

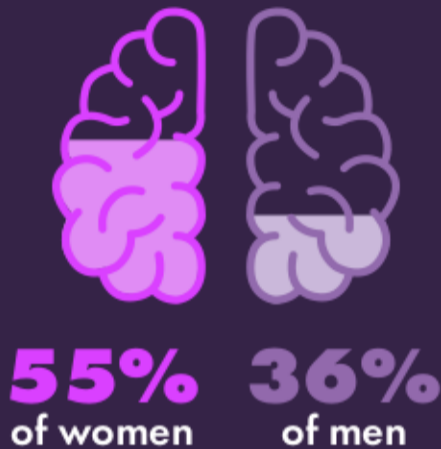
THE EVOLUTION OF *Communication*

evolveMKD

As communication experts, we value the opportunity to spread awareness around mental health and help our clients communicate with empathy towards their consumers.

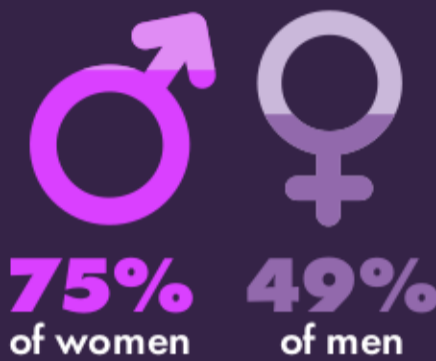
Over the last 10 years, women's mental health has declined significantly more than men's, with COVID showing an even greater negative impact on women than men.

Of those whose mental health changed over the last 10 years...



women were more likely to report it worsening than men.

Women were more likely than men to see their mental health worsen during COVID.



whose mental health changed during COVID said it got worse.



7 in 10

Americans agree that mental health is directly tied to communication, but women's communication may actually be HURTING their mental health.

40% of women

say in-person communication is tied to their mental health.

Women are less likely to feel positive after in-person gatherings and more likely to feel exhausted when compared to men.



44% of women



29% of men

Additionally, women are more likely to say that they feel sad when other people are sad.

49% of women

But when women's mental health is thriving, their communication excels! Half of women say they communicate more when their mental health is good.

As the world of communication further shifts, our team at EvolveMKD strives to make a positive impact on the lives and mental health of women.

Our Mental Health Self-Check List has been designed to navigate self awareness and energy conservation, in order to encourage positive health before communicating with others!

1. Are you already feeling exhausted?
2. Are you feeling distracted?
3. Do you feel prepared?
4. Do you feel ready to be open and suspend judgement?
5. Are you ready to be honest?

The Evolution of Communication study was conducted by EvolveMKD, a public relations and digital marketing agency, among 1,000 Americans. The survey was fielded in late Summer 2020 and re-fielded with additional areas of exploration in March 2021. The data is representative of the U.S. general public.

