



The Third Summit
of First Ladies
and Gentlemen

**Mental health as top
priority:
insights from global
research in Ukraine,
Germany and 9 more
countries**

A bespoke primary research survey was conducted with people from 11 countries around the globe

Research conducted online in local language between 1 and 24 August 2023

Results were presented at the Third Summit of First Ladies and Gentlemen, which took place in Kyiv on 6 September 2023

Countries selected to cover all the regions of the world as well as the countries which are facing now or faced war in the past

These countries also collectively represent a diverse range of cultures, languages, and traditions, global perspectives and encompass a range of socio-economic statuses

People aged 13 years + included in the research

11,000 interviews were conducted, 1000 in each country. A blended approach, giving equal weight to each nation (not weighted by population)



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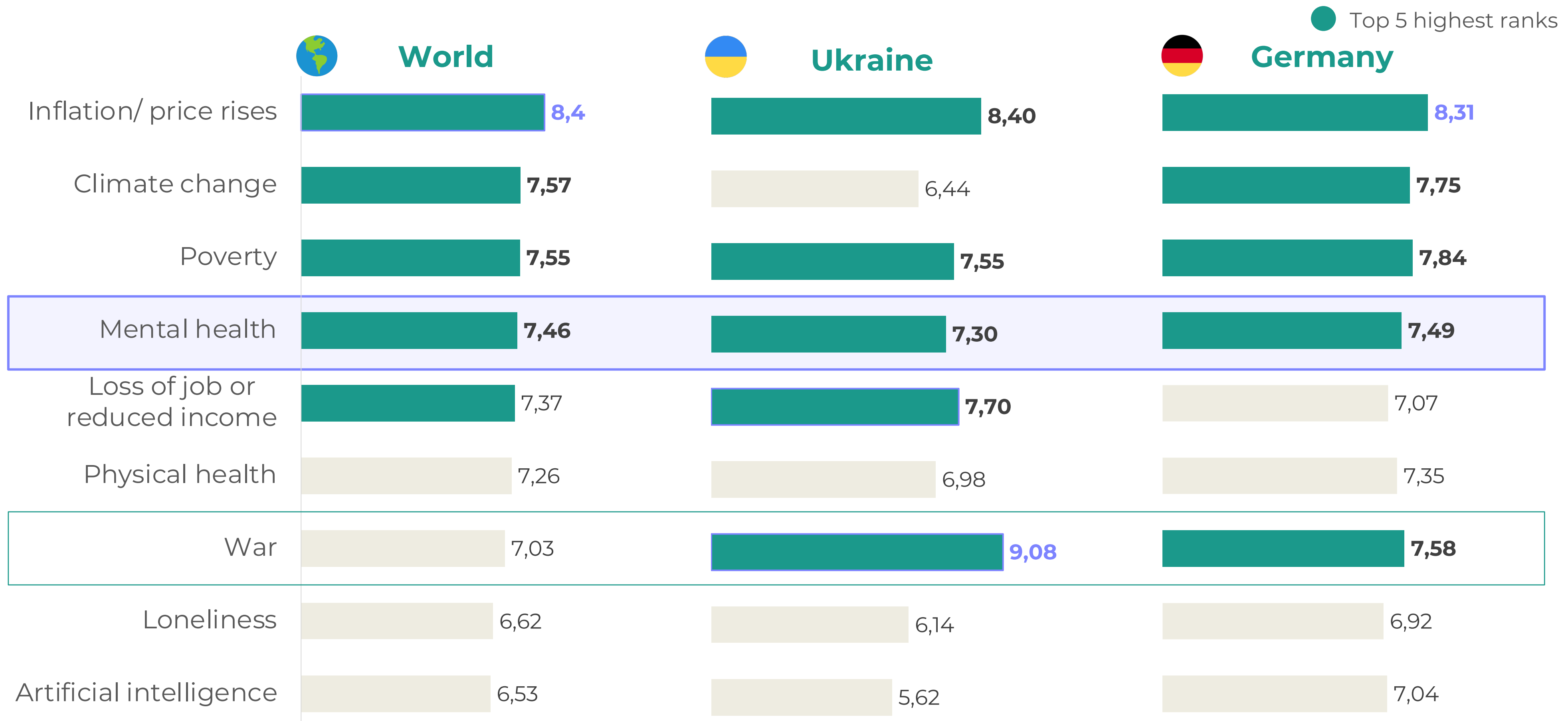




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Mental health as a global challenge

We all recognize mental health as a top challenge for the next 5 years



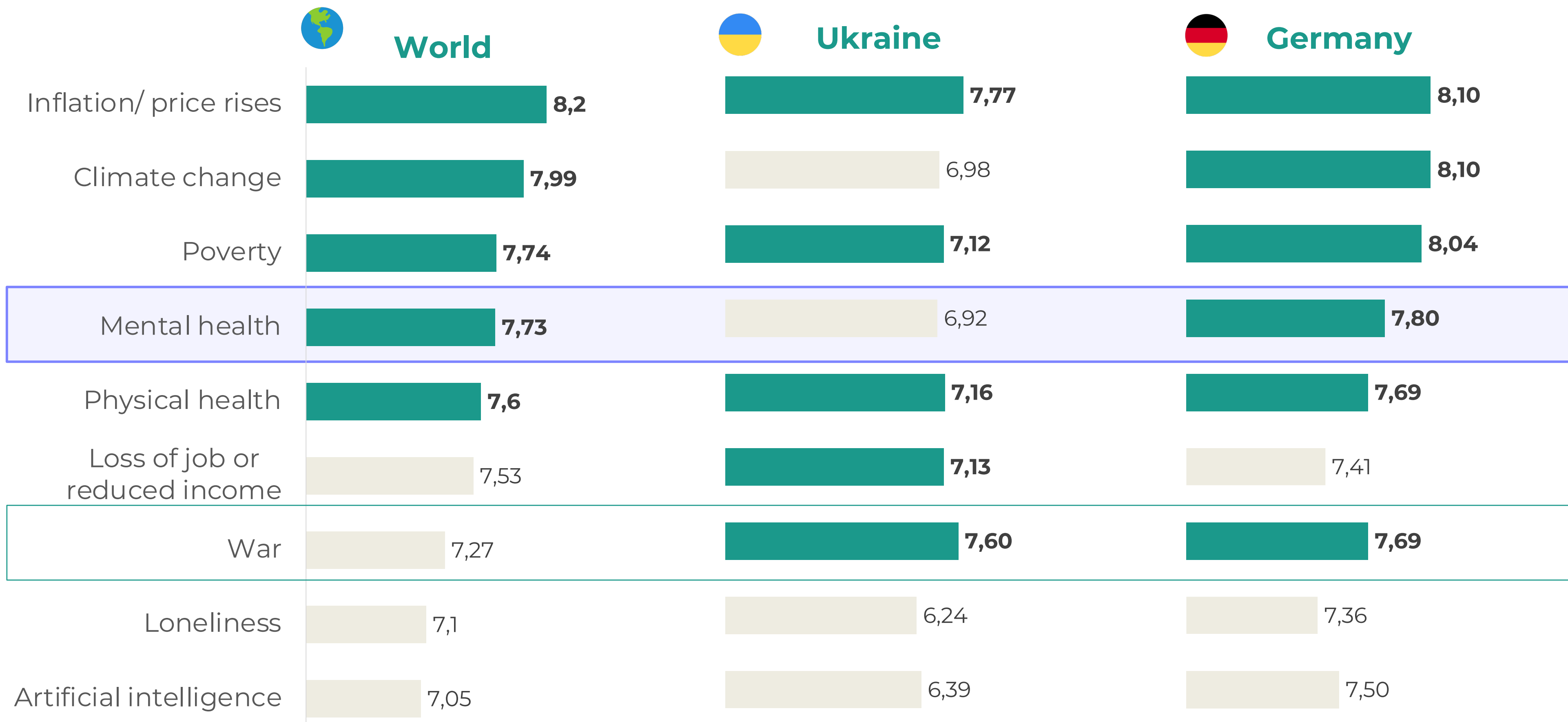
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...and for the next 20 years

