

The Human Truth of Mental Health:

Using Narrative-Based
Research to Reveal
Strategic Opportunities

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Who We Are: Brandtrust & EMI

Our Objective:

- Understand foundations of and beliefs regarding mental health
- Uncover motivations to better mental health
- Determine how Brandtrust's Narrative Inquiry methodology and EMI's sample panels compare to traditional surveys and panels

The Methodologies

Brandtrust: Narrative Inquiry

- A social-sciences based qualitative online survey that utilizes story-telling to uncover the psychological underpinnings and deeply embedded narratives people hold that drive their behavior and help illuminate the path to human truth.
- Sample size: n=300
- LOI = 25 minutes

EMI: Quantitative Survey

- Utilizing primarily quantitative and short-answer questions to determine similarities and differences among a demographically representative sample as well as sub-groups.
- Sample size: n=1000
- LOI = 8 min
- Leveraged a strategic blend of sample providers

The Experiment

Arm 1

Narrative Inquiry with EMI's Strategic Blend

Arm 2

Narrative Inquiry with Online Marketplace

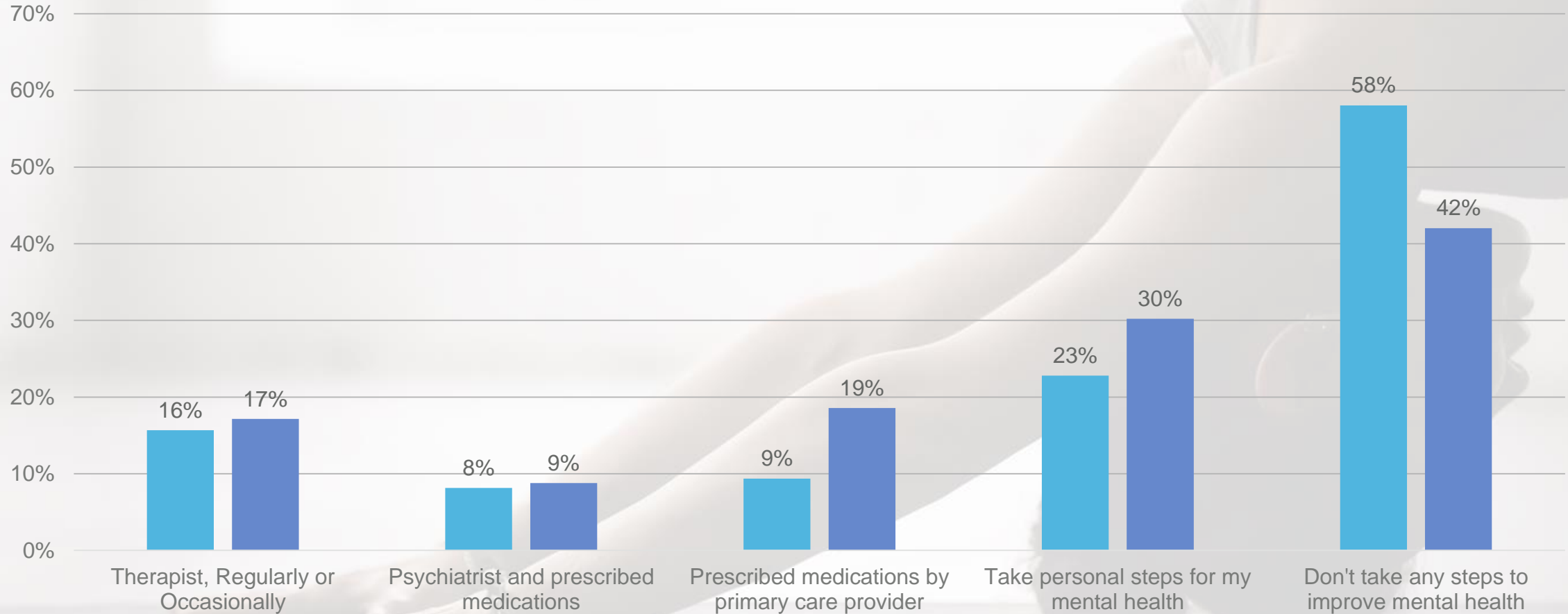
Arm 3

Quantitative with EMI's Strategic Blend

Mental Health Treatment - Gender

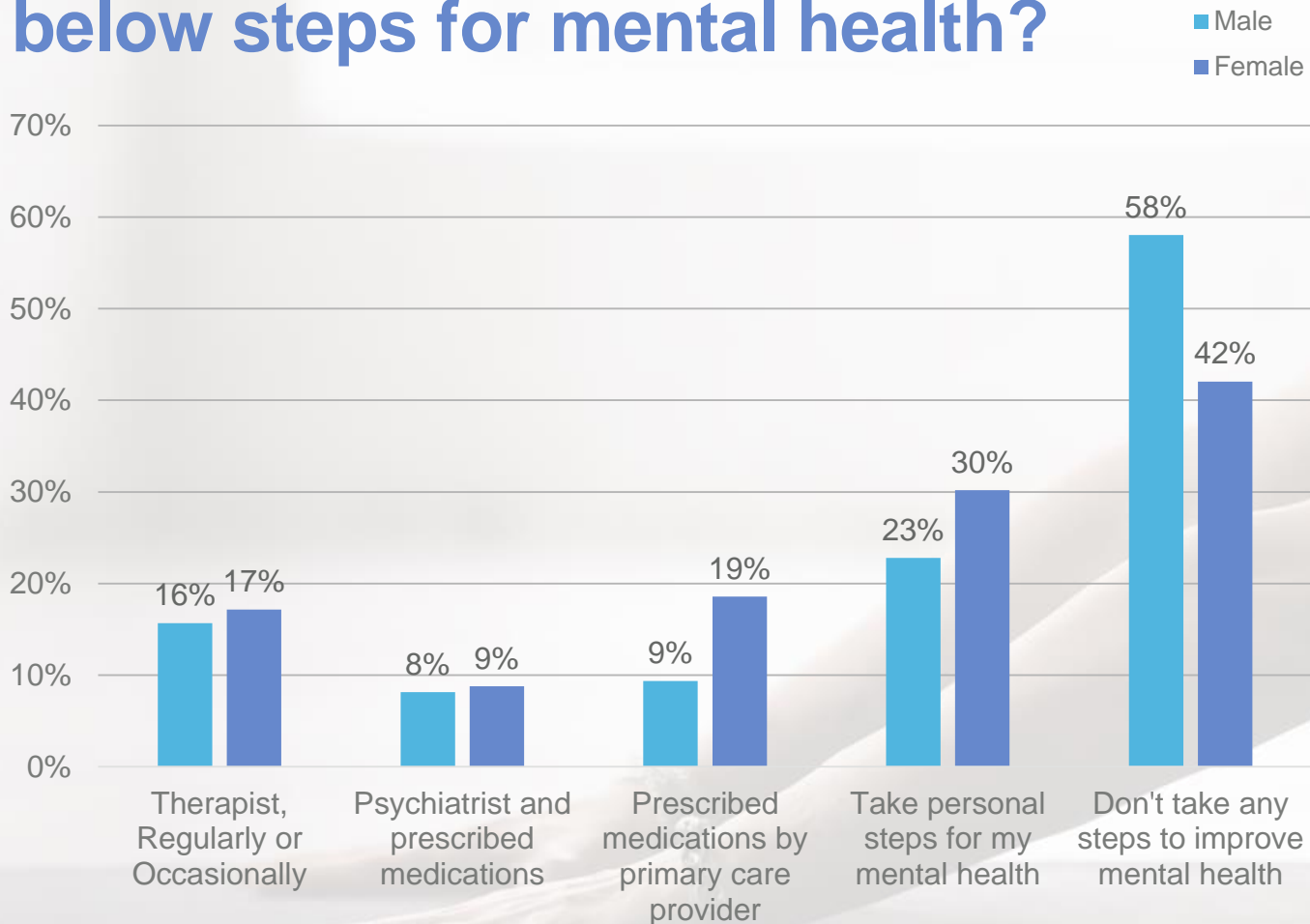
Do you currently take any of the below steps for mental health?

■ Male
■ Female



Mental Health Treatment - Gender

Do you currently take any of the below steps for mental health?



Takeaways

Females are more likely to take steps to improve mental health while males are less likely

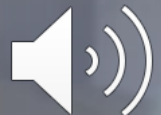


How is their mental health?

