2023 Edelman Trust Barometer

Special Report: Trust and Health

Edelman

2023 Edelman Trust Barometer Special Report: Trust and Health

Methodology

Annual online survey in its 2nd year

Fieldwork conducted: Mar 2 – Mar 13, 2023

13
Countries

12,785
Respondents

1,000+/-
Respondents per country**

Brazil	China	Germany	Japan	*Nigeria	S. Korea
Canada	France	India	Mexico	S. Africa	UK
					U.S.

Global averages

These vary based on the number of countries surveyed each year:

GLOBAL 12

*Nigeria will not be included in the average until the respondent sample composition stabilizes year over year

GLOBAL 11 Excludes China

The sensitive nature of the question prevented this data from being collected in China

Statistical significance

- 0 +

Significant change

All indicated year-over-year significant changes were determined using a t-test set at a 99%+ confidence level

For more details on global averages and country-specific methodology, please refer to the Technical Appendix

**The sample size varies by country from 805 to 1,002.
12-market global data margin of error: General population +/- 1.1 percentage points (n=12,785)
Country-specific data margin of error: General population +/- 4.1 to 4.6 percentage points (varies by country based on sample size, n=805 to n=1,002)
Margin of error is calculated at the 99% confidence level

The Shifting Landscape of Health

Economic Fears

Inflation tops the list of societal factors that are negatively affecting people's health. Cost and lack of affordability have also increased as the greatest barriers to better health.

Polarization and its Drivers

A sense of the system being unfair, distrust in media, and societal fears were all top drivers of polarization in the January 2023 Trust Barometer. The present report shows similar factors also lead to a lack of confidence in the health system.

The Dispersion of Authority

While medical professionals, national authorities, and health experts are still seen as trusted health information sources, friends and family have surged in influence.

Trust and the Empowered Patient

People are more engaged with health information and comparing findings across sources, and they want care that treats them like an equal partner.

Economic Fears Create Health Crisis

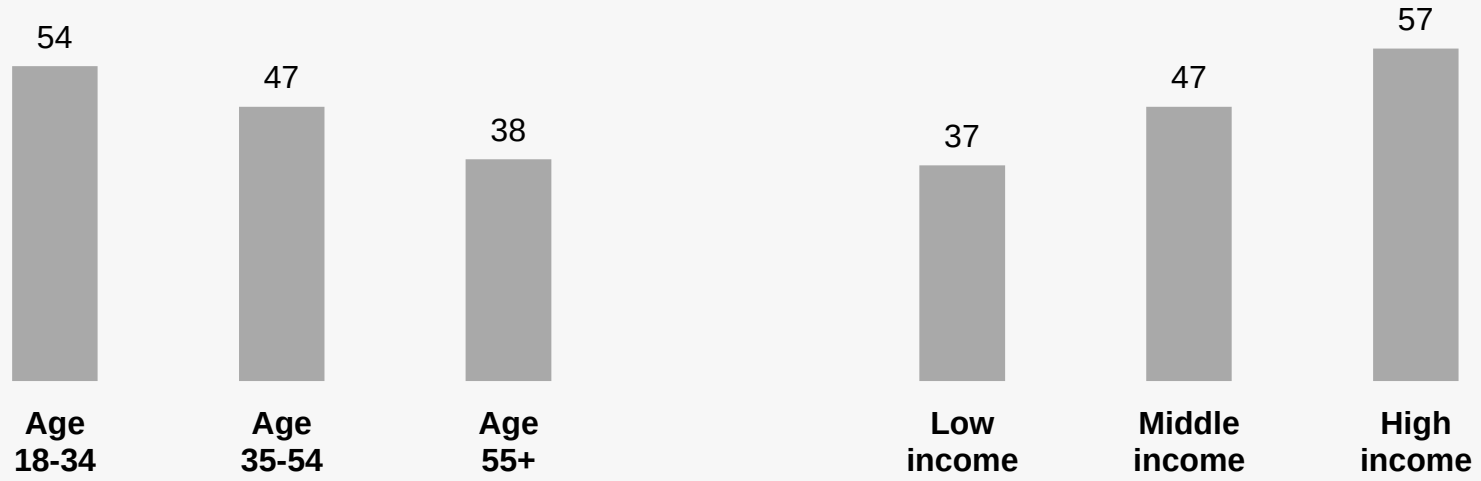
Health Inequality:
Low Income Far Less Likely to Report Good Health

Percent who say

GLOBAL 12

My overall health is **very good or better**

Low-income people 20pts less likely than high income to report very good health



2023 Edelman Trust Barometer Special Report: Trust and Health. HEA_ALL. How would you describe your overall health? 7-point scale; top 3 box, very good or better. General population, 12-mkt avg., by age and income.

Inflation Tops List of Societal Factors Making Us Sick

Percent who say

This issue **negatively impacts** my health (net**)

Top 8 of 13	GLOBAL 12	Brazil	Canada	China	France	Germany	India	Japan	Mexico	*Nigeria	S. Africa	S. Korea	UK	U.S.
Inflation	77	85	75	79	72	68	78	68	79	90	88	85	71	70
Pandemic restrictions	75	84	70	82	67	67	76	73	78	77	84	86	69	65
Lack of trust	67	80	58	83	53	52	76	60	72	82	81	76	53	64
Pollution	67	76	57	81	58	52	81	54	75	80	77	79	53	58
Polarization	66	80	57	73	56	52	72	51	68	82	81	80	53	66
Climate change	65	71	56	79	59	48	78	61	71	70	71	78	48	57
Burnout	64	75	56	85	58	47	72	55	71	76	73	79	52	52
Misinformation	64	80	58	82	47	45	75	53	68	80	73	73	51	63

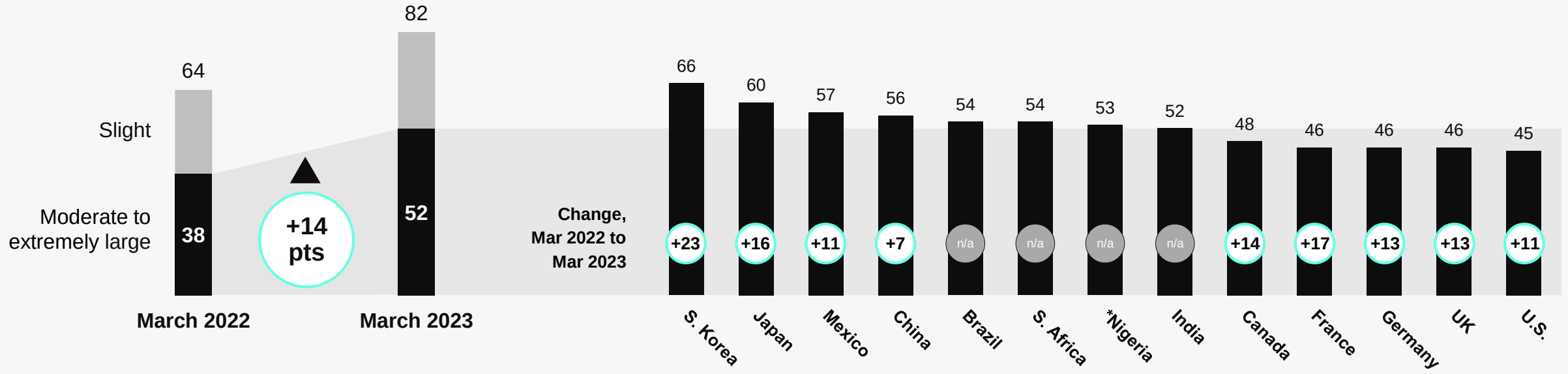
2023 Edelman Trust Barometer Special Report: Trust and Health. SOC_HEA. For each of the following, please indicate whether it has in some way negatively impacted your personal mental or physical health, the health of your relationships, and/or the livability of your community. Select all that apply for each. General population, 12-mkt avg. **Data shown is a net of codes 1-4; physical health, mental health, health of my relationships, livability of my community. *Nigeria is not included in the global average.

It's Now Much Harder to Take Care of My Health

Percent who say

GLOBAL 9 - 0 + Significant change

There is a **gap between how well I am taking care of my health** vs how well I should be



2023 Edelman Trust Barometer Special Report: Trust and Health. HEA_GAP. Which of the following best describes the size of the gap between how well you currently are taking care of your health and how well you should ideally be taking care of your health? 5-point scale; code 2, slight gap; top 3 box, moderate/large/extremely large gap. General population, 9-mkt avg. Data shown is rebased to exclude those who selected "prefer not to answer." *Nigeria is not included in the global average. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

Biggest Barriers to Better Health: Cost and Information

Among the 82% who say there is a gap between how well they are currently taking care of their health vs how well they should be, percent who say

GLOBAL 9 - 0 + Significant change

This plays a **large/very large role** in keeping me from taking better care of my health

Cost

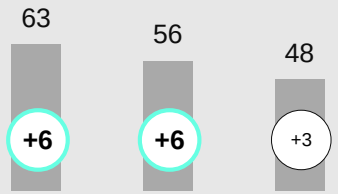
Healthy options cost too much
Cannot afford good healthcare
Cannot afford treatments

55%

+5 pts

Change, Mar 2022 to Mar 2023

15pt gap between those with high and low income



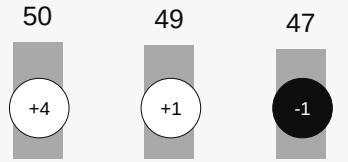
Information

Lack of information
Changing health recommendations
Contradictory expert advice

48%

+1 pt

Change, Mar 2022 to Mar 2023



2023 Edelman Trust Barometer Special Report: Trust and Health. HEA_BAR. How big a role does each of the following have in keeping you from closing the gap between how well you currently are taking care of your health and how well you should ideally be taking care of your health? 5-point scale; top 2 box, large role. Question asked of those who said there is a slight or larger gap (HEA_GAP/2-5). General population, 9-mkt avg., and by income. "Cost" is a net of attributes 1-3; "Information" is a net of attributes 4-6. Data shown on slide is rebased to exclude those who selected "prefer not to answer." Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

Health Now Bigger Than Healthcare

My Health Is More Than My Physical Health

Percent who say

GLOBAL 12

When I think about being "healthy," I think about…

Net dimensions:

Mental health	**91%**	• Feeling happy • Can manage negative emotions
Physical health	**88%**	• Can do important activities • No sickness or injury • Can manage my physical health
Social health	**83%**	• Have a person I can speak freely to • People care about me • Not discriminated against
Community livability	**79%**	• Clean, safe, peaceful community • Healthy planet

66%

say all four components are dimensions of my "health"