● Top 5 highest ranks



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Younger people see mental health as a greater challenge than older people

The challenge of mental health over the next 5 years is higher up the new generation's agenda

Challenges over the next 5 years ranked by perceived prevalence by age

Rank of challenge	13 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75 >
1	Inflation/price rises	Inflation/price rises	Inflation/price rises	Inflation/price rises	Inflation/price rises	Inflation/price rises	Inflation/price rises
2	Mental health	Mental health	Poverty	Poverty	Poverty	Climate change	Climate change
3	Climate change	Poverty	Mental health	Climate change	Climate change	Physical health	Physical health
4	Poverty	Loss of job/reduced income	Loss of job/reduced income	Loss of job/reduced income	Loss of job/reduced income	Poverty	War
5	Loss of job/reduced income	Climate change	Climate change	Mental health	Physical health	War	Artificial intelligence
6	Physical health	Physical health	Physical health	Physical health	Mental health	Mental health	Mental health
7	War	War	War	War	War	Artificial intelligence	Poverty
8	Loneliness	Loneliness	Loneliness	Loneliness	Artificial intelligence	Loss of job/reduced income	Loneliness
9	Artificial intelligence	Artificial intelligence	Artificial intelligence	Artificial intelligence	Loneliness	Loneliness	Loss of job/reduced income

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So, what impacts our mental health?

Our mental health is impacted by both external and internal factors

The worldwide economic challenges are putting most strain on us, as well as the fallout from the Covid-19 pandemic, war and politics

There is a constant undercurrent of personal factors which impact our mental health: bereavement, relationship breakdown and our jobs



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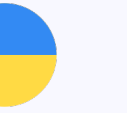




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And we're all different – some people feel more impacted by these factors than others

● Highest rank
● Top-5 factors

	 Argentina	 Brazil	 Croatia	 Germany	 Israel*	 Japan	 Poland	 Turkey	 Ukraine	 UK	 USA
Financial worries	40,40%	48,60%	42,30%	41,10%	36,10%	26,40%	31,60%	52,80%	43,10%	39,60%	39,30%
Cost of living/ inflation	40,90%	27,00%	42,30%	27,30%	21,80%	18,20%	32,10%	54,70%	32,50%	41,40%	37,50%
Covid 19 Pandemic	35,30%	44,20%	30,60%	28,90%	30,00%	15,70%	27,70%	36,70%	35,00%	32,10%	28,20%
Family relationship breakdown	27,50%	23,60%	18,80%	24,60%	29,40%	29,70%	21,00%	22,60%	9,70%	24,80%	31,80%
Bereavement	28,50%	23,00%	27,70%	24,40%	20,00%	11,70%	25,60%	18,50%	21,80%	24,90%	31,50%
Workload/ working environment	28,50%	20,00%	23,10%	24,80%	26,40%	29,50%	19,40%	21,20%	15,10%	27,20%	19,70%
Watching/ listening to news	12,30%	19,00%	20,80%	14,20%	19,80%	13,80%	15,60%	26,00%	27,20%	16,90%	18,20%
Political decisions in own country	20,10%	16,30%	13,40%	13,90%	23,00%	5,70%	16,30%	36,00%	27,40%	12,20%	15,50%
War	3,30%	6,30%	11,00%	15,70%	16,80%	10,00%	19,50%	11,80%	88,50%	7,10%	7,20%
Loss of job	13,70%	14,80%	9,90%	8,10%	8,50%	9,10%	10,60%	14,50%	16,50%	10,90%	18,40%
Political decisions in other countries	3,30%	4,50%	4,10%	7,00%	5,70%	2,80%	5,20%	3,60%	14,30%	4,40%	5,60%

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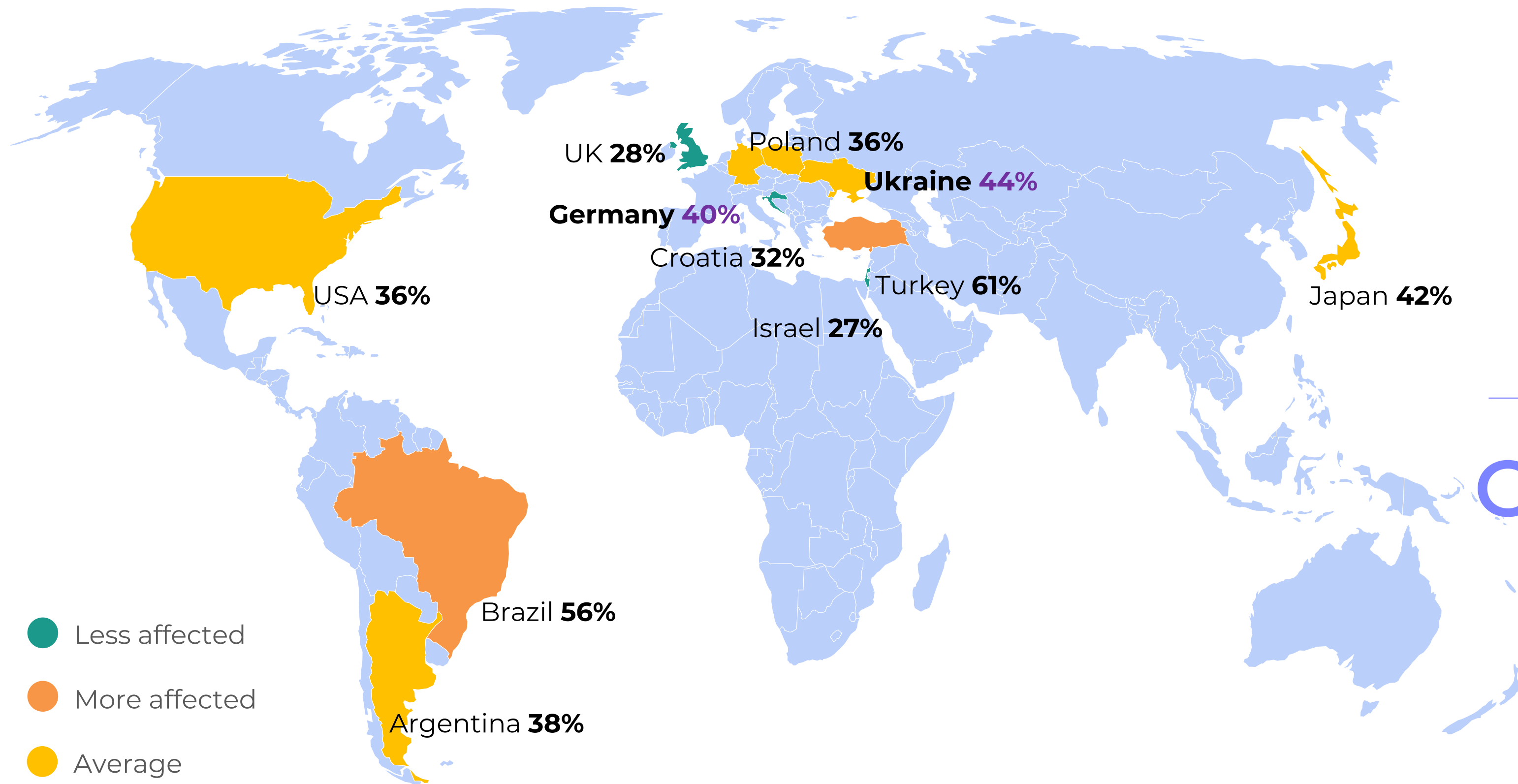
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*data before 7th of October