“

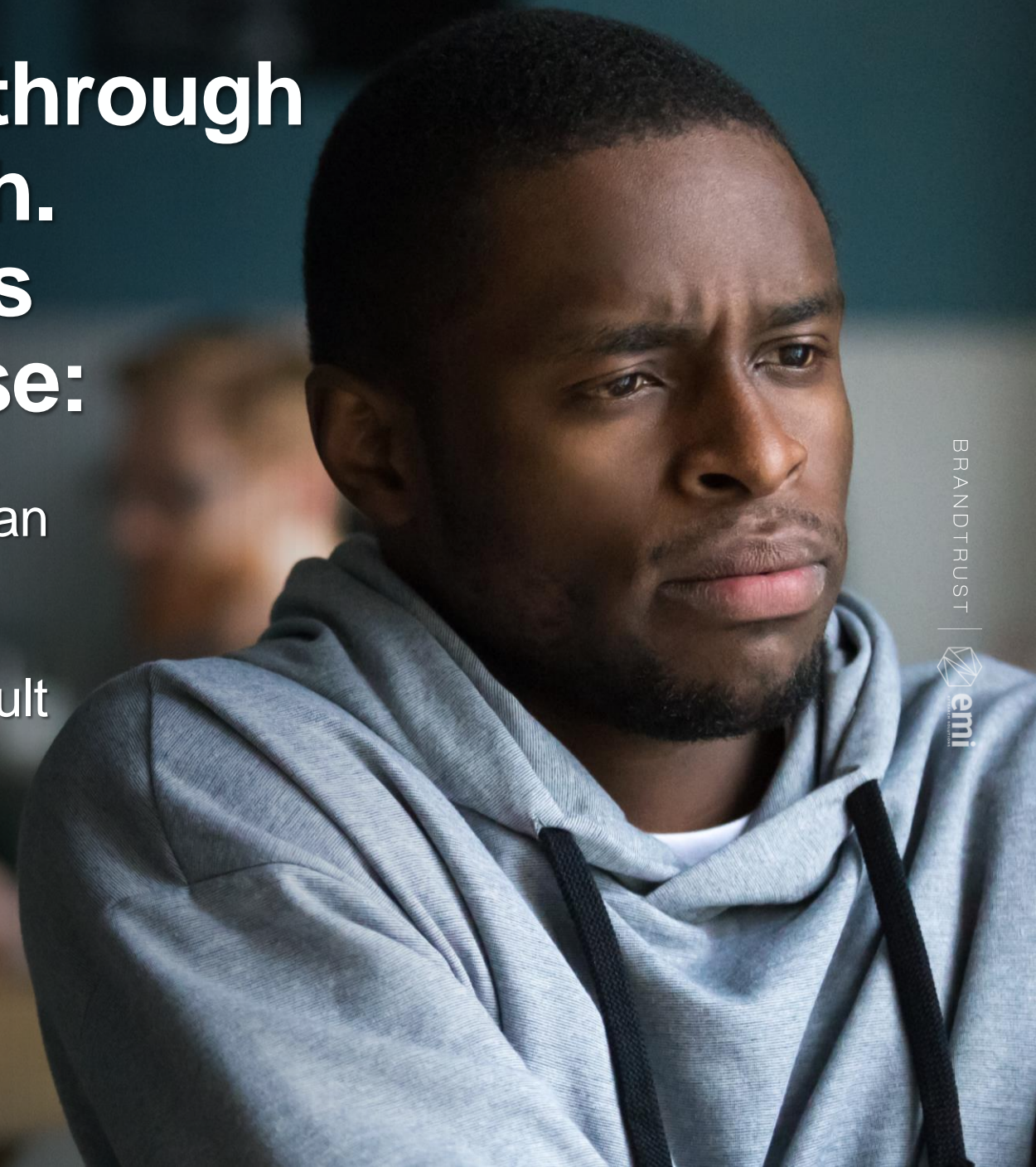
It was after I was released from the psychiatric hospital. I had continued to keep my family out of everything because I felt I couldn't deal with everything else and their feelings until I dealt with my own. I was on medication but was still lost. I had been through a lot of trauma in my life, and I finally decided **to be honest with myself** and my doctors so that I could try to heal. **I finally told someone everything, all my pain and fears. I accepted that I couldn't do it alone** and remembered what the nurse said about the programs. I found one with their help and took those steps to **try to find peace while fighting myself every step of the way**. I had to make a choice to not just survive, but **I had to choose to live**. I was still **scared to deal that I was unfixable**, and it was just a waste of time, but I did it regardless for myself first and for my children. They had suffered with my every day and it was time to try to heal for me and so I could heal my relationship with them in the future. But, even if they could never forgive me, **I had to learn to forgive myself**. It was the only chance I had to not feel like I had all my life. I was dead when they found me, and I had been given another chance to make better choices for myself. **To learn from the past and live for the future**, whatever it held. I think I will always be a little afraid, it's part of my life, but I had to be brave enough to fight for my life and **learn to manage my mental health instead of it managing me**. It will always be a struggle because **there is no cure**, just a way to maintain my life and illness through honesty, medication, therapy, and support from medical professionals and eventually, my family. I had to learn how to live my life and then I was able to be honest with my family and move forward. I had to educate myself because I could educate them on what I needed.”

