

## How Brands Are Responding to COVID-19: Flattening Our Mental Health Curve



The pandemic and the resulting economic downturn have negatively affected people's mental health. Brands have stepped up to create innovative partnerships designed to support employees, frontline workers, and other vulnerable populations.

In a recent virtual event, the U.S. Chamber of Commerce Foundation, Kate Spade New York, Harry's, and the Crisis Text Line shared how companies are addressing mental health needs.

Here are some key takeaways:

- "Mental health has been a hard thing for companies both internally and for their brands, because there's fear and shame associated with it," said Nancy Lublin, Founder & CEO of Crisis Text Line. "This is a moment to stick your whole foot in and talk about mental health."
- "Having really strong partnerships matters," said Taryn Bird, Director of Social Impact, Kate Spade New York. "Really get to know the players and the partners and become a member of the community in a meaningful way."
- "[Mental health] is an issue we could talk about and own," said Maggie Hureau, Head of Social Impact with Harry's. "Every time you reach out to customer experience at the end of the email you'll see the custom Crisis Text Line number."

Watch the entire event [here](#).