War not only affects those in conflict zones, repercussions are felt more widely

% of individuals who feel moderately or very affected by any world conflict



For the Russian-Ukraine war specifically, nearly

1 in 2

people feel affected by it on average

Over a third

of people feel affected by conflicts of the past century

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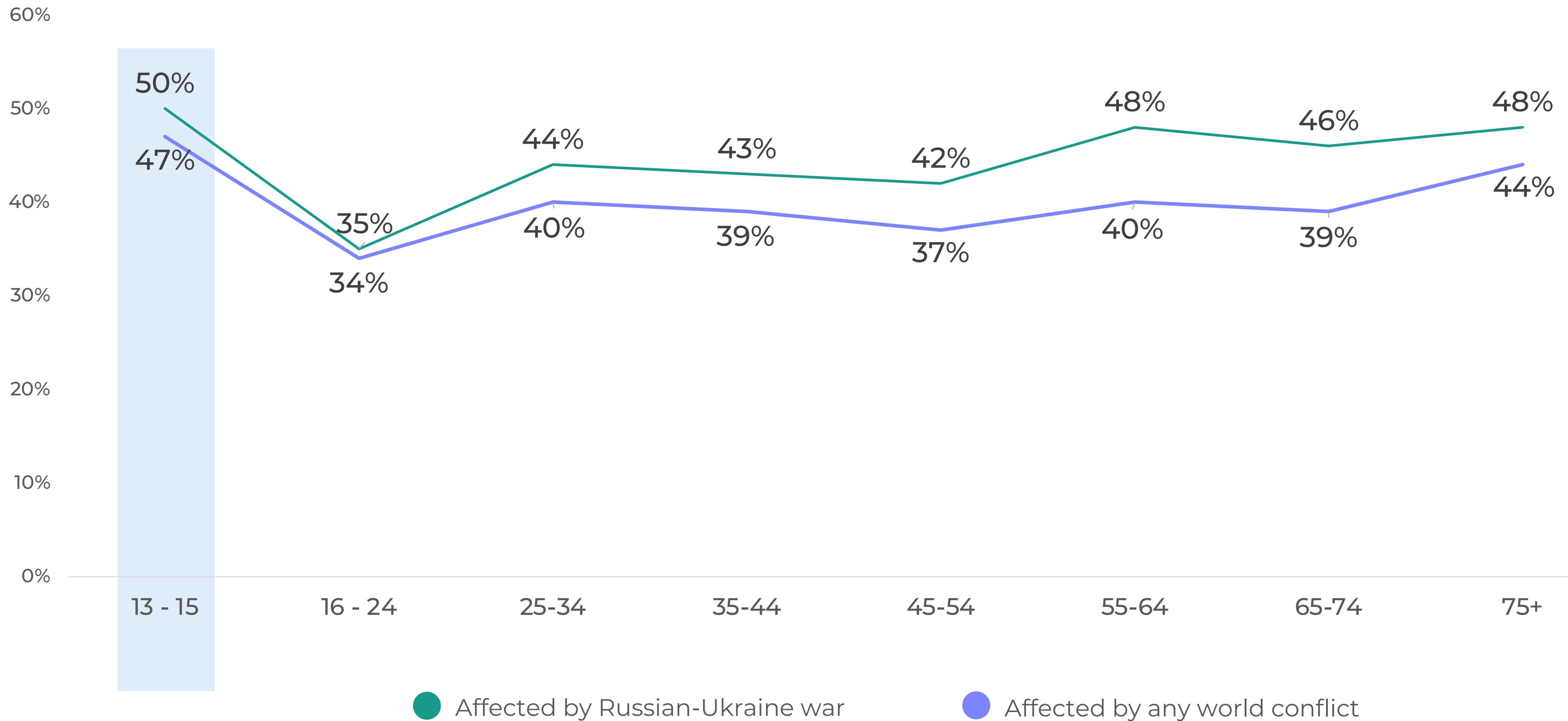


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13 – 15-year-olds are most likely to feel affected by conflict

% of people very or moderately affected



● Affected by Russian-Ukraine war ● Affected by any world conflict

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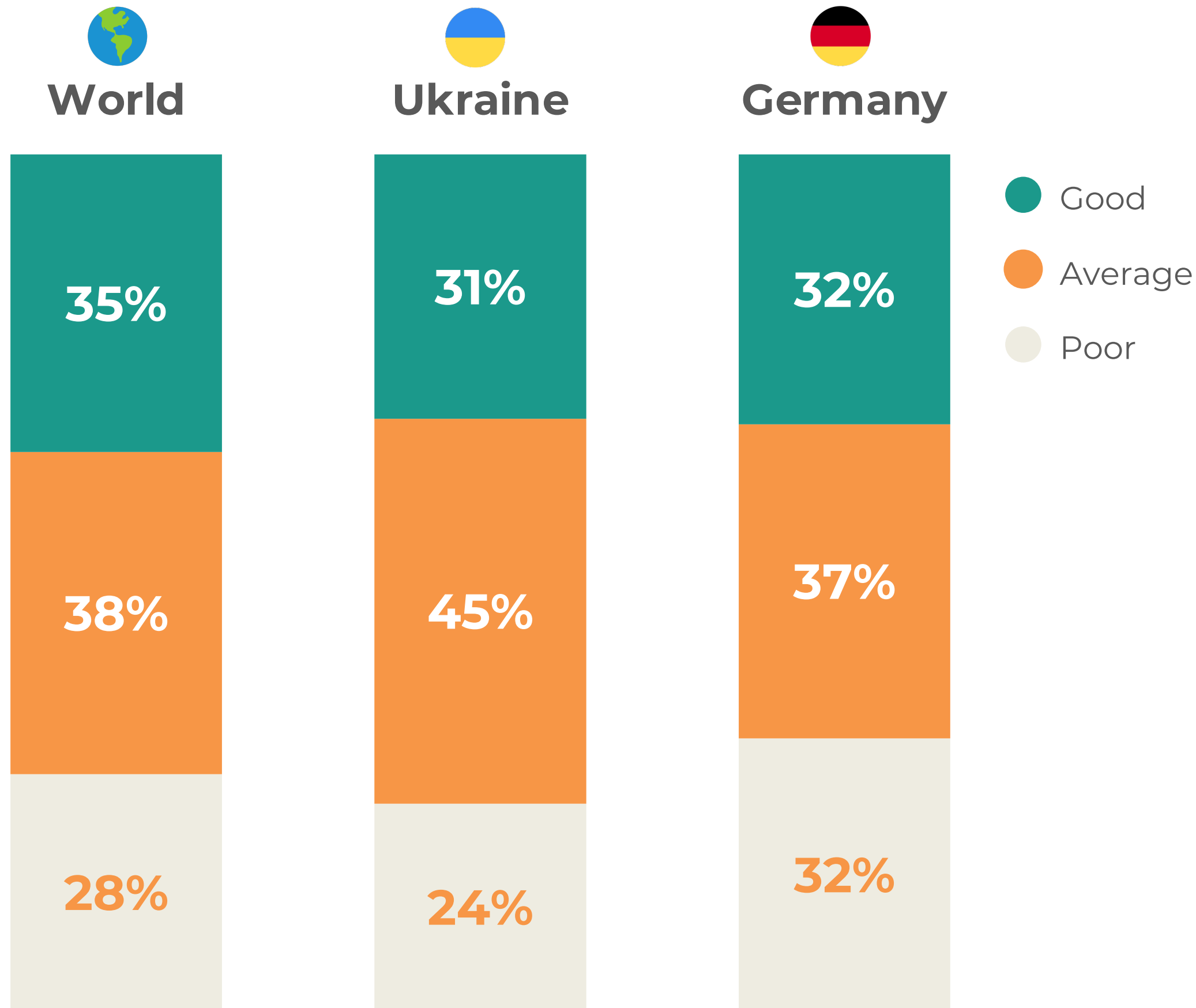




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Mental health at a glance

How do people rate their mental health?