***Only 1%** say being healthy is just about physical health*

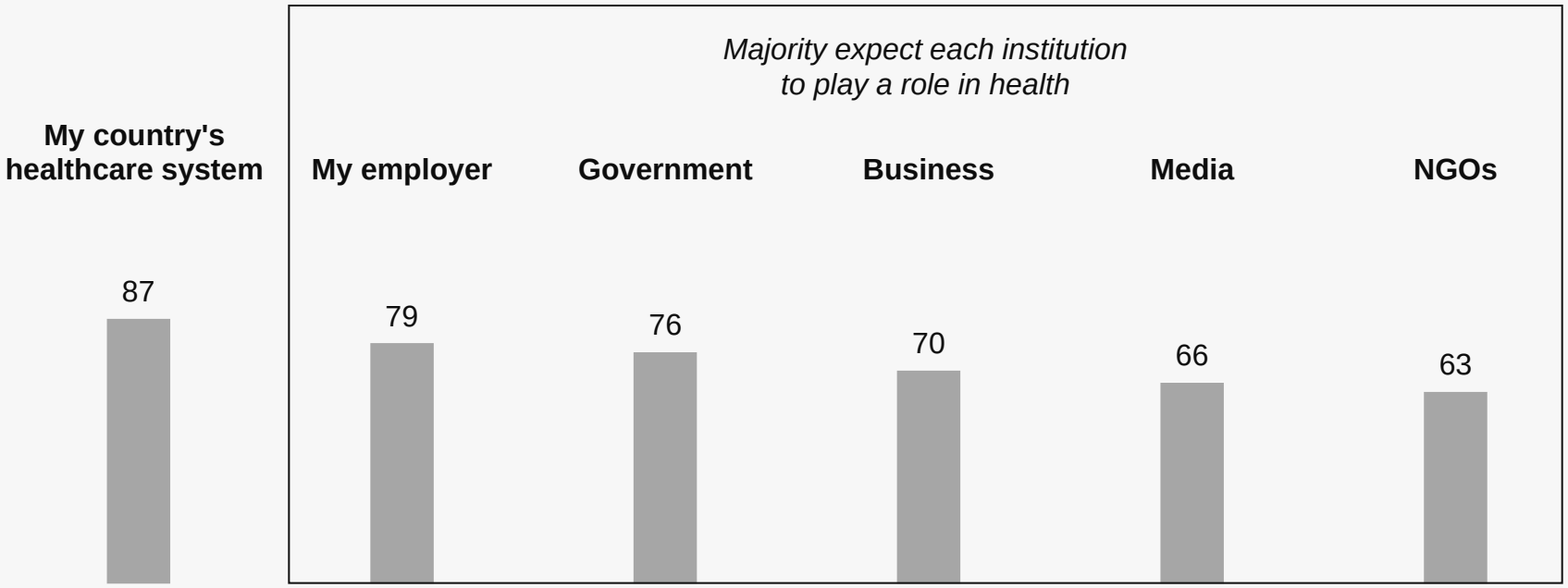
2023 Edelman Trust Barometer Special Report: Trust and Health. HEA_DEF. Think about what being healthy means to you. For each of the following, please indicate how big a consideration it is in whether you see yourself as being healthy. 3-pt scale; code 3, major consideration. General population, 12-mkt avg. "Mental health" is a net of codes 4-8; "physical health" is a net of codes 1-3; "social health" is a net of codes 9-12; "community livability" is a net of codes 13-15. The four-component score consists of respondents who selected at least one attribute from each of the four dimensions of health.
*Percent of respondents who selected an attribute(s) from the physical health dimension only.

Beyond the Healthcare System: All Institutions Expected to Keep Us Healthy

Percent who say

GLOBAL 12

I expect each to **play a meaningful role** in making sure **I am as healthy as possible**



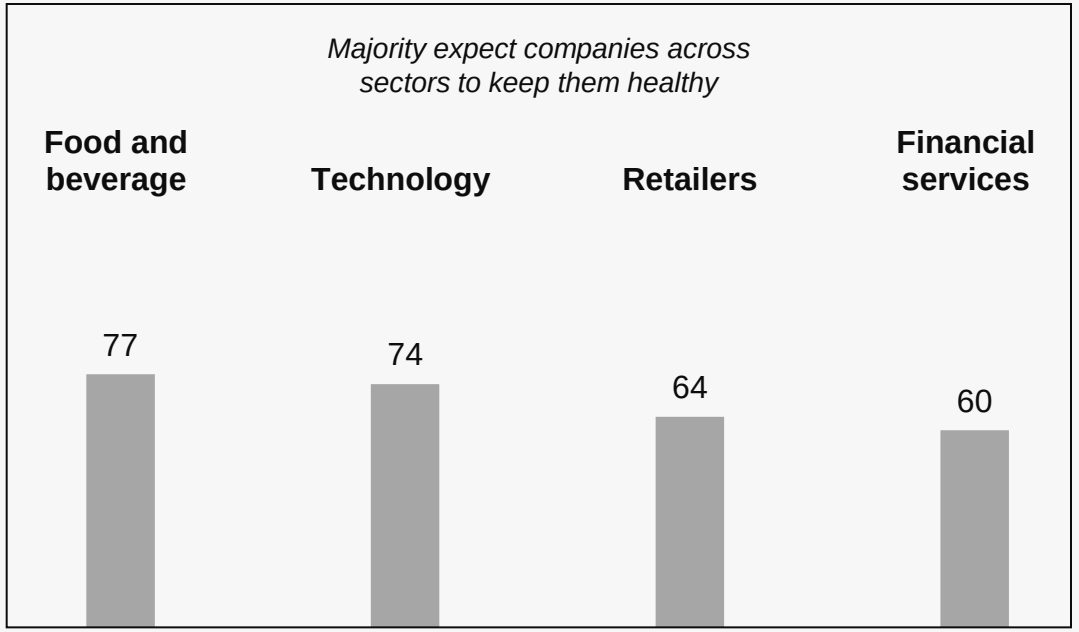
2023 Edelman Trust Barometer Special Report: Trust and Health. HEA_RSP. How big a role do you expect each of the following to play in making sure you are as healthy as possible? 5-pt scale; top 3 box, medium-sized/large/extra large role. Some attributes asked of half of the sample. General population, 12-mkt avg. "My employer" only shown to those who are an employee of an organization (Q43/1).

Businesses Across Sectors Must Play a Meaningful Role in My Health

Percent who say

GLOBAL 12

I expect each type of company to **play a meaningful role** in making sure **I am as healthy as possible**



Among those who are…	Healthcare	Food and beverage	Technology	Retailers	Financial services	Fashion/apparel
Age 18-34	85	78	75	68	68	62
Age 55+	82	73	71	59	49	35
Gap, 18-34 vs 55+	3	5	4	9	***19***	***27***

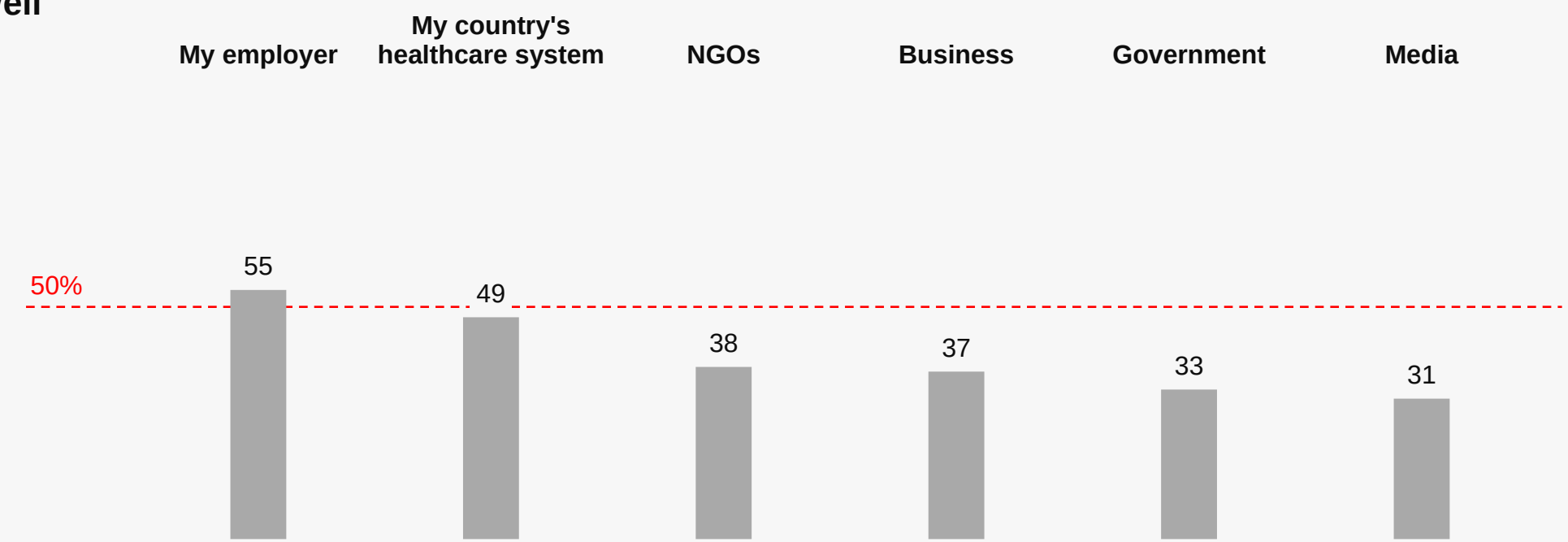
2023 Edelman Trust Barometer Special Report: Trust and Health. HEA_RSP. How big a role do you expect each of the following to play in making sure you are as healthy as possible? 5-pt scale; top 3 box, medium-sized/large/extra large role. Attributes were asked of half the sample. General population, 12-mkt avg., and by age.

Among Institutions, Only My Employer Seen as Doing Well on Health by Half or More

Percent who say

GLOBAL 11 Excludes China

This institution is **doing well** in making sure **I am as healthy as possible**



2023 Edelman Trust Barometer Special Report: Trust and Health. HEA_RSP_RATE. How well do you feel each of the following are doing in making sure you are as healthy as possible? 5-point scale; top 2 box, doing well/very well. Question asked of half of the sample. General population, 11-mkt avg. Data not collected in China. “My employer” was only asked employed by an organization (Q43/1).

