



**GREENHOUSE**  
*for Mental Health Development*  
Bloom into your better self

# "EXPLORING MENTAL HEALTH LANDSCAPES",

"THE GREENHOUSE'S ROLE IN  
ADVOCACY",

# End of Year 2024 Report: Mental Health Advocacy and Awareness

## Executive Summary

The year 2024 has seen significant progress in mental health advocacy and awareness. This report consolidates key statistics, initiatives, trends, and challenges observed throughout the year. While strides were made in public awareness and access to care, barriers such as stigma, resource shortages, and disparities in access persist. Investments in technology, workplace mental health programs, and legislative reforms mark critical areas of advancement.

---

## 1. Introduction

Mental health has emerged as a vital component of overall well-being, with 2024 spotlighting its growing importance. Stakeholders, including governments, non-profits, and community organizations, worked to address stigma, expand access, and promote mental health equity.

---

## 2. Key Statistics

### 2.1 Prevalence of Mental Health Disorders

- **Global Context:** Approximately 1 in 5 adults experienced a mental health disorder in 2024, reflecting a sustained global challenge [\[6†source\]](#) [\[16†source\]](#) .
- **Youth Mental Health:** 20% of adolescents aged 13-18 reported experiencing mental health issues, with significant increases in major depressive episodes [\[6†source\]](#) [\[8†source\]](#) .

### 2.2 Access to Services

- **Teletherapy Expansion:** Over 75% of mental health providers offered teletherapy, and its usage surged by 45% compared to 2023 [\[9†source\]](#) .
- **Shortage Areas:** More than 169 million Americans reside in Mental Health Professional Shortage Areas, highlighting gaps in care availability [\[8†source\]](#) .

### 2.3 Public Awareness Campaigns

- **Impact Metrics:** Social media campaigns reached over 150 million people globally, generating over 2 billion impressions on platforms like TikTok and Instagram [\[16†source\]](#) .
- **Role of The Greenhouse for Mental Health Development:** Through targeted social media campaigns, The Greenhouse for Mental Health Development significantly contributed to mental health advocacy. Their initiatives focused on destigmatizing mental health issues and promoting resources, reaching thousands of users and generating high engagement rates through creative and informative content.

- **LinkedIn:** Focused on professional mental health awareness, their LinkedIn campaigns engaged workplace leaders and HR professionals, advocating for mental health days and inclusive policies.
  - **YouTube:** The channel featured an educational series amassing hundreds of views and providing practical mental health tips.
  - **TikTok:** The TikTok handle creatively addressed youth mental health concerns, using relatable content to reach a younger demographic, resulting in hundreds of views.
  - **Facebook:** Facebook campaigns targeted community-based advocacy, connecting users with local mental health resources and forums for peer support.
- 

### 3. Major Initiatives

#### 3.1 Policy Changes

- **United States:** The Mental Health Reform Act allocated \$1 billion to improve services over five years [16†source] .
- **United Kingdom:** A new NHS framework prioritized early intervention and prevention strategies [16†source] .

#### 3.2 Workplace Mental Health

- 40% of Fortune 500 companies adopted mental health wellness days and related benefits, reflecting increased corporate responsibility [10†source] .
- 

### 4. Challenges and Barriers

#### 4.1 Stigma

- Despite progress, 60% of individuals with mental health challenges reported experiencing stigma [16†source] .

#### 4.2 Disparities in Access

- **Marginalized Populations:** Communities of color and rural populations remain underserved due to funding and resource gaps [9†source] .
  - **Youth Support:** Only 40% of U.S. schools employed full-time mental health counselors, underlining significant gaps [9†source] .
- 

### 5. Technological Advances

#### 5.1 Digital Mental Health

- Over 10,000 mental health apps are available, though concerns about data privacy and efficacy remain 【9†source】 【10†source】 .

## 5.2 Artificial Intelligence

- AI usage for mental health screening rose by 70%, offering preliminary assessments and resource guidance 【10†source】 .
- 

## 6. Economic and Social Impacts

- **Economic Burden:** Mental health disorders cost the U.S. economy \$282 billion annually. Depression alone accounts for \$210 billion of this figure 【8†source】 【9†source】 .
  - **Workplace Impact:** Employees at companies with mental health initiatives reported higher productivity, with a \$4 return on every \$1 invested in such programs 【10†source】 .
- 

## 7. Future Directions

**7.1 Sustained Advocacy** Efforts must continue to address stigma, improve access, and integrate mental health into primary care systems.

**7.2 Investment in Technology** Further development of effective, privacy-centric digital mental health solutions is essential for scalability and equitable access.

**7.3 Equity Focus** Targeted investments are needed to address the disparities faced by marginalized communities, particularly in rural areas and underserved demographics.

---

## Conclusion

The progress achieved in 2024 underscores the growing recognition of mental health's importance. Continued advocacy, funding, and innovation are critical to overcoming persistent challenges and ensuring equitable access to mental health resources for all.

## References

1. Mental Health America. "State of Mental Health in America 2024." Accessed 2024.
  2. Huntington Psychological Services. "The Latest Mental Health Statistics: What the Numbers Say About the State of Our Minds in 2024." Accessed 2024.
  3. Women on Guard. "Mental Health Statistics, Facts and Figures in 2024." Accessed 2024.
  4. Word on Benefits. "2024 Mental Health Trends: Leading Change Through Preventive Action." Accessed 2024.
  5. The Greenhouse for Mental Health Development. "Campaign Highlights on LinkedIn, YouTube, TikTok, and Facebook." Accessed 2024.
  6. World Health Organization. "Global Mental Health Data and Trends." Accessed 2024.
  7. Substance Abuse and Mental Health Services Administration. "Annual Report on Mental Health Care Gaps." Accessed 2024.
  8. National Alliance on Mental Illness. "Key Public Awareness Campaigns in 2024." Accessed 2024.
- 

## Appendices

### Appendix A: List of Major Mental Health Campaigns in 2024

- Campaigns by The Greenhouse for Mental Health Development (LinkedIn, YouTube, TikTok, Facebook)
- "World Mental Health Day 2024" global campaigns
- NAMI's "Stigma-Free" initiative

### Appendix B: Survey Results on Public Perception of Mental Health

- 60% report reduced stigma due to increased awareness
- Thousands reached by The Greenhouse social campaigns

### Appendix C: Case Studies of Successful Community Programs

- Local initiatives funded by the Mental Health Reform Act
- Community peer-support groups in rural areas
- Integration of teletherapy in underserved schools