On average, people treat their mental health as "quite good"

Ukrainians tend to have a more optimistic sense of their mental health maybe because of both individual and collective resilience levels

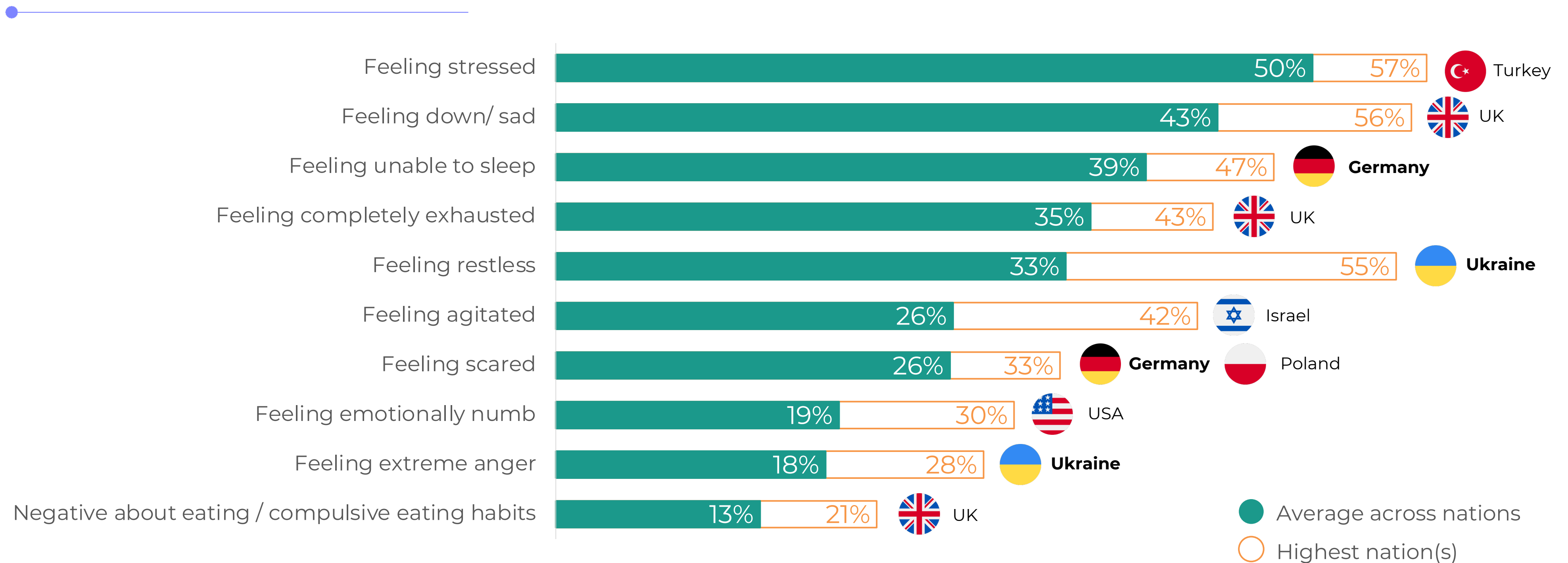
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A summary of experienced 'feelings' which constitute mental health over the last three years



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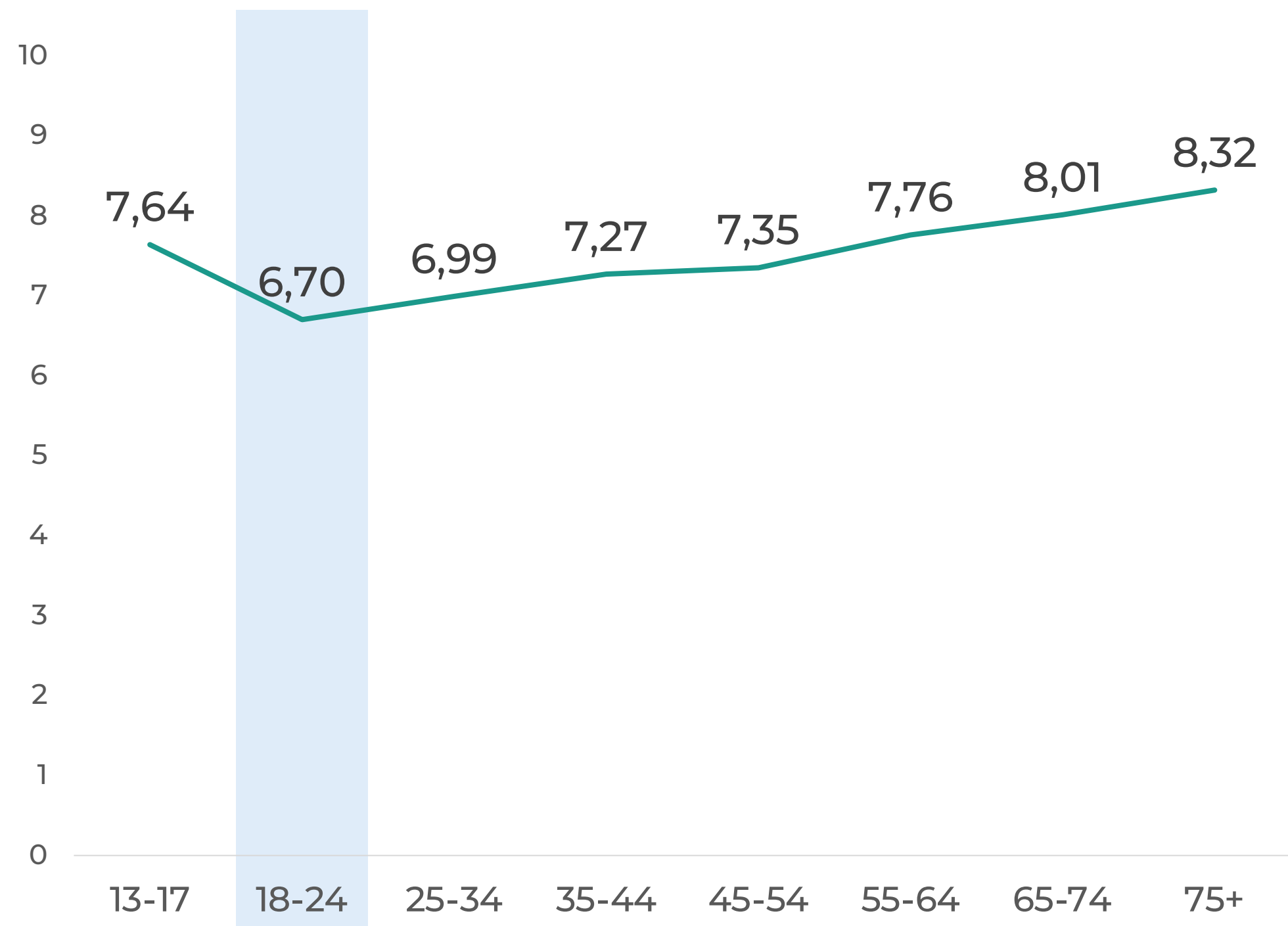


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Young people aged 18-24 are currently reporting the lowest ratings for mental health

Rating of personal mental health - average score (out of 10)



Top 3 most common feelings amongst 18 – 24s are:

- 1 Stress **56%**
- 2 Feeling down/sad **53%**
- 3 Exhaustion **45%**

Despite this, 18-24 year-olds appear to be the most resilient and optimistic about the future, more than any other age group