- Verbatim Research Respondent



Mental health is viewed through a lens of mental unhealth. Being mentally healthy is difficult to define because:

- Defining the absence of pain is harder than defining its presence.
- Mental health's complexity makes it difficult to isolate the cause.
- Though it is becoming less stigmatized, there are still societal misconceptions.



Conditions that create mental un-health



Isolation

- Those who felt mentally un-healthy felt alone and disconnected, like others didn't care about or understand them. They felt they were the only one who was suffering. They felt unwanted and unknown.

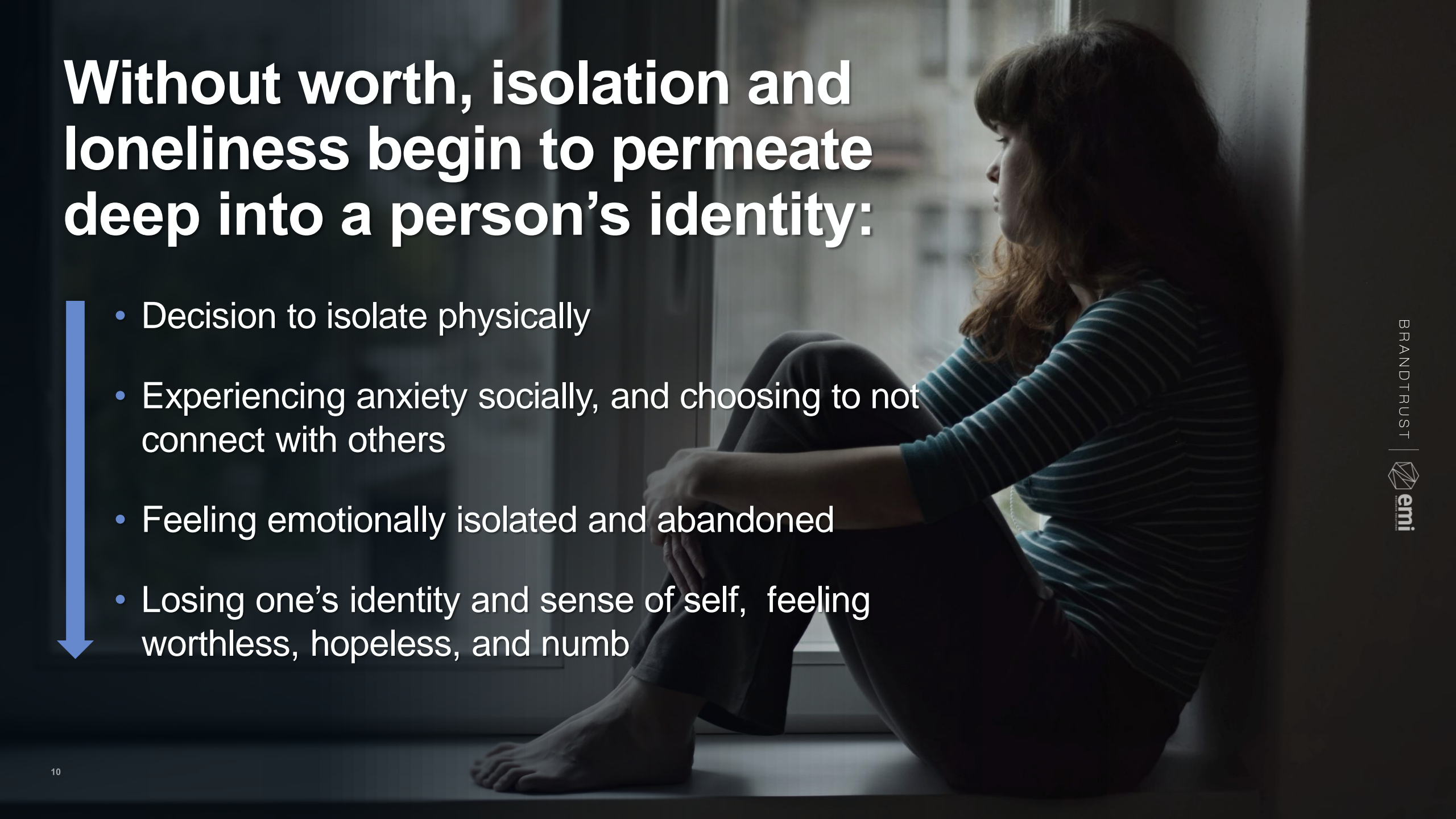

Core Feelings:
Shame & Worthless

Stasis

- Those who felt mentally un-healthy felt stuck, without a pathway forward. The future felt hopeless, so trying was futile. Lacking a sense of agency, life felt like a prison with no way out – an uncontrollable sense of foreboding and impotence.

Core Feelings:
Anxious & Powerless

Without worth, isolation and loneliness begin to permeate deep into a person's identity:

- 
- 
- Decision to isolate physically
 - Experiencing anxiety socially, and choosing to not connect with others
