

Health and Wellbeing

At Quantum we believe that you need to take a human lens on sustainability challenges.

These springboards are jumping off points for us to think differently about sustainability challenges and how your organisation can build solutions that deliver long term sustainable impact.

HUMAN DILEMMA 1

I WANT A HEALTHY LIFESTYLE, BUT IT SEEMS EXPENSIVE, AND I AM TIME POOR



KEY HUMAN AND CULTURAL BARRIERS TO CHANGE



UNREALISTIC EXPECTATIONS

Fitness influencers, diet culture and stereotypes can make a healthier lifestyle into an offputting, elitist and unrealistic ideal.



TIME POOR

It's easy to lose the 'willpower war' against high-calorie, hyper-processed and quick convenience food, especially for the overworked and time-poor.



PRICE OF HEALTH

A healthy diet or access to a gym is out of reach for many. A 2021 study found that children from deprived areas are twice as likely to be obese.

SOME EMERGING SOLUTIONS TO OVERCOME THESE BARRIERS



BODY POSITIVE WORKOUTS

Joyn is a fat-positive, body-affirming app focusing on the joy of movement, without valorizing one body type.



STARTING HEALTHY HABITS

Little Moochi is an app startup developed where children nurture a virtual pet, to teach them healthy diet and exercise habits.



AFFORDABLE CONVENIENCE

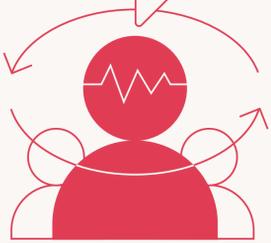
Everytable aims to offer healthy ready-to-go food for everyone, using flexible pricing depending on retail location, to meet the needs of deprived areas.

KEY QUESTIONS TO DRIVE MEANINGFUL ACTION...

WHAT CHALLENGES MIGHT YOU FACE IN POSITIVE SOCIAL INNOVATION FOR CHILDREN AND OTHER GROUPS? HOW COULD YOU JUSTIFY FLEXIBLE PRICING TO YOUR CUSTOMERS?

HUMAN DILEMMA 2

I WANT TO HAVE BETTER MENTAL HEALTH, BUT SOCIETY WON'T LET ME



KEY HUMAN AND CULTURAL BARRIERS TO CHANGE



BURN OUT CULTURE

The pressure to succeed is causing a mental health epidemic affecting adults in the workplace, and children facing stress from school and anxiety over the future.



INADEQUATE ACCESS

Resources to tackle mental health issues are inadequate, with long waiting lists for public care, where it is available at all, and steep bills for private treatments.



STIGMA AND DISCRIMINATION

Mental illness is stigmatised severely across the world, from being treated as emasculating to spirit possession, limiting people's willingness to seek treatment.

SOME EMERGING SOLUTIONS TO OVERCOME THESE BARRIERS



BETTER WORK-LIFE BALANCE

The 4 Day Week Campaign is leading the fight for a longer weekend, on the same salary, to maximise wellbeing and improve productivity.



TACKLING STIGMA WORLDWIDE

Conversations around mental health are not as advanced in some countries. **#ActNow** campaign by the **Times Network** in India helped tackle that.



SUPPORTING MARGINALIZED MINDS

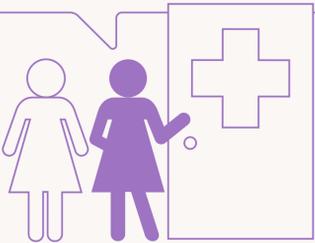
Shout 58258's Don't Hide Your Unhappy campaign focuses on addressing the disproportionate mental health challenges faced by Black men in the US.

KEY QUESTIONS TO DRIVE MEANINGFUL ACTION...

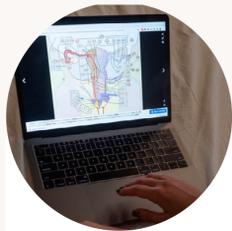
HOW COULD YOU ENSURE PRODUCTIVITY IF YOUR COMPANY WORKED A FOUR-DAY WEEK? HOW COULD YOU ENSURE YOUR PURPOSE DOES NOT AMPLIFY EXISTING STEREOTYPES?

HUMAN DILEMMA 3

I WANT MY HEALTH TO BE TAKEN SERIOUSLY, BUT AS A WOMAN IT OFTEN ISN'T



KEY HUMAN AND CULTURAL BARRIERS TO CHANGE



PERSISTENT FEMALE GENITAL MUTILATION

Despite widespread condemnation of its devastating effects on girls, many communities (and doctors) continue to practice FGM.



SILENCED MENOPAUSE

Menopausal women suffer discrimination as their symptoms are not always understood or recognised by their employers.



INTERSECTING INEQUALITIES

Many of the dismissive attitudes that undermine women's care are exacerbated for women of colour.

SOME EMERGING SOLUTIONS TO OVERCOME THESE BARRIERS



#WOMBSTORIES

Bodyform's WombStories campaign aims to push against taboos regarding experiences such as miscarriage, menopause, period pain and endometriosis.



ENDOMETRIOSIS AWARENESS

The **Endometriosis Friendly Employer** is a commitment by companies to help their employees' overcome challenges related to the disease.



EMPOWERING BLACK MOTHERS

BelieveHer is a peer support app created to allow black mothers space to discuss care strategies and overcoming barriers to accessing maternal care.

KEY QUESTIONS TO DRIVE MEANINGFUL ACTION...

HOW COULD YOU TACKLE HEALTH TABOOS IN YOUR ADVERTISING? HOW COULD YOUR INNOVATION TEAM ADDRESS ISSUES IN AN INTERSECTIONAL WAY?