58%

have experienced improved mental health in last 3 years

70%

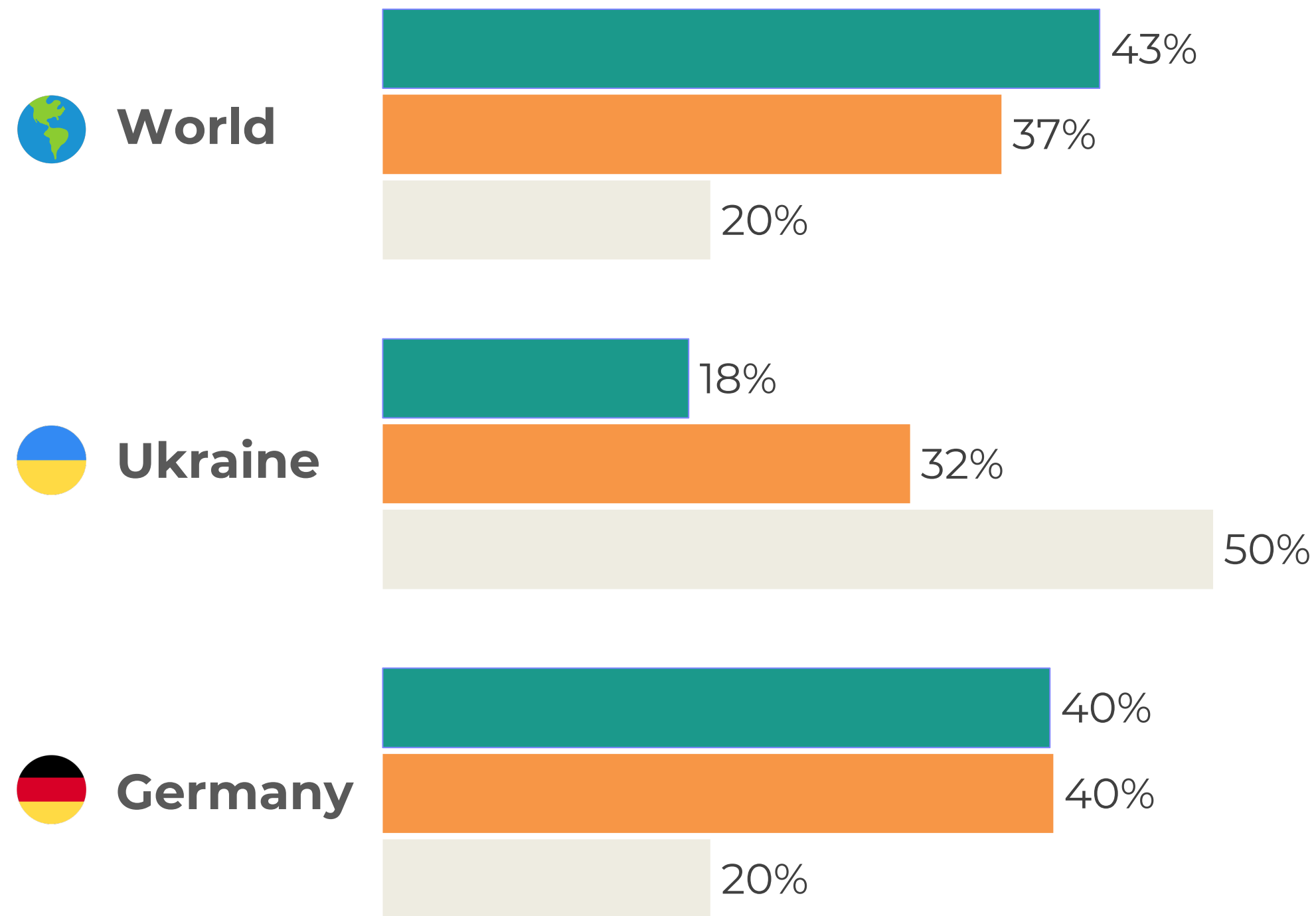
expect mental health to improve in the next 3 years

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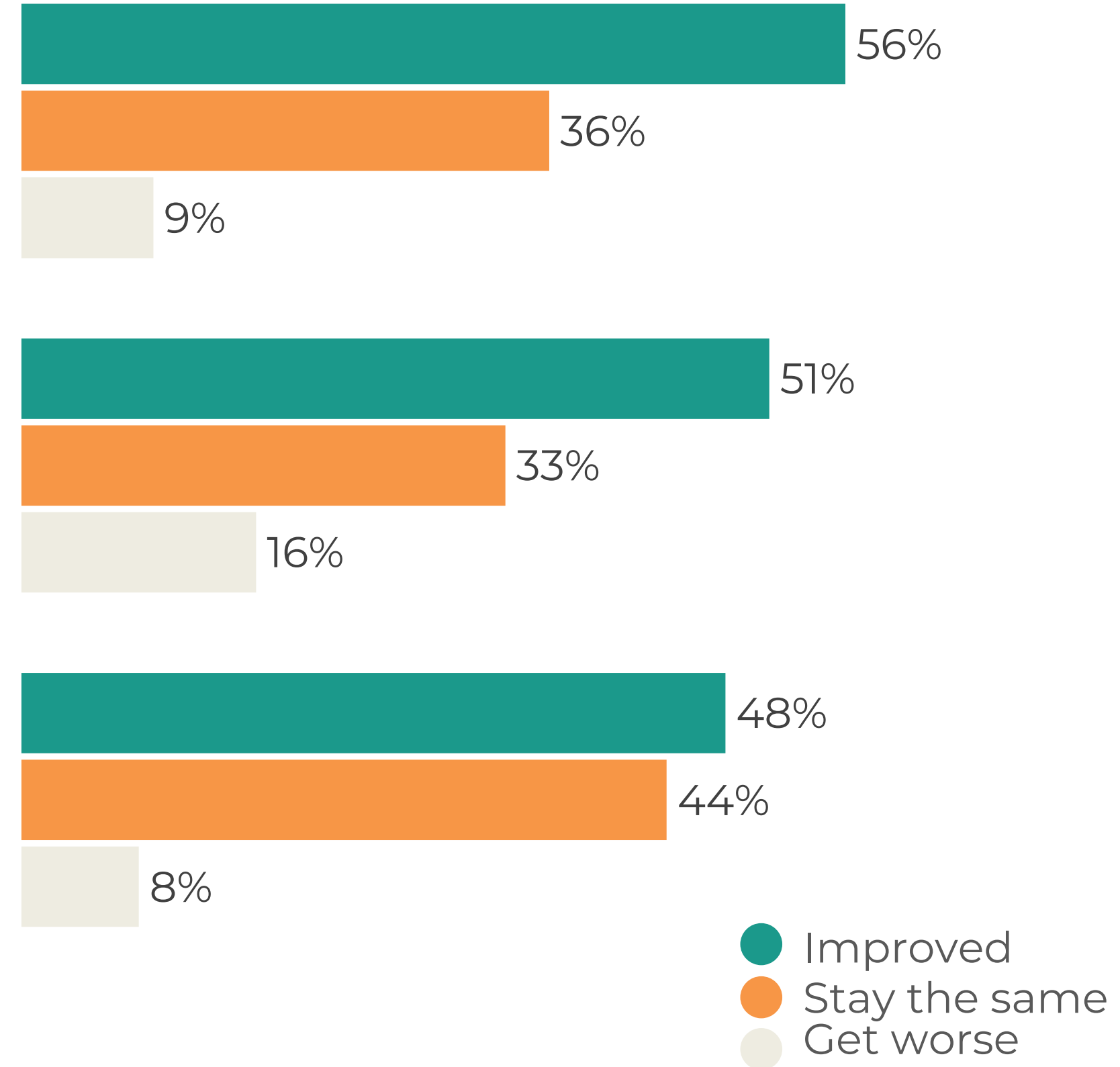
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Ukrainians the most feel their mental health changed negatively

Mental health now vs the last three years



Mental health now vs the next three years



● Improved
● Stay the same
● Get worse

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Help-seeking and coping strategies in mental health

Mental health diagnosis levels vary widely across the globe

1 in 7
worldwide

1 in 4
in Germany, UK and USA

Approx.