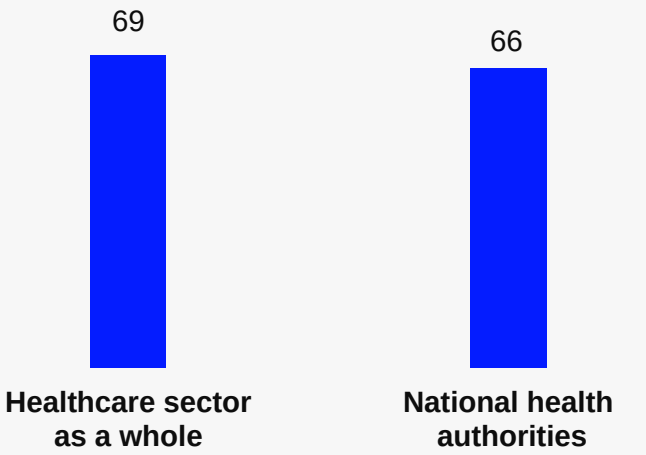
Employers Only Non-Health Institutions Trusted With Health

Percent who say

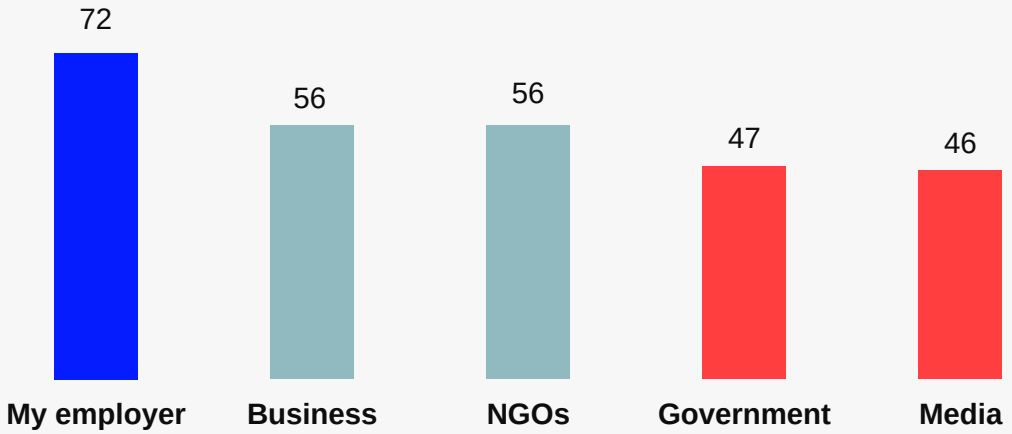
GLOBAL 12

Distrust (1-49) Neutral (50-59) Trust (60-100)

I trust this institution to do what is **right in general**



I trust this institution to do what is right when it comes to **addressing health-related needs and concerns**

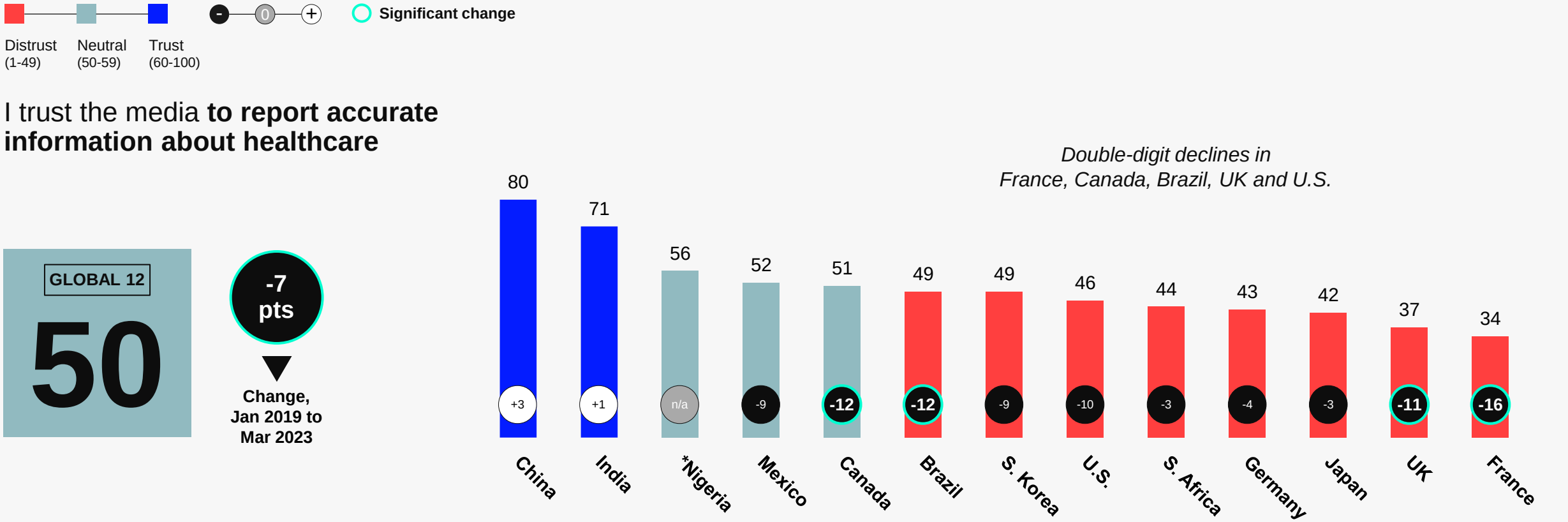


2023 Edelman Trust Barometer Special Report: Trust and Health. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. TRU_INS_HEA. Please indicate how much you trust each of the following to do what is right when it comes to addressing your health-related needs and concerns. 9-point scale; top 4 box, trust. Question asked of half of the sample. General population, 12-mkt avg. “My employer” only asked among those employed by an organization (Q43/1).

Rise in Peer Voices and Empowered Patients

Trust in the Media's Healthcare Reporting Plummets Since 2019

Percent who say



2023 Edelman Trust Barometer Special Report: Trust and Health. DRV_HEA_REP. How much do you trust the media to report accurate information about healthcare, such as diseases, treatments and prevention? 9-point scale; top 4 box, trust. Question asked of half the sample. General population, 12-mkt avg. *Nigeria is not included in the global average. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

Trust in Peer Voices Now on Par with Medical Experts

Percent trust to tell the truth about health issues and about how to best protect the health of the public

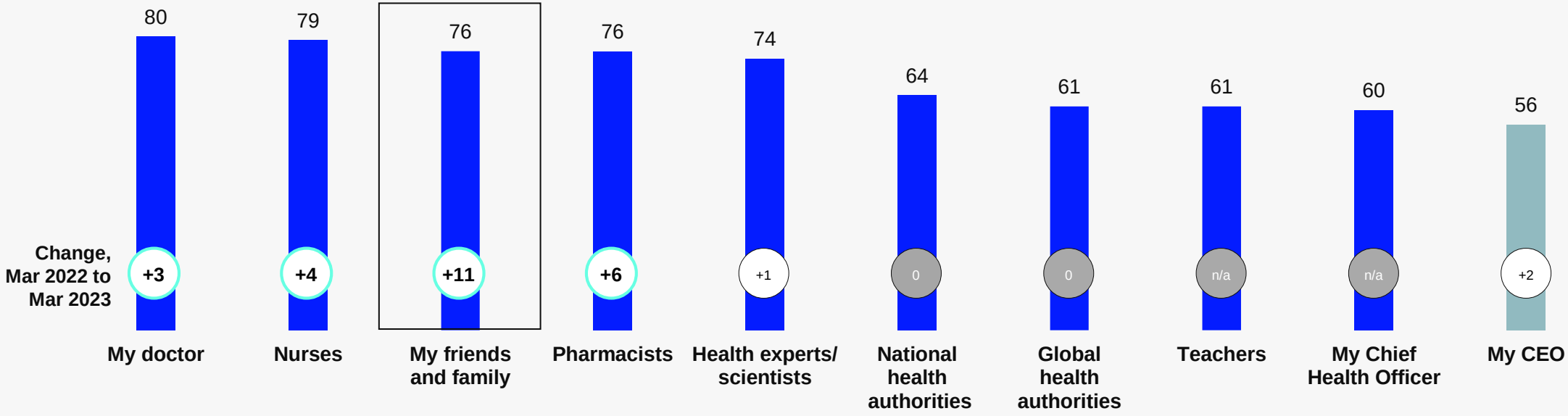
GLOBAL 9

Distrust (1-49) | Neutral (50-59) | Trust (60-100)

