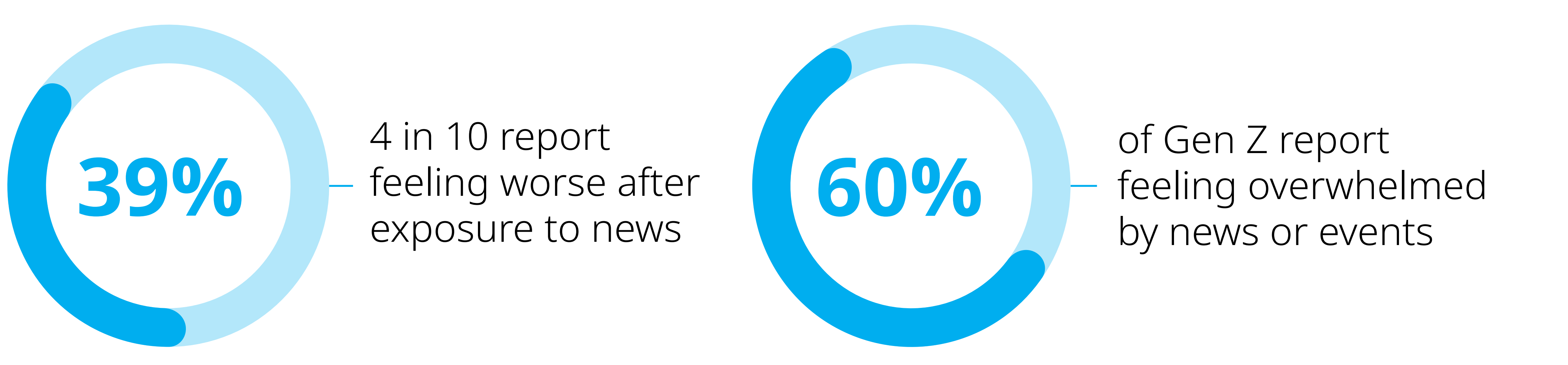


Gen Z are deeply engaged with the world's challenges.

They hold a real sense of **accountability** and desire to drive change.



THE NEWS CONSUMPTION PARADOX
This generation consumes news more than any other type of content — but this is fuelling a cycle of overwhelm.



COPING MECHANISMS AND MENTAL HEALTH LITERACY

Only **52%** feel knowledgeable about where to find resources to support their mental health.

52%



**55%** feel their coping activities are effective.

More than **2 in 3 Gen Z (68%)** turn to their phones to cope with this, but according to their own reports, this has low rates of efficacy.

Creative and active actions like moving, taking a walk, going to nature, listening to music make **Gen Z feel better.**



**77%** listening to music

**72%** spending time with loved ones

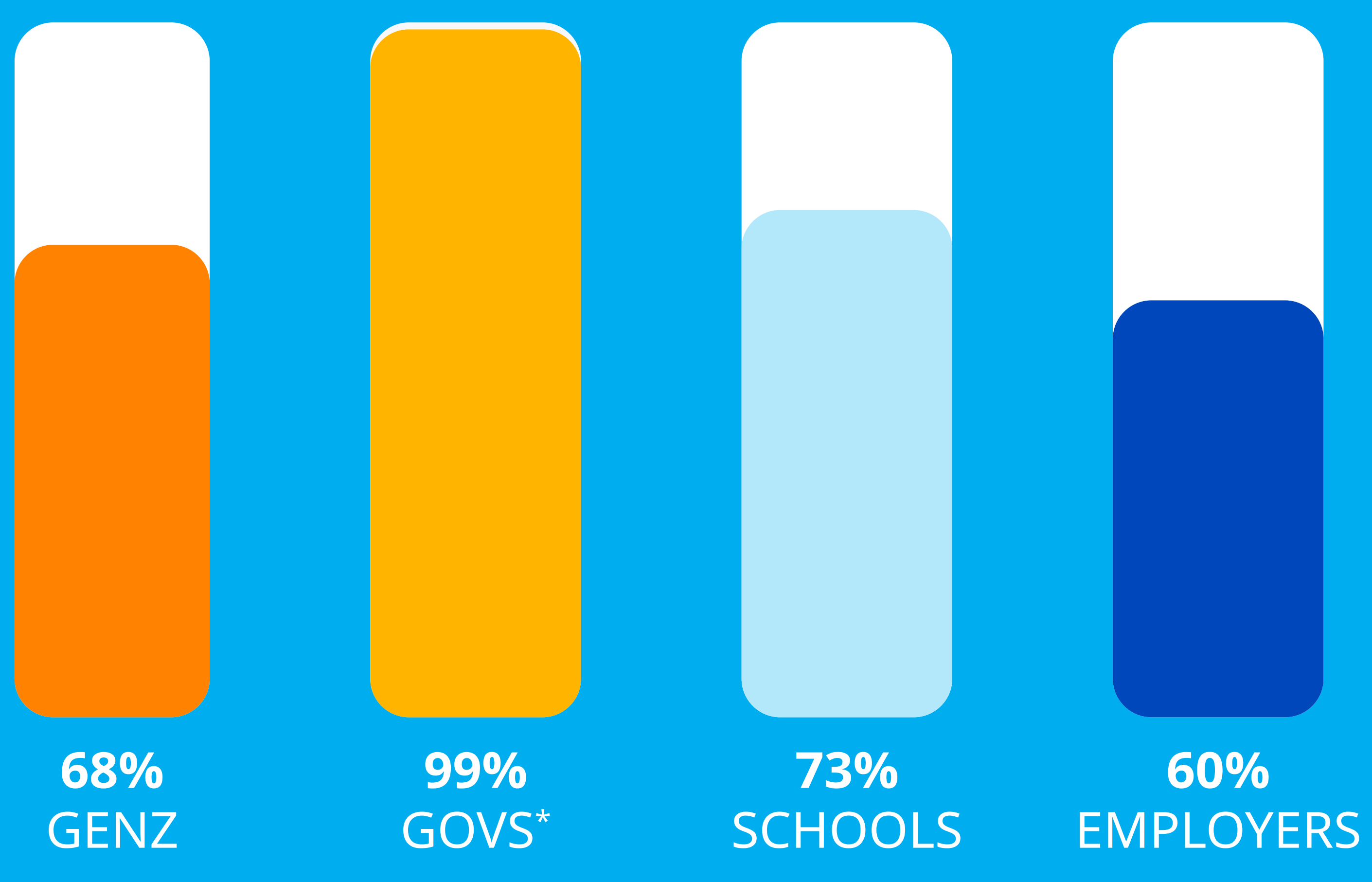
**71%** taking a walk

**67%** going into nature

THE ACCOUNTABILITY GAP

Gen Z believe they play a key role in helping themselves and other young people manage the impact exposure to global challenges has on mental health — **but want major institutions to join them in shouldering the responsibility.**

Who does Gen Z believe should be **held accountable**?



*local, state, and national combined

Businesses have an opportunity to fill this gap by taking a leadership role in advocating for, and supporting holistic approaches to promote and protect mental health. Collaborating with youth, NGOs and governments to:

- **Ensure children youth and caregivers have access to quality support** through investment in promotion, prevention and care.
- **Bridge the evidence gaps** with better data and research.
- **Adopt internal strategies** to support caregiver and employee mental health and well-being.