1 in 10
of us in South America,
Croatia, Israel, Japan,
Poland and Turkey

1 in 50
of us in Ukraine



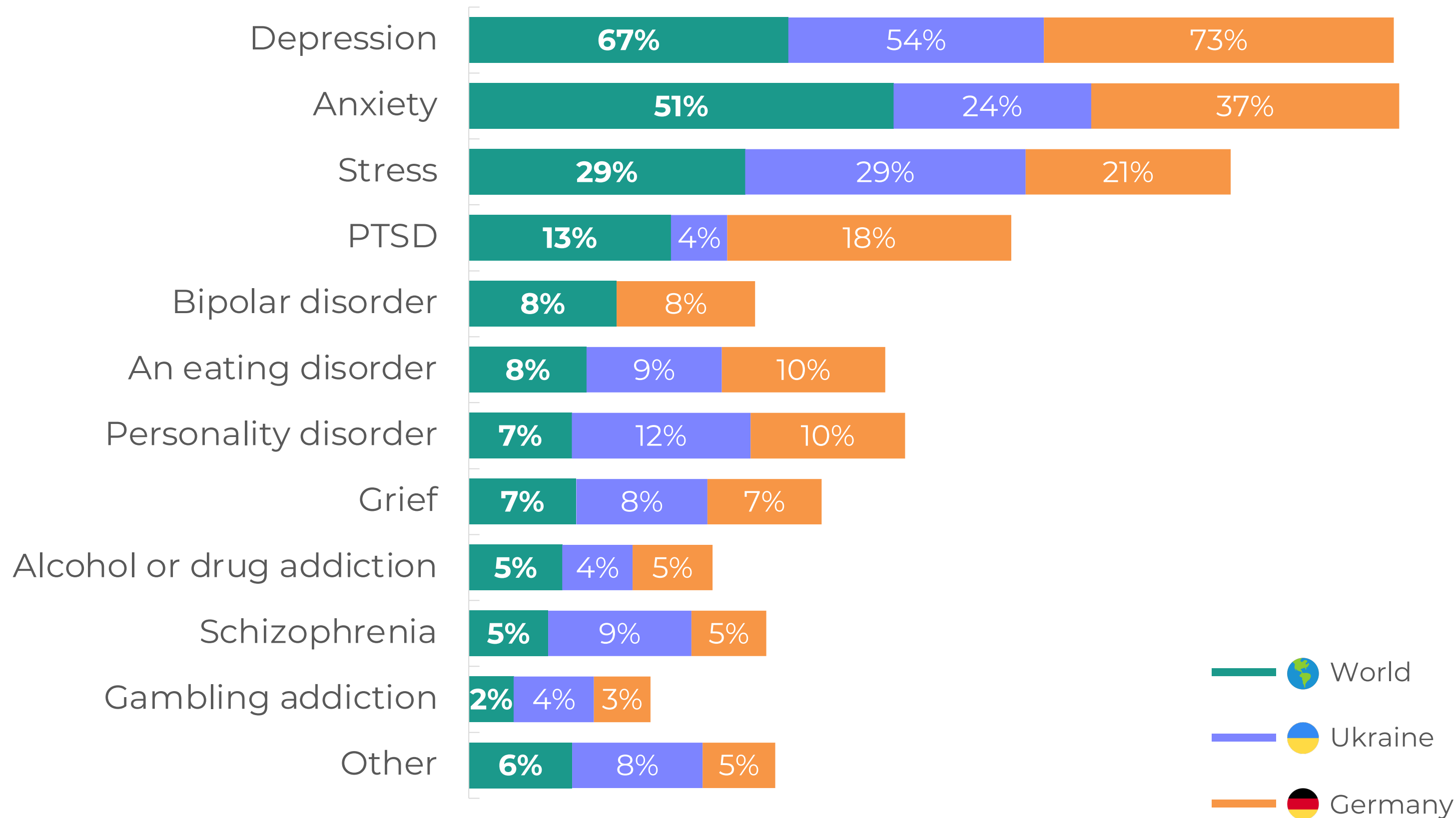
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The most commonly reported diagnostic categories



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Self-care and socializing are prevalent coping strategies






Self-care*

49%  World
 52%  Ukraine
 46%  Germany






Socializing

20%  World
 26%  Ukraine
 21%  Germany






Professional help

9%  World
 2%  Ukraine
 12%  Germany






Social media

7%  World
 7%  Ukraine
 5%  Germany



Potentially harmful**

4%  World
 3%  Ukraine
 4%  Germany

* Exercising, time with nature, hobby, traveling etc

** Drugs or alcohol, self-harm, overworking, eating too much, etc

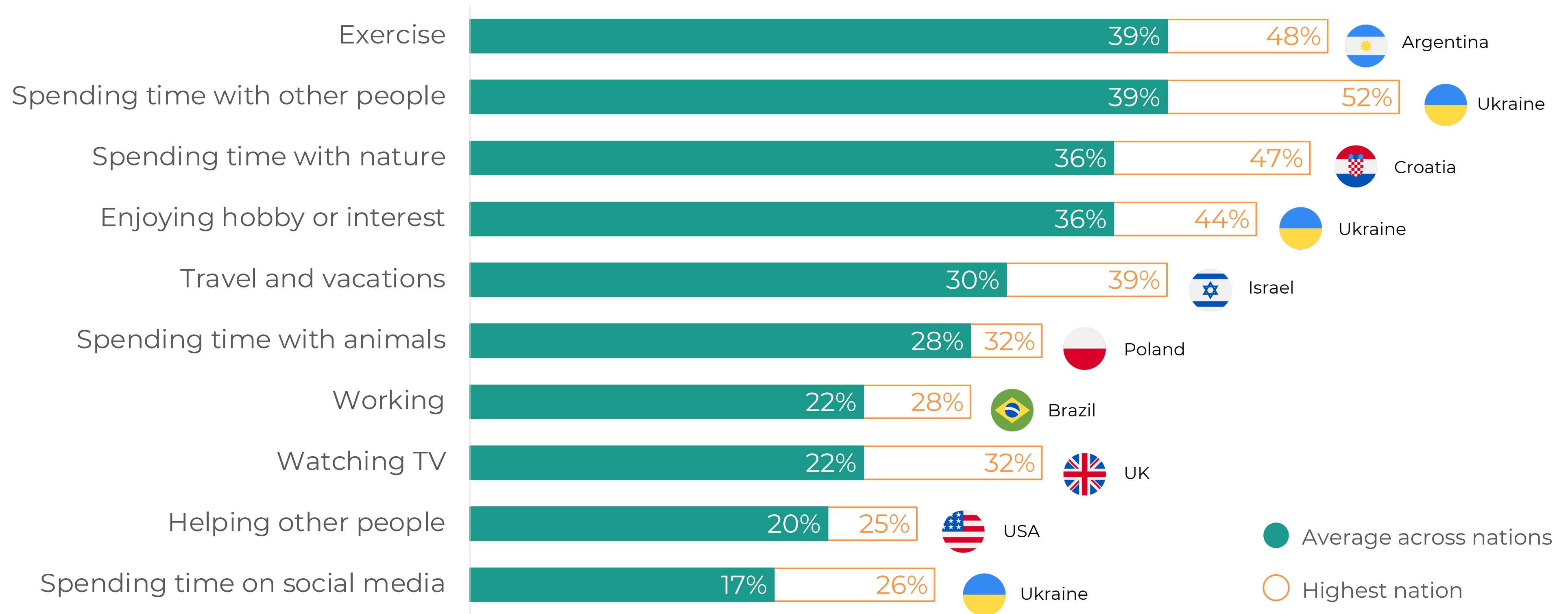
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Self-care is currently having the most impact on mental health



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Professional help is utilised the most in Germany

Utilisation by type of professional help

	 World	 Ukraine	 Germany
Receive Psychotherapy or counselling	18,0%	4,4%	25,6%
Receive medication from a healthcare professional	17,7%	6,4%	21,9%
Receive alternative therapies	11,4%	5,5%	9,6%
Receive another type of professional healthcare	8,0%	3,2%	11,9%
Other	1,0%	1,0%	0,6%

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Stigma in mental health

Attitudes towards mental health reveals potential higher or lower levels of stigma by country

	...Mental illness is an illness like any other	We need to adopt a far more tolerant attitude toward people with mental illness in our society	...The best therapy for many people with mental illness is to be part of a normal community	Virtually anyone can become mentally ill
All countries	68.3%	80.9%	64.6%	84.5%
Highest (least stigma)	79% Ukraine, 76% Germany  	87% Argentina 	78% Turkey 	88% Brazil, Germany  
Lowest (most stigma)	54% Japan 	65% Japan 	51% Japan, 52% USA  	75% Israel 