- 0 +

Significant change

Trust in friends and family increases 11pts

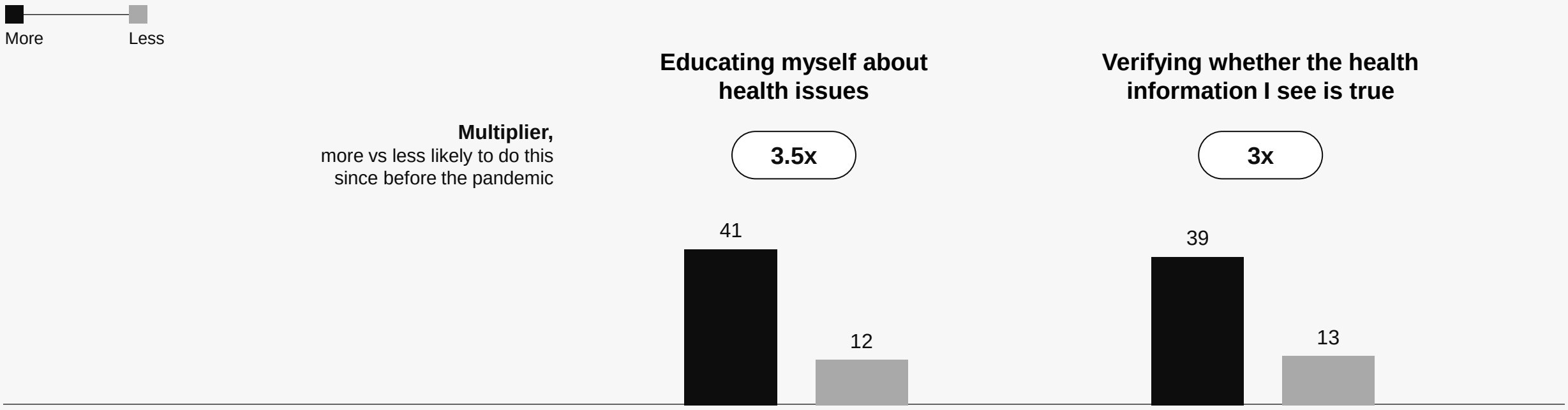


I'm Now Educating Myself More About Health

Percent who say

GLOBAL 12

Since before the beginning of the pandemic,
I have been doing this more or less



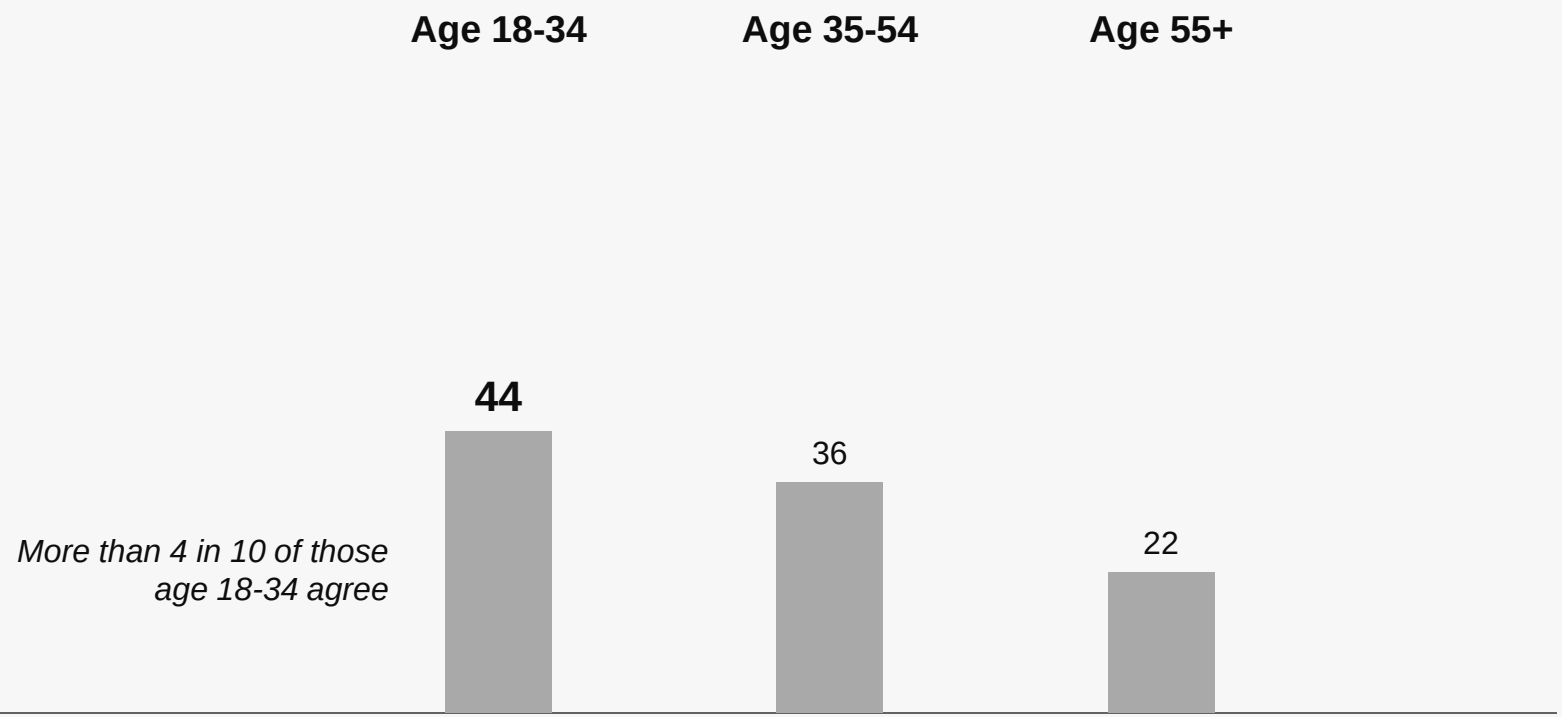
2023 Edelman Trust Barometer Special Report: Trust and Health. PAN_EFF. For each of the following, please indicate whether you are doing this more, less, or the same amount as you were before the beginning of the pandemic. 3-pt scale; code 1, more, and code 2, less. Question asked of half the sample. General population, 12-mkt avg. The multipliers are rounded to the nearest .5.

Many Believe the Average Person Can Know as Much as a Doctor

Percent who agree

GLOBAL 12

The average person who has done their **own research** is **just as knowledgeable** on most health matters **as doctors**



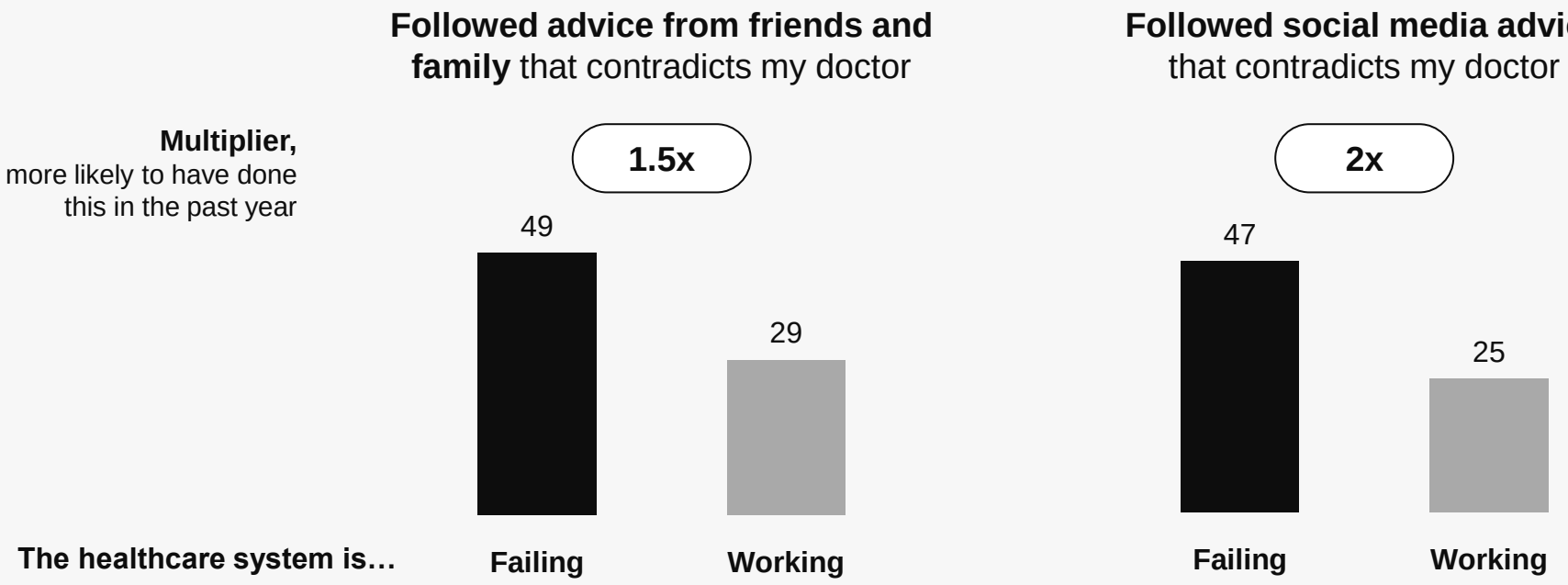
2023 Edelman Trust Barometer Special Report: Trust and Health. HEA_AGR. Please indicate how much you agree or disagree with the following statements. 9-point scale; top 4 box, agree. Question asked of half the sample. General population, 12-mkt avg., by age.

To Follow Doctors, Empowered Patients Need Confidence in the Healthcare System

Among the 34% who agree the average person can be as knowledgeable as doctors, percent who say

GLOBAL 12

In the past year, I have…



2023 Edelman Trust Barometer Special Report: Trust and Health. HEA_BHV. Have you done any of the following within the past year? 3-point scale; code 1, yes. General population, 12-mkt avg., by belief in the healthcare system scale, among those who agree the average person who has done their own research is just as knowledgeable on most health matters as doctors (HEA_AGRr11/T4B). The multipliers are rounded to the nearest .5. For a complete definition of how we measured belief in the healthcare system, please refer to our Technical Appendix.

Build a Healthcare System I Can Trust

To Drive Better Health Habits, Invest in Trust and Patient Relationships

Regression analysis: increase associated with each determinant

GLOBAL 12

When respondents:	Increased likelihood to have **made a positive health change** such as diet or exercise (standardized across determinants)
Are highly educated	+5.6%
Have a good relationship with their primary healthcare provider	**+4.3%**
Trust in the health ecosystem	**+3.2%**
Are younger	+2.1%
Have higher income	+1.7%

2023 Edelman Trust Barometer Special Report: Trust and Health. Regression analysis. HEA_BHV. Have you done any of the following within the past year? 3-point scale; code 1, yes. General population, 12-mkt avg. This analysis found the increased likelihood for the behavior given a respondent's score on the items in the table. For a full explanation of how this analysis was done, please see the Technical Appendix.

Healthcare Companies:
To Prevent Further Trust Declines, Convince Me You Will Do What Is Right

Percent who say

Distrust (1-49) | Neutral (50-59) | Trust (60-100)

- 0 +

Significant change

In general, I trust **healthcare companies to do what is right**

GLOBAL 9

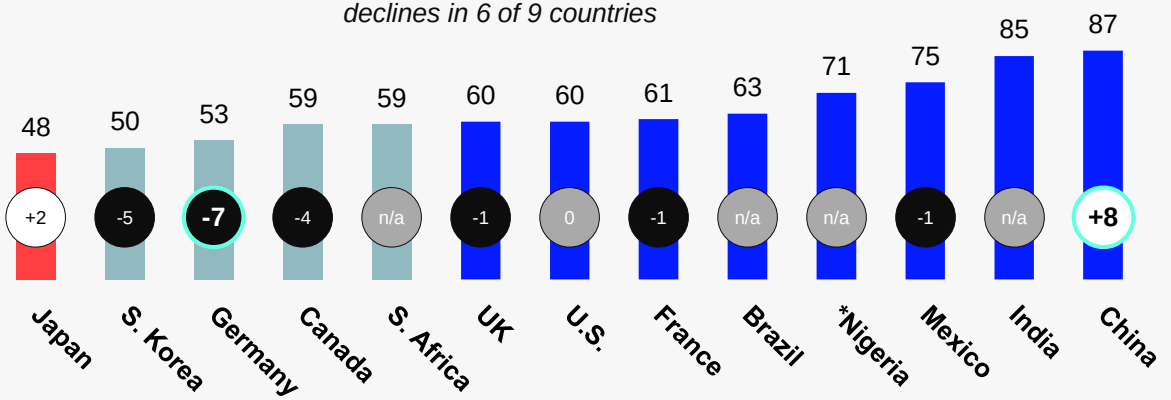
62

0 pts

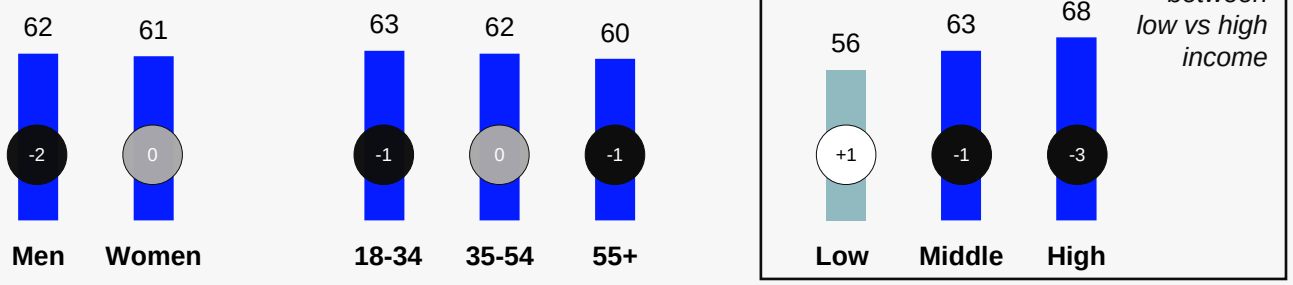
Change, Mar 2022 to Mar 2023

Market

Trust in healthcare companies declines in 6 of 9 countries



Gender | Age | Income



Providers:
Treat Me With My Whole Self in Mind

Percent who say each is necessary **to feel well cared for by a healthcare provider**

GLOBAL 12

Treat my medical needs (net)

Give me medications I need
Follow up with me after seeing me
No long wait time
Not rushed through my appointment

79%

Ease my concerns (net)

Listen to me, take my concerns seriously
Use terminology I can easily understand
Put me at ease if I am anxious
Do not make me feel judged

76%

Care about me as an individual (net)

Understand the health concerns of people like me
Recommendations are compatible with my life
Ask questions about my life

63%

2023 Edelman Trust Barometer Special Report: Trust and Health. HEA_CARE. Which, if any, of the following are necessary in order for you to feel like you are being well cared for by a healthcare provider? Select all that apply.
General population, 12-mkt avg. “Treat my medical needs” is a net of codes 4, 6-8. “Ease my concerns” is a net of codes 3, 5, 10-11. “Care about me as an individual” is a net of codes 1-2, 9.