 - Feeling emotionally isolated and abandoned
 - Losing one's identity and sense of self, feeling worthless, hopeless, and numb

Core needs for a journey towards mental health



Connection

- Those who felt mentally healthy felt connected to others, like others cared about and understood them. They were not alone in their suffering. They felt wanted, known and accepted.

**Core Feelings:
Worthy & Accepted**

Agency

- Those who felt mentally healthy felt control, believing there is a pathway forward and they had agency to effect it. They forgave others who wronged them, and accepted their own faults, returning power to themselves.

**Core Feelings:
Optimistic & Inspired**

The Cycle of Worth

Having a connection to oneself, others, and the outside world.

CONNECTION

DEMONSTRATION

Connection with another demonstrates one's own worth – you are worthy of being connected to.

CYCLE OF WORTH

Allowing both parties to be changed by the connection with each other.

CHANGE

RECIPROCATION

In turn, you make others feel worthy

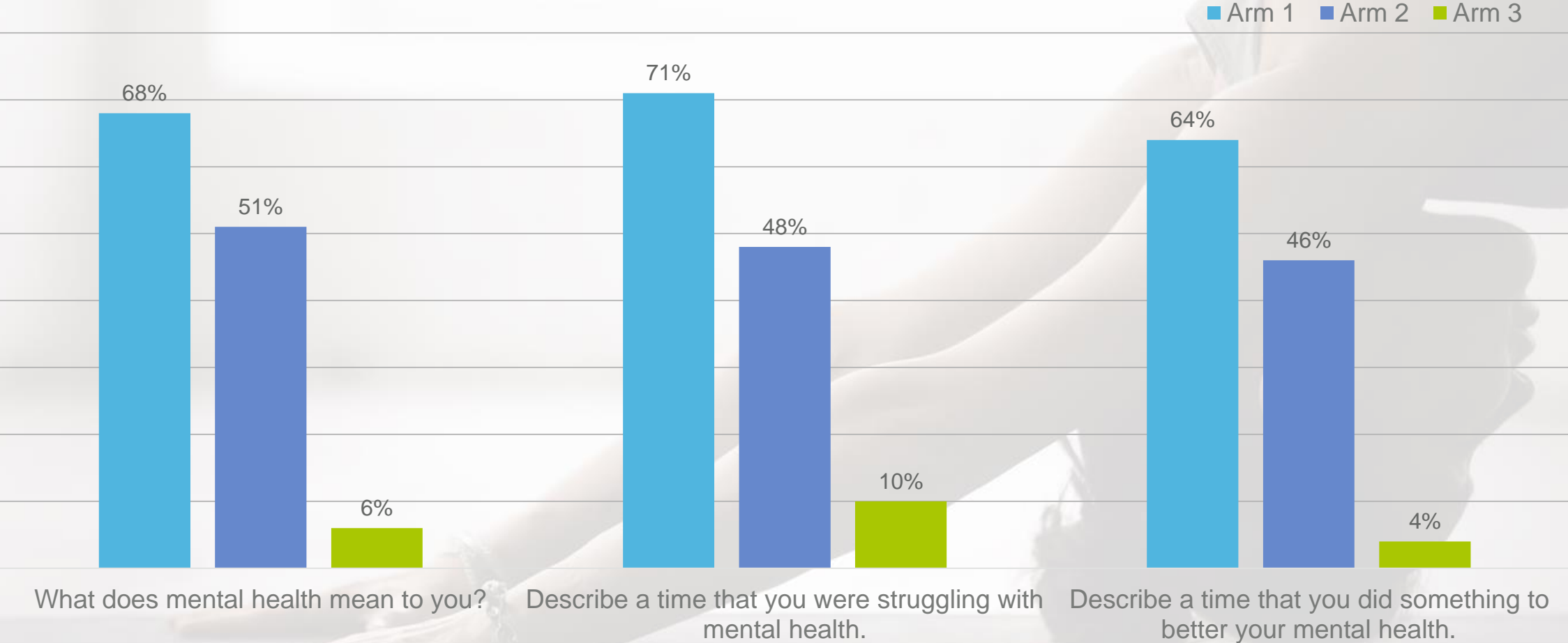
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Summary of Quality Findings - Removals