	One of the main causes of mental illness is a lack of self-discipline and will-power	People with mental illness don't deserve our sympathy	People with mental illness should not be given any responsibility	...I would not want to live next door to someone who has been mentally ill
All countries	28.2%	9.1%	22.2%	24.0%
Highest (most stigma)	49% Turkey 	14% Japan, Turkey  	38% Ukraine 	48% Ukraine 
Lowest (least stigma)	19% Germany , 20% UK 	4% Croatia 	12% UK 	11% UK 

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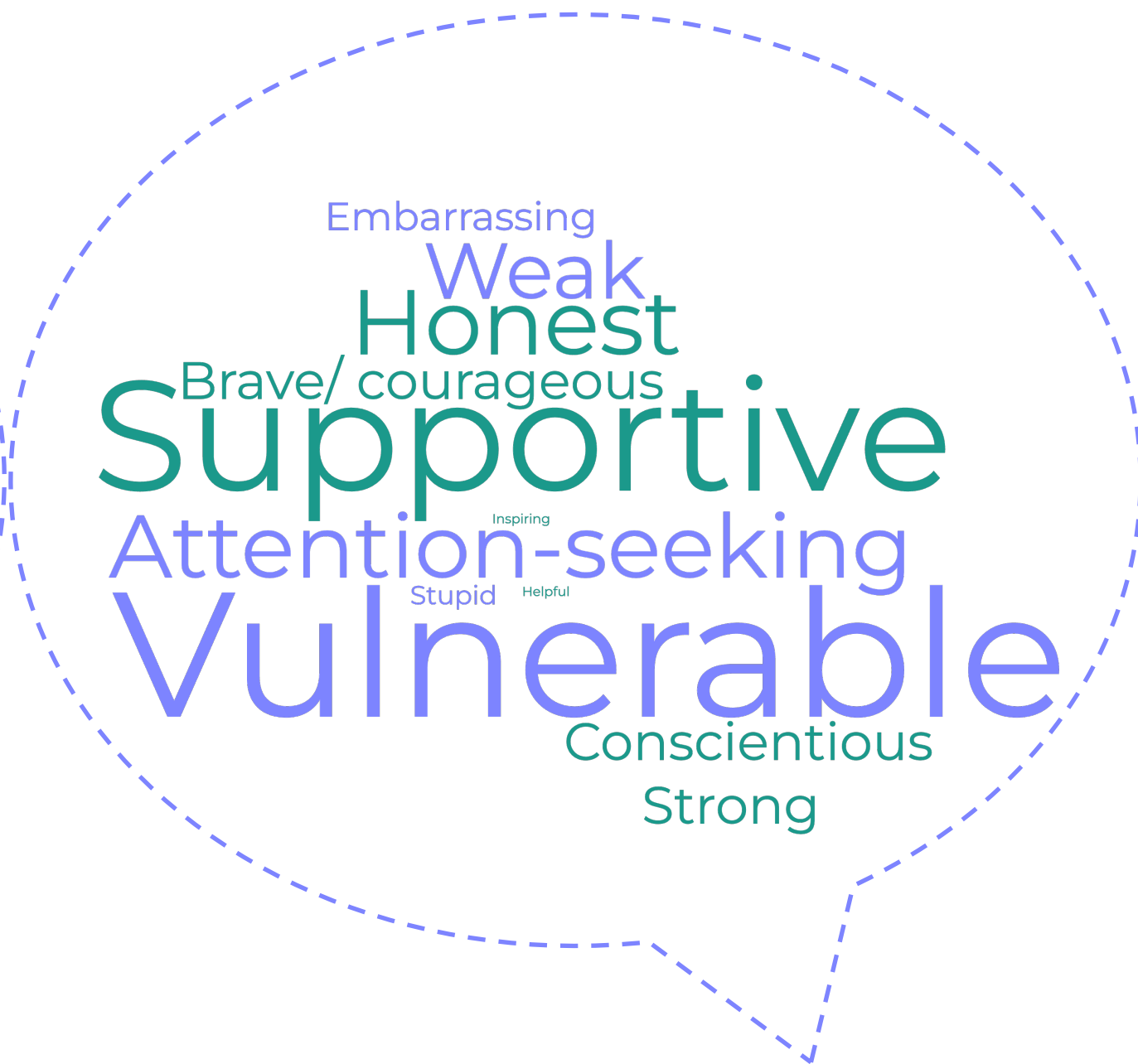
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People tend to see others with mental health issues as...



 **World**



 **Ukraine**



 **Germany**

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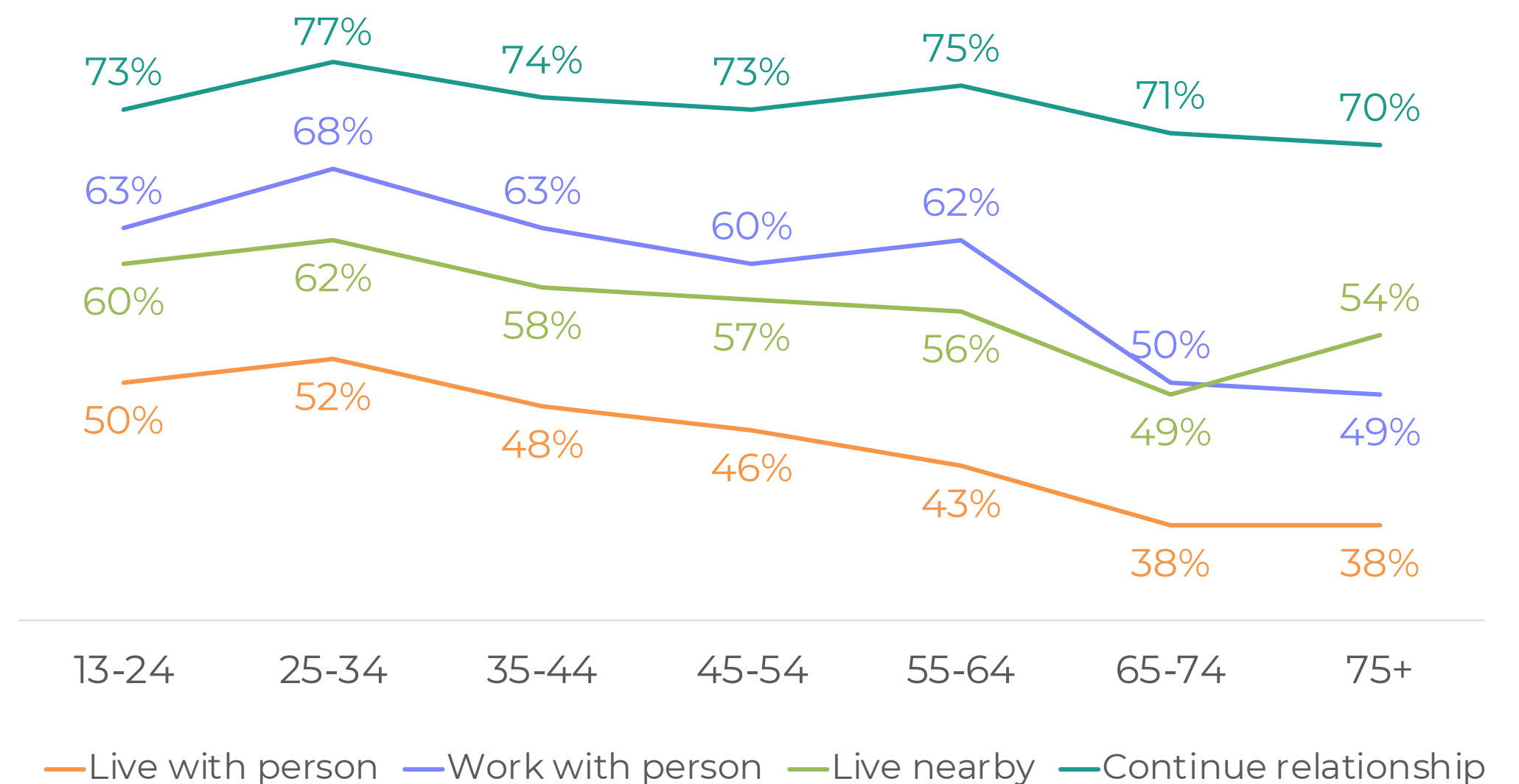
Young people are changing the narrative on mental health

Adolescents are the most likely to perceive people with a mental health condition as...