Health Experts:
Talk To Me Like I'm Your Equal Partner

Percent who say

GLOBAL 12

If health experts are trying to get me to change my behavior,
it is very/extremely important they do each of the following

Include me in the science

Show the recommendation was based on data collected from people like me

60%

Show how it fits my life

Acknowledge the burden the recommended change may present in my life

62%

Give me a voice

Give me a way to ask questions and voice my concerns

67%

2023 Edelman Trust Barometer Special Report: Trust and Health. INF_REL. If health experts want to get you to change your behavior to help you improve or protect your own health and the health of those around you, how important is it that they do each of the following? 5-point scale; top 2 box, very/extremely important. Question asked of half of the sample. General population, 12-mkt avg.

Bridging the Trust Divide: Embrace the Voices They Will Hear

Among those with lower vs higher trust in the health ecosystem,
sources most likely to be trusted or believed and most convincing recommendation style

GLOBAL 12

Among those with **lower trust** in the health ecosystem		Among those with **higher trust** in the health ecosystem
Friends and family	**Most trusted source** of health information	My doctor
My employer	**Most believable channel** for health information	National health authorities
Show credentials *and* Let me ask questions	**Most convincing** health expert recommendations	Use clear, informal language

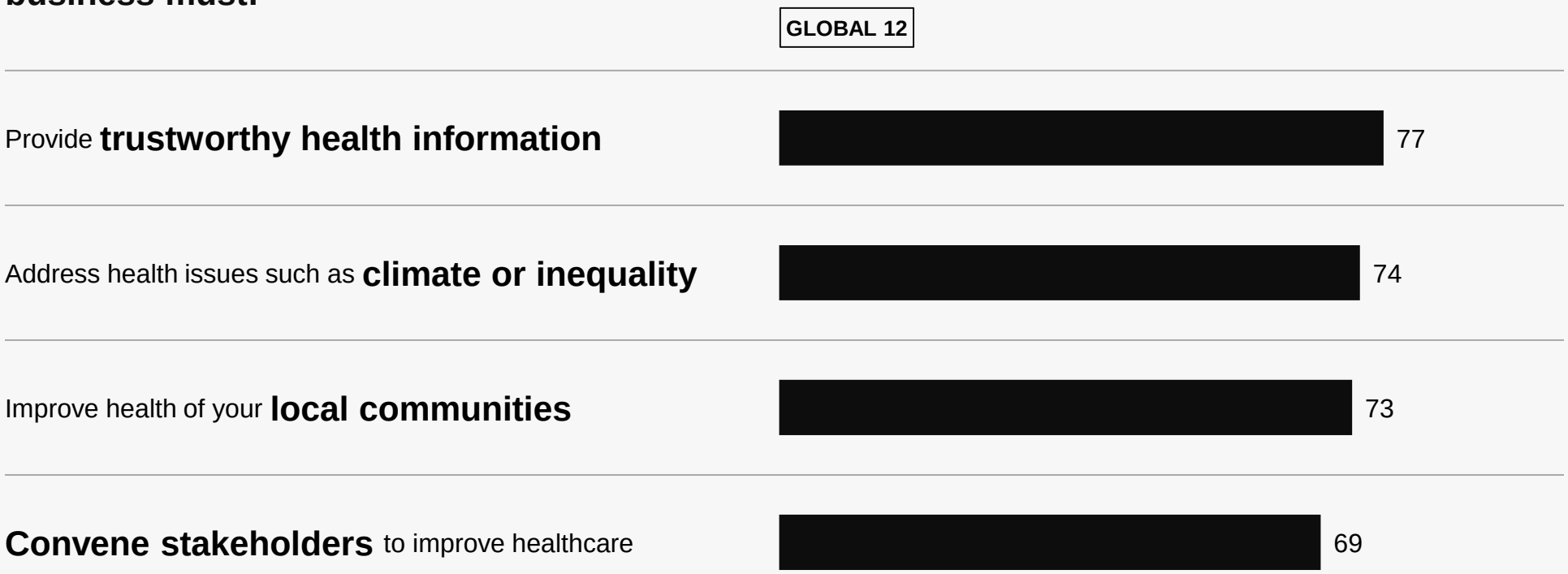
2023 Edelman Trust Barometer Special Report: Trust and Health. HEA_TRU_PEP. Below is a list of categories of people. For each one, please indicate how much you trust that group of people to tell you the truth about health issues and about how best to protect the health of the public. 9-point scale; top 4 box, trust. Data shown is rebased to exclude those who selected "don't know/not applicable." HEAR_TIME_HEA. When you see a new piece of information or a news story about a health or healthcare issue in each of the following information sources, how many times do you need to see it or hear it repeated in that same type of information source before you believe it is really true? Question asked of half of the sample; "Employer communications" only shown to those who are an employee of an organization (Q43/1). Data is a net of codes 1-3, zero/once/twice. INF_REL. If health experts want to get you to change your behavior to help you improve or protect your own health and the health of those around you, how important is it that they do each of the following? 5-point scale; top 2 box, very/extremely important. Question asked of half of the sample. General population, 12-mkt avg., by level of trust in health ecosystem. For full details on how the Health Ecosystem Trust scale was built, please refer to the Technical Appendix.

CEOs and Employers: Invest in Our Health

Business:
Address the Societal Factors That Affect Our Health

Percent who say

To improve people's health, business must:



2023 Edelman Trust Barometer Special Report: Trust and Health. HEA_BUS_ACT. How obligated do you believe businesses are to do each of the following to improve people's health? 5-point scale; top 3 box, obligated. Question asked of half the sample. General population, 12-mkt avg.

Brands:
Optimize For Health Across Your Products and Operations

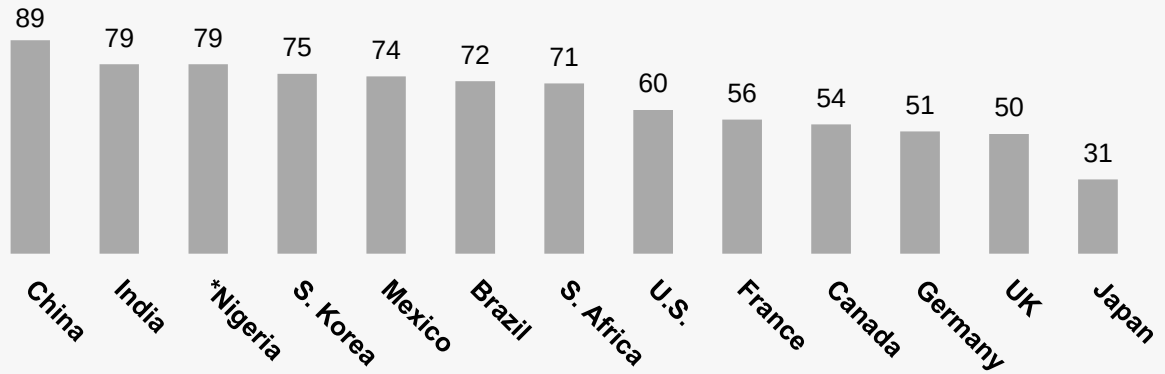
Percent who say

When deciding which brands to buy, I consider the **impact the brand, its products, and its business practices** have on people's health

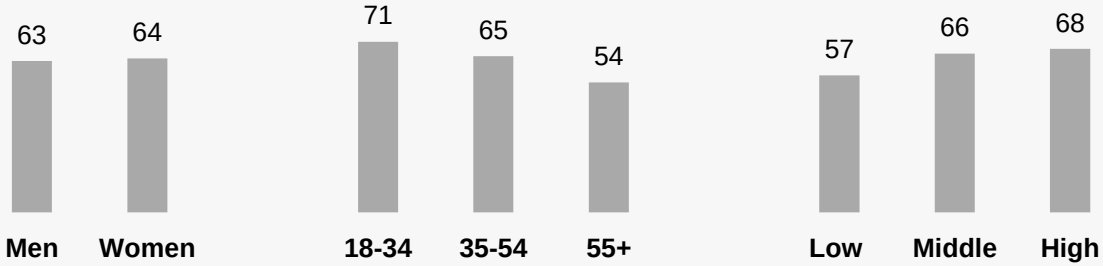
GLOBAL 12

64%

Market



Gender | Age | Income



2023 Edelman Trust Barometer Special Report: Trust and Health. HEA_DR_BUY. When deciding which brands to buy, how often do you take into consideration the impact that the brand, its products, and its business practices are having on people's health, including your own, its employees, and the communities in which the brand operates? 5-point scale; top 3 box, sometimes/usually/always. General population, 12-mkt avg., and by demographics.
*Nigeria is not included in the global average.

CEOs:
Show Me That You Value Mental Health and Work-Life Boundaries

Percent of employees who say

GLOBAL 12

To improve their employees' health:

My CEO must talk about the importance of mental health in the workplace

77%

My CEO must model healthy behavior, such as respecting boundaries between work and non-work and taking all their PTO

78%

My employer must implement policies to **prevent burnout**

83%

2023 Edelman Trust Barometer Special Report: Trust and Health. HEA_EMP_ACT. How obligated do you believe your employer is to do each of the following to improve their employees' health? 5-point scale; top 3 box, obligated. Question asked only among those who are an employee of an organization (Q43/1). General population, 12-mkt avg.

Special Report: Trust and Health

1

Address health inequalities

Cost is the number one barrier keeping people from being as healthy as they want to be. Address the societal issues and inequities that disproportionately affect those with lower access to affordable care.

2

Leverage the dispersion of authority

Friends and family have grown as trusted on health matters as domain experts. Rather than fighting this trend, incorporate it into your approach.

3

Invest in employee health

Employees benefit greatly when their employers invest in their wellbeing. Make this part of your talent strategy, especially for early career and front-line team members.

4

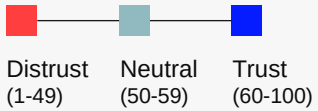
Optimize business around health

Health has a bottom-line impact on consumer decisions for businesses across all sectors. Make health central to your products and business operations.