	Strategic Blend	Online Marketplace
Quality Removals	6%	26%

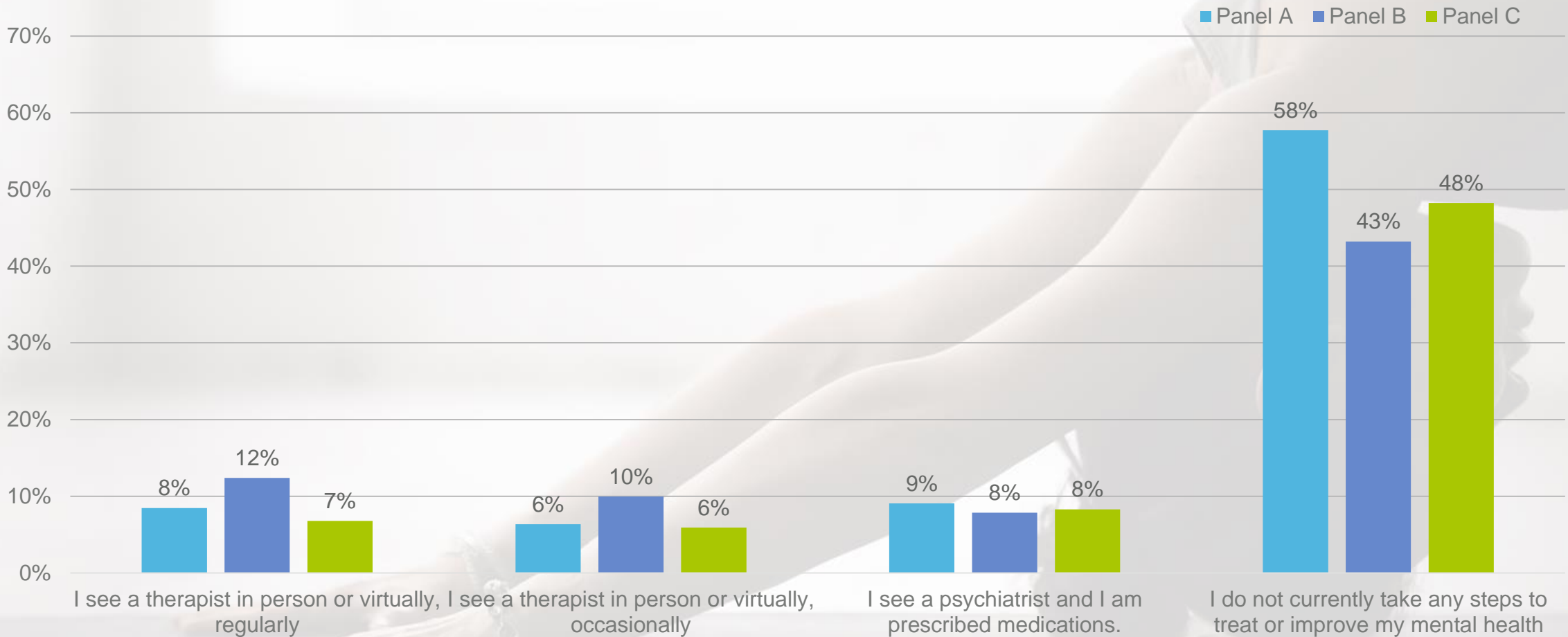
Summary of Quality Findings – Word Count

