



LET'S TALK ABOUT...

# THE IMPACTS OF STRESS ON BIPOC HEALTH

COMMUNITY REVIEW & DESIGN SESSION

MONDAY, OCTOBER 28

2:30 PM - 4:30 PM

SOUTHEASTERN LIVE WELL CENTER -  
TUBMAN CHAVEZ CONFERENCE CENTER,  
5101 MARKET ST, SAN DIEGO, CA 92114

*Session to follow Live Well San Diego Central  
Region Community Leadership Team Meeting*



## JOIN US TO:

- Review *It's Up to Us* public messaging concepts about stress within Black, Indigenous, and People of Color (BIPOC)\* communities
- Share your lived experience on how stress has impacted your health or the health of those in your life
- Provide feedback and suggestions for upcoming adult mental health media campaigns

*\*During 10/28 session, concepts to be reviewed will specifically focus on the Black community.*

*It's Up to Us* community events encourage people to talk openly about behavioral health topics, challenges, and needs, promote local organizations and available resources to support wellness, and aim to reduce stigma through community dialogues. Visit [www.Up2SD.org](http://www.Up2SD.org) for more information.



# New Campaign Direction

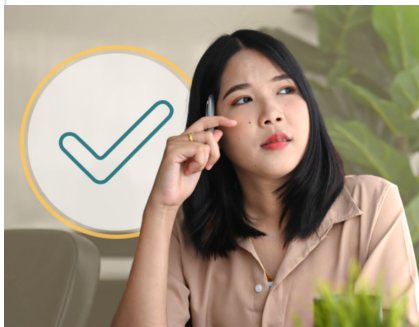
Motivate people to engage in help seeking behaviors, sooner.

## "Check In" (2021-2022)

**Barrier:** People think because the pandemic is getting better, mental health will automatically get better.

**Message:** In order to move forward, we need to actively address mental health.

**Goal:** Have a conversation



CHECK IN WITH YOUR EMOTIONS.



## "Overloaded" (2022-2023)

**Barrier:** People wait to seek outside support for mental health until it's extreme.

**Message:** When self-care isn't enough, seeking support can help.

**Goal:** Professional services



## "Loud" (2023-2024)

**Barrier:** People internalize and let things build up inside before taking action.

**Message:** Show getting support can quiet your mind so you feel better.

**Goal:** Professional Services & Call line



## TBD (2024-2025)

**Barrier:** Highlight individual experiences of specific groups and their unique obstacles.

**Message:** Prolonged or chronic experiences with stress or other mental health challenges can take a toll on overall health, including physical health.

**Goal:** Find tailored solutions and take actions sooner, even on things that seem "small"

## 84%

Of adults report feeling stressed at least once a week

## Health Disparities

BIPOC and populations experiencing low income have greater levels of stress

## 75%

Of people report experiencing physical symptoms of stress, heightened in health disparities



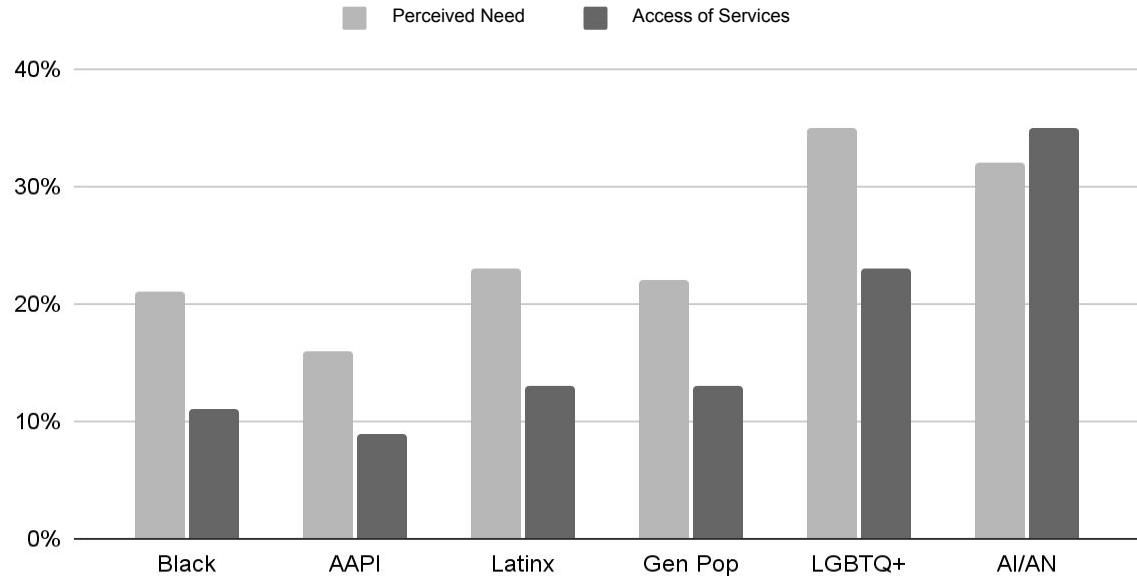
# People Are More Willing to Take Action On Physical vs. Mental Health



86%

**Of San Diego adults aged 45-64  
(and 95% of those 65+) see a  
doctor at least once a year**

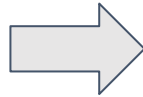
Perceived Need for Mental Health Services vs Access of Mental Health Services



# Stress is a Physical Experience

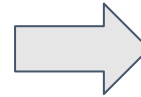
## **STRESSOR OR INDIVIDUALIZED EXPERIENCE :**