Supplemental Data: Trust and Health

Do We Trust Institutions With Our Health? Market Findings

Percent who say

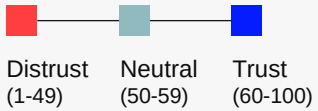


I trust this institution to do what is right when it comes to **addressing health-related needs and concerns**	Global 12	Brazil	Canada	China	France	Germany	India	Japan	Mexico	*Nigeria	S. Africa	S. Korea	UK	U.S.
My employer	72	78	70	87	67	72	91	57	77	69	71	54	64	73
Business	56	57	50	88	45	47	88	47	66	64	53	41	42	49
NGOs	56	56	52	84	50	36	87	40	66	71	58	50	44	48
Government	47	42	51	89	37	40	84	33	50	39	23	40	35	43
Media	46	41	48	80	35	38	77	33	58	49	40	30	30	36
I trust this institution to do what is **right in general**														
Healthcare sector as a whole	69	61	71	88	72	60	86	62	65	65	58	66	73	65
National health authorities	66	62	68	93	61	58	89	56	63	63	51	59	72	60

2023 Edelman Trust Barometer Special Report: Trust and Health. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust.
TRU_INS_HEA. Please indicate how much you trust each of the following to do what is right when it comes to addressing your health-related needs and concerns. 9-point scale; top 4 box, trust. Question asked of half the sample.
"My employer" only asked among those employed by an organization (Q43/1). General population, 12-mkt avg. *Nigeria is not included in the global average.

Do We Trust Institutions With Our Health? Demographic Findings

Percent who say



I trust this institution to do what is right when it comes to **addressing health-related needs and concerns**	Global 12	Men	Women	Age 18-34	Age 35-54	Age 55+	Low income	Middle income	High income
My employer	72	74	70	74	70	73	67	72	77
Business	56	59	54	59	58	52	48	57	66
NGOs	56	57	55	60	57	50	49	58	62
Government	47	49	45	52	47	42	42	48	53
Media	46	47	44	49	48	40	41	48	50
I trust this institution to do what is **right in general**									
Healthcare sector as a whole	69	71	67	68	69	70	61	71	75
National health authorities	66	67	65	67	66	65	61	67	71

2023 Edelman Trust Barometer Special Report: Trust and Health. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust.
TRU_INS_HEA. Please indicate how much you trust each of the following to do what is right when it comes to addressing your health-related needs and concerns. 9-point scale; top 4 box, trust. Question asked of half the sample.
"My employer" only asked among those employed by an organization (Q43/1). General population, 12-mkt avg, by gender, age and income.

Do We Trust Companies Across Health Subsectors? Country Findings

Percent trust

GLOBAL 9

Distrust (1-49) | Neutral (50-59) | Trust (60-100)

Significant change

+/- Mar 2022 to Mar 2023

	Global 9		Brazil		Canada		China		France		Germany		India		Japan		Mexico		*Nigeria		S. Africa		S. Korea		UK		U.S.	
	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-
Your local pharmacy	79	3	80	-	82	2	90	7	85	7	84	4	88	-	66	-1	81	-1	67	-	78	-	59	-3	83	5	77	1
Hospitals	77	1	77	-	79	1	92	5	81	5	72	-1	87	-	70	-1	76	-2	74	-	63	-	71	0	81	4	73	0
Private/government health insurance	67	0	58	-	67	-1	91	3	73	3	71	2	86	-	67	3	59	0	55	-	37	-	68	-3	52	-2	57	-2
Biotech/life sciences	65	0	77	-	61	-1	89	6	62	3	57	-3	89	-	53	0	79	-1	69	-	62	-	65	0	61	1	61	1
Health technology	65	0	76	-	64	-2	89	5	62	2	61	-1	88	-	50	-1	75	-1	76	-	63	-	60	-3	62	0	63	3
Pharmaceuticals	62	1	67	-	55	-2	89	6	52	0	55	-2	86	-	63	3	74	0	73	-	57	-	56	0	60	1	54	-1
Consumer health/over-the-counter	61	0	57	-	61	-1	89	8	52	1	53	-2	85	-	52	-1	67	0	64	-	63	-	53	-5	61	-1	61	3
Vitamin/natural supplements	58	-	70	-	56	-	89	-	50	-	47	-	87	-	44	-	69	-	76	-	69	-	51	-	55	-	60	-

2023 Edelman Trust Barometer Special Report: Trust and Health. TRU_SUB_HEA. Now thinking about specific sectors within the health industry, please indicate how much you trust businesses in each of the following sectors to do what is right. Again, please use the same 9-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal". 9-point scale; top 4 box, trust. General population, 9-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

Do We Trust Companies Across Health Subsectors? Demographic Findings

Percent trust

GLOBAL 9

Distrust (1-49) | Neutral (50-59) | Trust (60-100)

- 0 +

Significant change

+/- Mar 2022 to Mar 2023

	Global 9		Men		Women		Age 18-34		Age 35-54		Age 55+		Low income		Middle income		High income	
	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-
Your local pharmacy	79	**3**	79	1	78	**3**	75	2	78	**3**	82	2	73	3	80	**2**	83	1
Hospitals	77	1	79	1	76	2	74	1	76	2	81	1	72	4	79	1	83	0
Private/government health insurance	67	0	69	0	65	0	66	0	67	1	68	0	60	-1	70	1	72	-1
Biotech/life sciences	65	0	67	1	64	1	65	0	66	2	65	1	59	3	67	0	72	-2
Health technology	65	0	67	0	64	2	65	0	65	0	65	1	58	1	67	0	72	-2
Pharmaceuticals	62	1	63	0	61	1	64	2	62	1	60	-2	56	2	64	1	67	-3
Consumer health/over-the-counter	61	0	62	0	60	1	62	2	63	1	58	-1	55	3	63	0	66	-4
Vitamin/natural supplements	58	-	57	-	59	-	62	-	59	-	53	-	54	-	60	-	61	-

2023 Edelman Trust Barometer Special Report: Trust and Health. TRU_SUB_HEA. Now thinking about specific sectors within the health industry, please indicate how much you trust businesses in each of the following sectors to do what is right. Again, please use the same 9-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal". 9-point scale; top 4 box, trust. General population, 9-mkt avg, by gender, age and income. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

Trust in People With Our Health Country Findings

Percent trust to tell the truth about health issues and about how to best protect the health of the public

GLOBAL 9

Distrust (1-49) | Neutral (50-59) | Trust (60-100)

Significant change

+/- Mar 2022 to Mar 2023

	Global 9		Brazil		Canada		China		France		Germany		India		Japan		Mexico		*Nigeria		S. Africa		S. Korea		UK		U.S.	
	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-
My doctor	80	**3**	82	-	84	2	88	**6**	85	**7**	83	4	91	-	69	0	82	1	84	-	80	-	73	4	79	2	78	-1
Nurses	79	**4**	81	-	84	3	88	**7**	84	**9**	77	**10**	88	-	69	2	80	2	79	-	70	-	67	0	82	3	80	2
Pharmacists	76	**6**	72	-	80	5	88	**8**	81	**10**	77	**7**	86	-	67	5	69	4	79	-	74	-	67	4	80	**6**	73	4
My friends and family	76	**11**	74	-	75	**11**	90	**7**	71	**14**	81	**13**	90	-	63	**9**	78	**13**	77	-	73	-	73	**12**	76	**9**	74	**12**
Health experts/scientists	74	1	81	-	76	1	88	4	70	**8**	68	-1	89	-	65	2	83	0	82	-	72	-	72	2	76	0	68	-2
National health authorities	64	0	63	-	67	-2	89	2	56	4	55	-5	86	-	57	1	60	2	66	-	54	-	57	-4	68	-3	61	2
Global health authorities	61	0	62	-	65	-3	87	4	54	2	49	-5	87	-	49	7	69	-5	76	-	59	-	57	1	59	-5	55	0
Teachers	61	-	76	-	66	-	87	-	56	-	48	-	88	-	38	-	69	-	72	-	66	-	57	-	63	-	64	-
My Chief Health Officer	60	-	74	-	58	-	86	-	53	-	52	-	87	-	43	-	69	-	73	-	65	-	52	-	57	-	61	-
My CEO	56	2	67	-	55	3	85	5	46	0	40	-4	83	-	44	2	67	4	60	-	61	-	45	4	51	0	60	1

2023 Edelman Trust Barometer Special Report: Trust and Health. HEA_TRU_PEP. Below is a list of categories of people. For each one, please indicate how much you trust that group of people to tell you the truth about health issues and about how best to protect the health of the public. 9-point scale; top 4 box, trust. General population, 9-mkt avg. "My Chief Health Officer" and "my CEO" only asked of those who are an employee of an organization (Q43/1). Data shown is rebased to exclude those who selected "don't know/not applicable." Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

Trust in People With Our Health Demographic Findings

Percent trust to tell the truth about health issues and about how to best protect the health of the public

GLOBAL 9

Distrust (1-49) Neutral (50-59) Trust (60-100)

- 0 +

Significant change

+/- Mar 2022 to Mar 2023

	Global 9		Men		Women		Age 18-34		Age 35-54		Age 55+		Low income		Middle income		High income	
	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-
My doctor	80	**3**	81	2	80	**5**	73	3	79	**3**	87	**3**	74	**5**	81	**2**	85	1
Nurses	79	**4**	80	**4**	78	**4**	72	2	79	**6**	85	**5**	74	**5**	80	**4**	84	**3**
Pharmacists	76	**6**	77	**6**	75	**6**	70	**5**	76	**7**	81	**6**	71	**7**	77	**6**	80	**5**
My friends and family	76	**11**	76	**11**	75	**11**	70	**7**	77	**10**	78	**15**	70	**11**	77	**10**	79	**10**
Health experts/scientists	74	1	74	0	74	3	70	0	73	2	77	2	69	3	75	1	79	0
National health authorities	64	0	65	0	62	0	61	-3	64	1	65	1	58	-1	65	0	69	0
Global health authorities	61	0	61	0	60	-1	61	**-4**	61	0	60	2	55	0	62	0	67	-1
Teachers	61	-	61	-	61	-	60	-	64	-	59	-	54	-	63	-	65	-
My Chief Health Officer	60	-	61	-	58	-	60	-	58	-	62	-	53	-	61	-	63	-
My CEO	56	2	57	1	54	2	56	1	55	1	56	**7**	49	6	56	**4**	60	-3

2023 Edelman Trust Barometer Special Report: Trust and Health. HEA_TRU_PEP. Below is a list of categories of people. For each one, please indicate how much you trust that group of people to tell you the truth about health issues and about how best to protect the health of the public. 9-point scale; top 4 box, trust. General population, 9-mkt avg, by gender, age and income. "My Chief Health Officer" and "my CEO" only asked of those who are an employee of an organization (Q43/1). Data shown is rebased to exclude those who selected "don't know/not applicable." Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

Societal Factors Making Us Sick Demographic Findings

Percent who say

This issue **negatively impacts** my health (net**)

Top 8 of 13	GLOBAL 12	Men	Women	Age 18-34	Age 35-54	Age 55+	Low income	Middle income	High income
Inflation	77	76	77	81	81	68	80	76	73
Pandemic restrictions	75	74	76	81	76	68	77	75	74
Lack of trust	67	67	67	76	71	55	71	67	65
Pollution	67	66	67	76	68	57	68	68	64
Polarization	66	66	65	74	67	57	69	65	65
Climate change	65	64	65	73	65	56	68	65	63
Burnout	64	63	66	79	70	45	67	65	62
Misinformation	64	65	63	75	65	53	66	64	63

2023 Edelman Trust Barometer Special Report: Trust and Health. SOC_HEA. For each of the following, please indicate whether it has in some way negatively impacted your personal mental or physical health, the health of your relationships, and/or the livability of your community. Select all that apply for each. General population, 12-mkt avg, by gender, age and income. **Data shown is a net of codes 1-4; physical health, mental health, health of my relationships, livability of my community.