Percentage of open-ends with at least 30 words



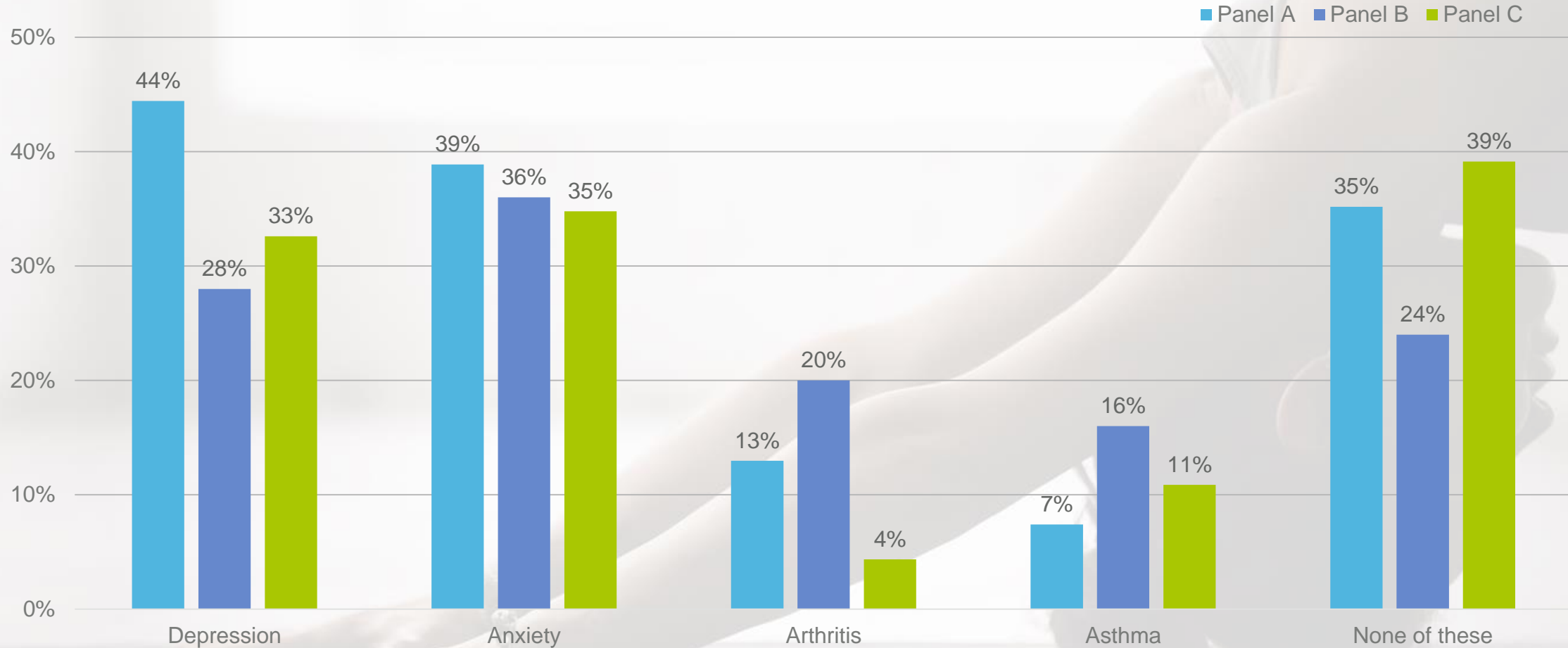
Mental Health Treatment – Panel

Do you currently take any of the below steps for mental health?



Mental Health Treatment – Panel

Have you ever been diagnosed with any of the following ailments by a physician?




THANK YOU

Q&A

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