- ✓ Strong
- ✓ Brave/courageous
- ✓ Inspiring



And are amongst the most tolerant of people with mental health issues within a society (% agree)



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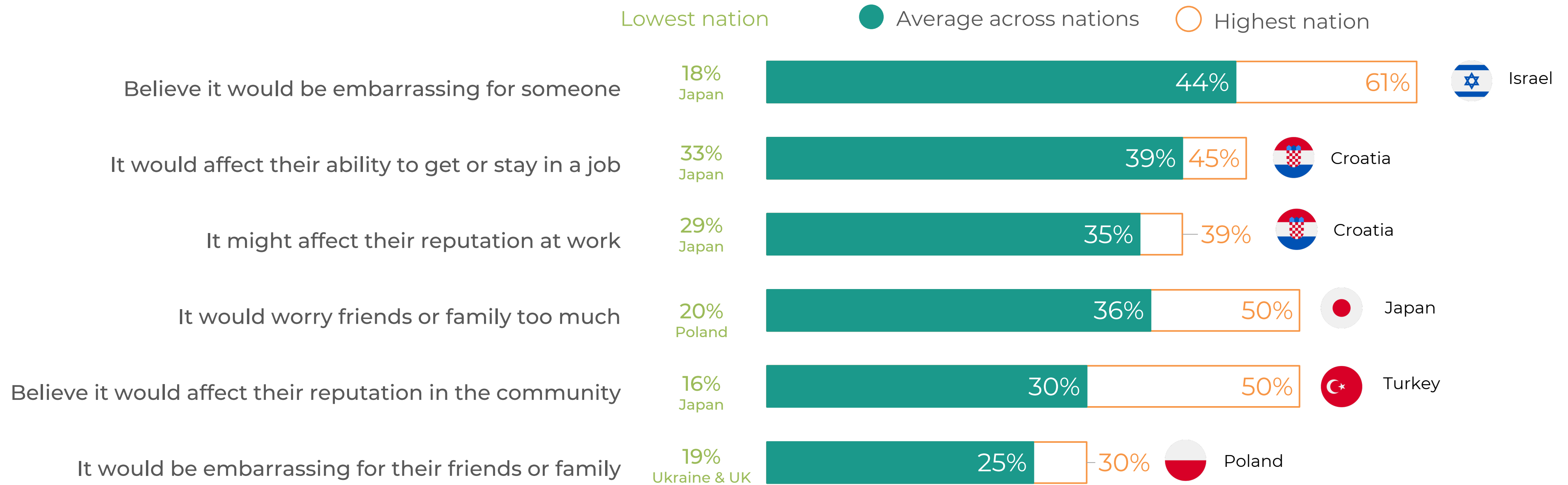


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24% of responders would feel uncomfortable speaking to a medical professional about their mental health

Reasons why people might feel uncomfortable speaking to a medical professional about their mental health



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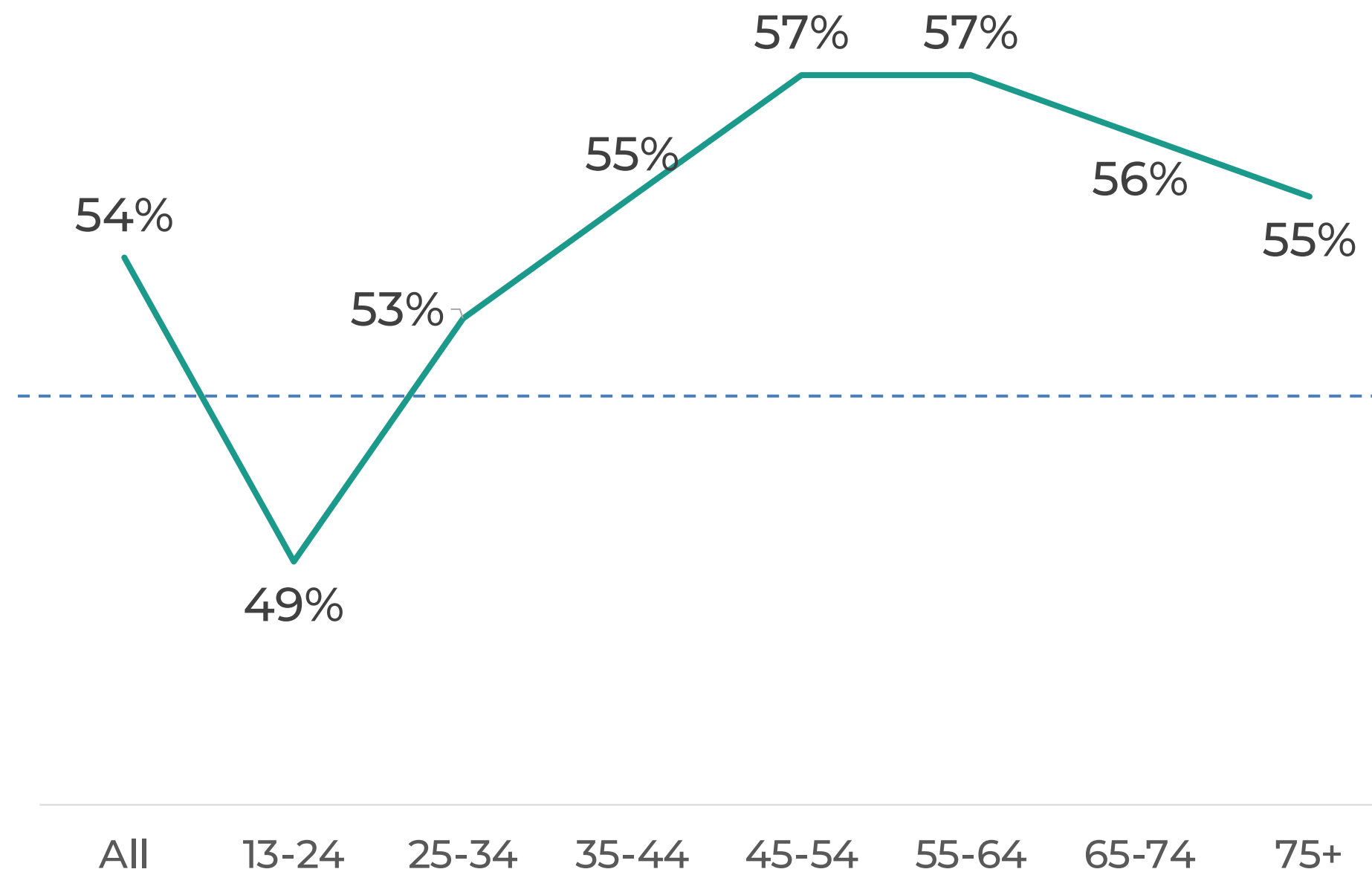
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And this reticence by 13-24 year olds to engage with mental health services is further evidenced

% agree they feel comfortable talking to a medical professional...

Young people tend to think, more than others, that talking about mental health is...



Embarrassing **44%**

Would worry friends or family too much **38%**

Would affect their ability to get or stay in a job **33%**

How can we make it easier for younger people to access the services they potentially need?

Can we reduce the stigma around accessing mental health services for young people?

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What actions would help improve people's attitudes towards mental health?

Evidently, there is a shared desire for enhanced mental health education and resources

	 World	 Ukraine	 Germany
More access to mental health services	27,3%	31,7%	24,5%
More mental health education (online resources, education training, schooling etc.)	22,4%	21,4%	27,8%
Openness about mental health struggles from ordinary people	16,7%	13,7%	18,6%
More conversations about mental health in social media / pop culture	12,4%	11,9%	13%
Openness about mental health struggles from public figures / people in the public eye	10,9%	11,1%	11%
Governmental initiatives / resources	10,1%	9,9%	4,8%

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