Dimensions of Health Country Findings

Percent who say

GLOBAL 12

When I think about being "healthy," I think about…	Global 12	Brazil	Canada	China	France	Germany	India	Japan	Mexico	*Nigeria	S. Africa	S. Korea	UK	U.S.
Physical health (net) • Can do important activities • No sickness or injury • Can manage my physical health	88	94	86	75	94	95	83	84	93	88	91	91	88	83
Mental health (net) • Feeling happy • Can manage negative emotions	91	96	88	84	97	96	91	84	96	94	94	94	88	88
Social health (net) • Have a person I can speak freely to • People care about me • Not discriminated against	83	93	78	73	92	89	85	62	90	85	88	89	75	79
Community livability (net) • Clean, safe, peaceful community • Healthy planet	79	91	71	66	89	87	81	66	90	82	86	84	69	73

2023 Edelman Trust Barometer Special Report: Trust and Health. HEA_DEF. Think about what being healthy means to you. For each of the following, please indicate how big a consideration it is in whether you see yourself as being healthy. 3-pt scale; code 3, major consideration. General population, 12-mkt avg. "Mental health" is a net of codes 4-8; "physical health" is a net of codes 1-3; "social health" is a net of codes 9-12; "community livability" is a net of codes 13-15.

Dimensions of Health Demographic Findings

Percent who say

GLOBAL 12

When I think about being "healthy," I think about…	Global 12	Men	Women	Age 18-34	Age 35-54	Age 55+	Low income	Middle income	High income
Physical health (net) • Can do important activities • No sickness or injury • Can manage my physical health	88	88	89	85	88	91	87	88	89
Mental health (net) • Feeling happy • Can manage negative emotions	91	91	92	92	92	90	90	92	92
Social health (net) • Have a person I can speak freely to • People care about me • Not discriminated against	83	82	84	83	83	82	81	83	85
Community livability (net) • Clean, safe, peaceful community • Healthy planet	79	77	81	78	80	80	79	79	80

2023 Edelman Trust Barometer Special Report: Trust and Health. HEA_DEF. Think about what being healthy means to you. For each of the following, please indicate how big a consideration it is in whether you see yourself as being healthy. 3-pt scale; code 3, major consideration. General population, 12-mkt avg, by gender, age and income. "Mental health" is a net of codes 4-8; "physical health" is a net of codes 1-3; "social health" is a net of codes 9-12; "community livability" is a net of codes 13-15.

Technical Appendix

2023 Edelman Trust Barometer Special Report: Trust and Health

Sample Size, Quotas and Margin of Error

Market	Weighed Sample Size[1]	Unweighted Sample Size	Margin of Error – Total Sample[2]	Margin of Error – Half Sample[2]	Quotas Set On[3]
Global 12[4]	12,000	11,980	+/- 1.1 percentage points total sample	+/- 1.6 percentage points half sample	Quotas set at the market level
Brazil	1,000	1,000	+/- 4.1 pct pts. total sample	+/- 5.8 pct pts. half sample	Age, Gender, Region
Canada	1,000	1,000			
China[5]	1,000	1,001			
France	1,000	1,002			
Germany	1,000	1,000			
India	1,000	1,000			
Japan	1,000	1,000			
Mexico	1,000	999			
Nigeria	1,000	805	+/- 4.6 pct pts. total sample	+/- 6.4 pct pts. half sample	
S. Africa	1,000	1,000	+/- 4.1 pct pts. total sample	+/- 5.8 pct pts. half sample	
S. Korea	1,000	976			
UK	1,000	1,002			
U.S.	1,000	1,000			

1. Data reported on slides is weighted to the same total base size to ensure each market has an equal effect on the global total. Some questions were asked of only half of the sample. Please refer to the footnotes on each slide for details.
2. Margin of error is calculated on the unweighted sample sizes collected, at the 99% confidence level.
3. There were additional quotas on ethnicity in the UK and U.S.
4. Nigeria was excluded from the Global average due to unstable respondent sample composition. It will be included once the composition stabilizes for two consecutive years.
5. All data collected in China is from the mainland. Regions of Greater China were not surveyed.

2023 Edelman Trust Barometer Special Report: Trust and Health

Countries Included in the Various Global Averages

13 countries surveyed	Global 12 average	Global 11 Excludes China	Global 9
	Used for current year averages	Used for current year averages; excludes sensitive markets[1]	Used for tracking to 2022
Brazil	Brazil	Brazil	-----
Canada	Canada	Canada	Canada
China	China	-----	China
France	France	France	France
Germany	Germany	Germany	Germany
India	India	India	-----
Japan	Japan	Japan	Japan
Mexico	Mexico	Mexico	Mexico
Nigeria	-----	-----	-----
S. Africa	S. Africa	S. Africa	-----
S. Korea	S. Korea	S. Korea	S. Korea
UK	UK	UK	UK
U.S.	U.S.	U.S.	U.S.

1.Because some of the content we ask is deemed politically sensitive there are several countries where we take special precautions in order to avoid putting our respondents, or ourselves, in a position to break any local laws. We work closely with our sample partner and its legal team to identify which questions, and in what countries, we should refrain from asking. The country where we removed questions and/or answer options was China.

2023 Edelman Trust Barometer Special Report: Trust and Health

Survey Languages Used and Internet Penetration by Country

	Languages	Internet Penetration*
Global	-	83%
Brazil	Portuguese	83%
Canada	Localized English, Canadian French	93%
China	Simplified Chinese	70%
France	French	92%
Germany	German	94%
India	Localized English	60%

	Languages	Internet Penetration*
Japan	Japanese	93%
Mexico	Localized Spanish	77%
Nigeria	Localized English	68%
S. Africa	Localized English, Afrikaans	63%
S. Korea	Korean	97%
UK	Localized English	95%
U.S.	English, Localized Spanish	94%

*Data source: http://www.internetworldstats.com/stats.htm as of Jan. 5, 2023

2023 Edelman Trust Barometer Special Report: Trust and Health

How We Measured Belief in the Healthcare System

Ten attributes were examined to gauge respondents' perceptions of the healthcare system in terms of its fairness and effectiveness.

Respondents' perceptions were measured using a 9-point agree-disagree scale in which 1 = strongly disagree and 9 = strongly agree, with 5 being a neutral mid-point. An overall *Belief in the Healthcare System* score was calculated by taking a respondent's average score across the ten items displayed on the right.

Respondents were then categorized into one of three segments based their mean score:

- Those who averaged 6.00 or higher were classified as believing the ***system is failing***
- Those who averaged between 5.00 and 5.99 were labelled as ***uncertain***
- Those who averaged less than 5.00 were classified as believing the ***system is working***

Respondents were asked:

Please indicate how much you agree or disagree with the following statements.

Fairness items

Racism within the healthcare sector is widespread and systemic

While the wealthy get quick access to healthcare, most people in this country struggle to get medical attention when they need it

There are two tiers of medical care available in this country. Leading-edge treatment and access to the best doctors for the wealthy, and a much lower quality of care for everyone else.

As regular people struggle to pay for and access healthcare, healthcare companies are making more profit than they should be

The people who run healthcare companies care more about profits than people

People are needlessly dying in this country because they cannot afford good healthcare

Effectiveness items

The quality of healthcare available in our country today is the worst I have ever seen it

I deserve better healthcare than I am currently getting

The healthcare system in this country is broken beyond repair

I believe that our country's healthcare system is taking good care of me and my family (Reverse scored)

2023 Edelman Trust Barometer Special Report: Trust and Health

How We Measured Trust in the Health Ecosystem

In order to determine trust in the health ecosystem, we first had to understand what respondents consider to be the components of that ecosystem.

We identified those components using a factor analysis run across all of the healthcare-related institutional and people trust data from our survey. This analysis yielded four distinct groups of healthcare-related entities that define the ecosystem:

- Healthcare businesses
- Healthcare practitioners
- Global health authorities and NGOs
- Federal and local health authorities

The overall *Trust in the Healthcare Ecosystem* scale was built using the top four loading items from each of the four factors identified. This approach ensured that the final scale would equally represent the impact all four elements that comprise the ecosystem.

Respondents' levels of trust in each of the 16 entities described in the chart on the right were measured using a 9-point scale in which 1 = do not trust them at all and 9 = trust them a great deal. Their overall *Trust in the Healthcare Ecosystem* score was calculated by taking the respondent's average trust score across all 16 items.

We then divided respondents into equal thirds within each country. The upper one-third are those with highest trust in the health ecosystem, and the bottom one-third are those with lowest trust in the health ecosystem.

Healthcare businesses	Healthcare practitioners
Biotech / life sciences companies[2] Consumer health / over-the-counter companies[2] Health technology companies[2] Pharmaceutical / drug companies[2]	Doctors[3] Your doctor / primary healthcare provider / pharmacist[3] Nurses[3] Your doctor or primary healthcare provider[4]
Global health authorities and NGOs	**Federal and local health authorities**
The WHO[1] Global health officials[3] Global health authorities[4] Heads of health NGOs[4]	National health authorities[1,3,4] Local health officials[3]

1. TRU_INS: trust in an institution to do what is right
2. TRU_SUB_HEA: trust in businesses in health industry subsectors to do what is right
3. TRU_PEP: trust in people to do what is right
4. HEA_TRU_PEP: trust in people to tell you the truth about health issues and how best to protect the health of the public.

2023 Edelman Trust Barometer Special Report: Trust and Health

How We Calculated the Determinants of Good Health Behaviors

We used a *regression analysis* to identify drivers that increased the likelihood that respondents **started and maintained a positive health change, such as a diet or exercise routine.**

The analysis looked at trust in the health ecosystem, as well as additional factors that other research has found are important in predicting good health behaviors:

- Age
- Gender
- Income
- Level of education
- Quality of healthcare
- Trust in government
- Relationship with primary healthcare provider
- Trust in the health ecosystem

The results indicated that even after accounting for the traditional social determinants of health, trust in the health ecosystem is a top determinant of good health behaviors.

Regression variables in detail:

1. Age:
   - 18-34
   - 35-54
   - 55+
2. Gender
   - Men
   - Women
3. Income
   - First quartile
   - Second quartile
   - Third quartile
   - Fourth quartile
4. Education
   - Less than a college degree
   - College degree or more
5. Quality of healthcare
   - Less than very good
   - Very good or better
6. Trust in government
   - Those who trust government (top 4 box trust, codes 6-9)
   - Those who do not trust government (codes 1-5, 99)
7. Relationship with primary healthcare provider
   - Those who have a good working relationship with their primary healthcare provider (top 4 box agree, codes 6-9)
   - Those who do not (codes 1-5, 99)
8. Trust in the health ecosystem
   - Lower 33%
   - Middle 33%
   - Upper 33%

2023 Edelman Trust Barometer Special Report: Trust and Health

How We Calculated the Determinants of Good Health Behaviors, Continued

The variables shown in the formula below were significant drivers of good health behaviors. Overall, 3.47% of the variance in adopting a positive health behavior is accounted for by this model.

$$PositiveHealthChange = (0.2883) + (0.0262)age + (.1111)Education + (.0152)Income + (.0911)HCPRelationship + (.0386)TrustHealthEcosys$$

The coefficient associated with each driver indicates the relative increase in the likelihood to adopt and maintain a positive health behavior when that variable increases by one unit.

Due to the variation in number of categories or levels across our driver variables, a standardized coefficient value (bStdx) was calculated. This coefficient allows us to rank the importance of each predictor variable relative to the others. Specifically, the number displayed in the third column of the table to the right is the predicted increase in the likelihood to adopt and maintain a positive health behavior associated with each variable increasing by one *standard deviation*.

Linear regression	**Positive health change**		
	Coefficient	*p-val*	*bStdx*
Age	0.0262	0.0013	0.0210
Gender	-0.0151	0.2446	-0.0076
Education	0.1111	0.0000	0.0555
Income	0.0152	0.0157	0.0166
Quality of healthcare	-0.0098	0.4909	-0.0048
Trust in government	0.0008	0.9573	0.0004
Relationship with HCP	0.0911	0.0000	0.0433
Trust in the health ecosystem	0.0386	0.0000	0.0316
Constant	.2883		

Full Question Text

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Inflation Tops List Of Societal Factors Making Us Sick

SOC_HEA. For each of the following, please indicate whether it has in some way negatively impacted your personal mental or physical health, the health of your relationships, and/or the livability of your community. Select all that apply for each.

Shortened	Full
Inflation	Inflation, financial insecurity, and economic uncertainty
Pandemic restrictions	The past several years of COVID-19 pandemic restrictions
Lack of trust	The lack of trust among people in our society
Pollution	Pollution and the loss of natural habitat
Polarization	Political polarization making it more difficult to address the societal problems we are facing
Climate change	Climate change
Burnout	Overwork or burnout
Misinformation	Misinformation spread on social media or other platforms

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Biggest Barriers to Better Health: Cost and Information

HEA_BAR. How big a role does each of the following have in keeping you from closing the gap between how well you currently are taking care of your health and how well you should ideally be taking care of your health?

Shortened	Full
Healthy options cost too much	Healthy options and health-promoting products and activities cost more than I am willing to pay
Cannot afford good healthcare	I cannot afford to pay for good healthcare
Cannot afford treatments	I cannot afford to pay for some of the medications or medical devices that I need
Lack of information	A lack of information. I do not know how to go about taking better care of my health.
Changing health recommendations	Health recommendations keep changing. One day something is considered healthy, and the next day the experts change their advice. When this happens, it makes me unsure about what I should be doing to stay healthy.
Contradictory expert advice	Different health experts give contradictory advice. When this happens, it makes me unsure about my health decisions.

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Dimensions of Health

HEA_DEF. Think about what being healthy means to you. For each of the following, please indicate how big a consideration it is in whether you see yourself as being healthy.

Shortened	Full
Feeling happy	Feeling confident in myself and happy with the direction my life is headed in
Can manage negative emotions	Rarely experiencing distress, anxiety, or other negative emotions in my life Being able to manage negative emotions such as fear, anxiety, or stress Being free of mental illness Being able to manage any mental illnesses that I have
Can do important activities	Having the energy to participate in activities that are important to me or bring me joy
No sickness or injury	Being free of sickness or injury
Can mange my physical health	Being able to manage any physical health conditions that I have
Have a person I can speak freely to	Having at least one person in my life that I can speak to freely about my hopes, feelings, and emotions Having a romantic relationship that is emotionally and physically fulfilling
People care about me	Having lots of friends Feeling like other people care about me and that I matter to them
Not discriminated against	Feeling like I am not being constantly judged or discriminated against because of my culture or identity
Clean, safe, peaceful community	Feeling like I am living in a community that is clean, safe, and peaceful
Healthy planet	Feeling like I am living on a healthy planet where human, plant, and animal life can flourish

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Trust in Peer Voices Now on Par with Medical Experts

HEA_TRU_PEP. Below is a list of categories of people. For each one, please indicate how much you trust that group of people to tell you the truth about health issues and about how best to protect the health of the public.

Shortened	Full
My doctor	Your doctor or primary healthcare provider
Nurses	Nurses
My family and friends	Your friends and family
Pharmacists	Pharmacists
Health experts/scientists	Medical scientists and health experts
National health authorities	National health authorities
Global health authorities	Global health authorities
Teachers	Teachers
My Chief Health Officer	Your company's Chief Health Officer
My CEO	The CEO or leader of the company / organization that you work for

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I'm Now Educating Myself More About Health

PAN_EFF. For each of the following, please indicate whether you are doing this more, less, or the same amount as you were before the beginning of the pandemic.

Shortened	Full
Educating myself about health issues	Educating myself about health and health issues
Verifying whether the health information I see is true	Verifying whether the health information I see is true or not

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Full Text For Answer Choices Abbreviated

To Follow Doctors, Empowered Patients Need Confidence in the Healthcare System

HEA_BHV. Have you done any of the following within the past year?

Shortened	Full
Followed advice of friends and family that contradicts my doctor	Followed the medical advice or recommendation of a friend or family member even though it contradicted what your doctor or other healthcare provider told you
Followed social media advice that contradicts my doctor	Followed medical advice you found on social media even though it contradicted what your doctor or other healthcare provider told you

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To Drive Better Health Habits, Invest in Trust and Patient Relationships

HEA_BHV. Have you done any of the following within the past year?

Shortened	Full
Made a positive health change such as diet or exercise	Started and maintained a positive health change, such as a diet or exercise routine

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Providers: Treat Me With My Whole Self in Mind

HEA_CARE. Which, if any, of the following are necessary in order for you to feel like you are being well cared for by a healthcare provider? Select all that apply.

Shortened	Full
Give me medications I need	I am given prescription medications when I need them
Follow up with me after seeing me	The healthcare provider follows up with me about my health concerns and issues after they have seen me
No long wait time	I am seen by the healthcare provider without having to wait a long time
Not rushed through my appointment	I do not feel like I am being rushed through my appointment so the healthcare provider can get to their next patient as quickly as possible
Listen to me, take my concerns seriously	The healthcare provider listens to me, allows me to ask questions, and takes my health concerns seriously
Use terminology I can easily understand	The healthcare provider uses words and terminology that I can easily understand
Put me at ease if I am anxious	The healthcare provider takes the time to put me at ease if I am feeling anxious or upset about my health condition
Do not make me feel judged	The healthcare provider does not make me feel judged or ashamed of my health concerns or health status
Understand the health concerns of people like me	The healthcare provider understands the particular health issues and concerns of people my age, gender or ethnicity
Recommendations are compatible with my life	I am given recommendations for lifestyle changes like a new diet, exercise, or stress management routine, that are compatible with my living situation, such as my finances and my work or caregiving responsibilities
Asks questions about my life	The healthcare provider asks me questions not just about my symptoms, but about my life in general

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Health Experts: Talk To Me Like I'm Your Equal Partner

INF_REL. If health experts want to get you to change your behavior to help you improve or protect your own health and the health of those around you, how important is it that they do each of the following?

Shortened	Full
Show me the recommendation was based on data collected from people like me	Show that the recommendation was developed based on data collected from people like me
Acknowledge the burden the recommended change may present in my life	Acknowledge the burden that the recommended behavioral change may present in my daily life
Give me a way to ask questions and voice my concerns	Give me a way to ask questions and voice my concerns about the recommendation
Show credentials	Be clear and honest about the credentials of the people who developed and ultimately determined the recommendation
Let me ask questions	Give me a way to ask questions and voice my concerns about the recommendation
Use clear, informal language	Use informal, easy to understand language that matches the way that everyday people actually talk

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Bridging the Trust Divide: Embrace Peer Voices as Allies for Better Health

HEAR_TIME_HEA. When you see a new piece of information or a news story about a health or healthcare issue in each of the following information sources, how many times do you need to see it or hear it repeated in that same type of information source before you believe it is really true?

Shortened	Full
My employer	In a communication from my employer
National health authorities	In a communication put out by national health authorities

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Full Text For Answer Choices Abbreviated

Business: Address the Societal Factors That Affect Our Health

HEA_BUS_ACT. How obligated do you believe businesses are to do each of the following to improve people's health?

Shortened	Full
Provide trustworthy health information	Be a reliable source of trustworthy health information
Address health issues such as climate or inequality	Urgently address major societal issues, such as climate change, that impact peoples' health and wellbeing
Improve health of your local communities	Work to improve the health of the communities in which they are headquartered
Convene stakeholders to improve healthcare	Bring key healthcare decision-makers together to discuss coordinated action and to develop strategies for improving the healthcare system

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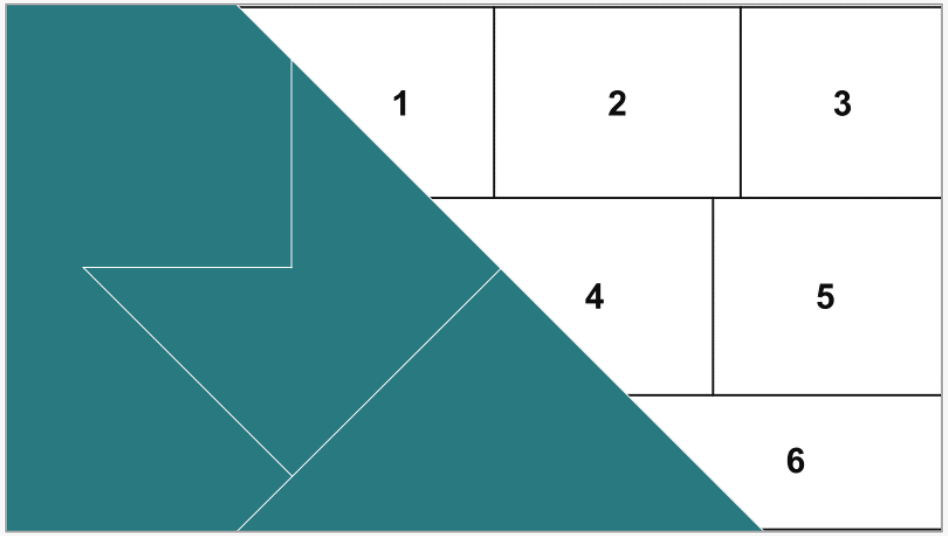
CEOs: Show Me That You Value Mental Health and Work-Life Boundaries

HEA_EMP_ACT. How obligated do you believe your employer is to do each of the following to improve their employees' health?

Shortened	Full
My CEO must talk about the importance of mental health in the workplace	Have the CEO talk about the importance of mental health in the workplace
My CEO must model healthy behavior, such as respecting boundaries between work and non-work and taking all their PTO	Ensure the CEO models healthy behavior, such as respecting boundaries between work hours and non-work hours and taking all of their paid time off
My employer must implement policies to prevent burnout	Put policies in place that help prevent overwork and employee burnout



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