Financial stress/economy  
Family provider/caretaker  
Work stability/performance  
Racial Injustice  
Social/political turmoil  
Working long/irregular hours  
Ongoing violence



## **PHYSICAL SYMPTOMS:**

Sleep problems  
Fatigue  
Headaches  
Muscle tension  
Chest tightness  
Changes in appetite  
Upset stomach/indigestion



## **THIS CAN LEAD TO:**

Depression/anxiety  
Weak immune system  
High blood pressure  
Chronic illness  
Heart disease/attack  
Obesity  
Inflammation

# Creative Concepts: Overview

- Creative concepts include the overarching idea and provide the foundation for additional ad messages that will build off of this creative
- Creative concepts are brought to life through a variety of visuals and media channels to create the overall campaign. Today you will see a sampling of content which includes a 30-second video script, a billboard example and a transit shelter ad example that are based on data and the experiences of the Black/AA community.
- We are hoping to understand if these ad examples have a clear message and are relevant to you.

# Creative Concepts

1.

Benson's story

2.

Mike's story

3.

Margaret's story

# **The job to be done:**

**How might we draw attention to the real impact of stress on the health of Black folks – and motivate action?**



## The facts:

**55%**

**of Black adults  
have high blood  
pressure**

**30%**

**of Black adults are  
more likely to have  
fatal heart disease**

*\*compared to white adults*

## **The ways in:**

- **Straight talk.**
- **Show the impact on “the dream”.**
- **Highlight the realities and how we don’t always acknowledge them.**

# Concept 1

BENSON



**Direct.  
Unfiltered reality.  
Community.**

**This approach shines a light on the  
underlying cause of many health issues  
facing the Black community:  
stress brought on by the system.**

# #1 | How it Comes to Life:

Throughout this video, our narrator, Benson, talks to the camera, plainly speaking - drawing attention to how the stress that we experience daily impacts our health. He is outdoors, striding through recognizable areas of San Diego. (*Location recommendations: the Encanto district, Martin Luther King Park, or perhaps even Valencia Park/Malcolm X Branch Library*)

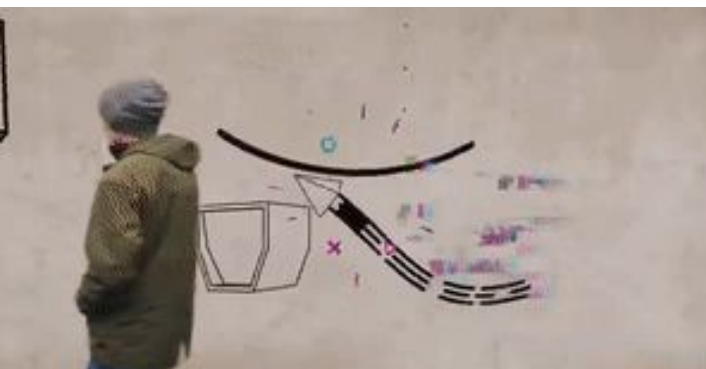
The video uses a striking graphic approach to draw attention to what Benson is saying. As he walks, text highlights appear behind him. Stats come up on screen and he makes sure we take note.

Benson ends with a rallying cry that seeks to empower the community: “Take back our health.”

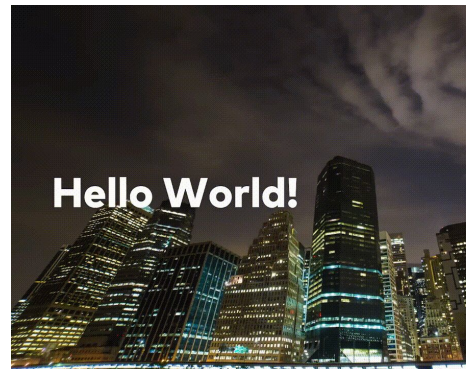




Martin Luther King Park



Encanto district



Hello World!



# #1 | 30s Script



*Open on a shot of our narrator BENSON. He is walking outdoors. As he talks, key phrases he is saying appear behind him.*

## **BENSON:**

Being Black in America means dealing with stress every day: Racism. Fear for our families. Systems that don't protect us.

**TEXT BEHIND HIM: *Racism. Broken systems.***

*He sits on a park bench and turns to camera:*

But did you know that living with all that stress can make us sick?



**BENSON:** Over half of us have high blood pressure. And that can lead to even more problems.

*Stats animate on screen:*

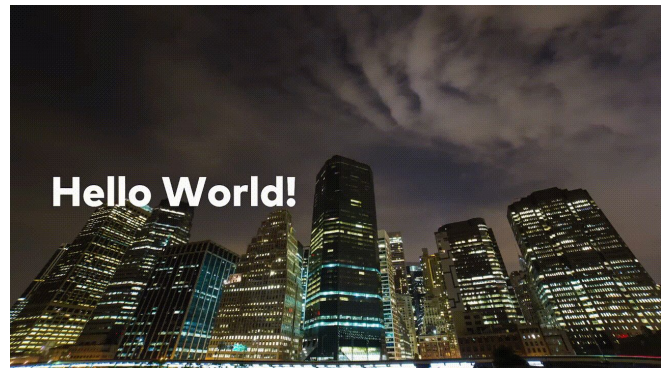
**55% of Black adults have high blood pressure**  
**30% of Black adults are more likely to have fatal heart disease**

*\*compared to white adults*

**BENSON:** Stress doesn't have to hurt us like this. We can **take back our health**—starting now.  
*He walks offscreen.*

**TEXT:** **Take back our health.**

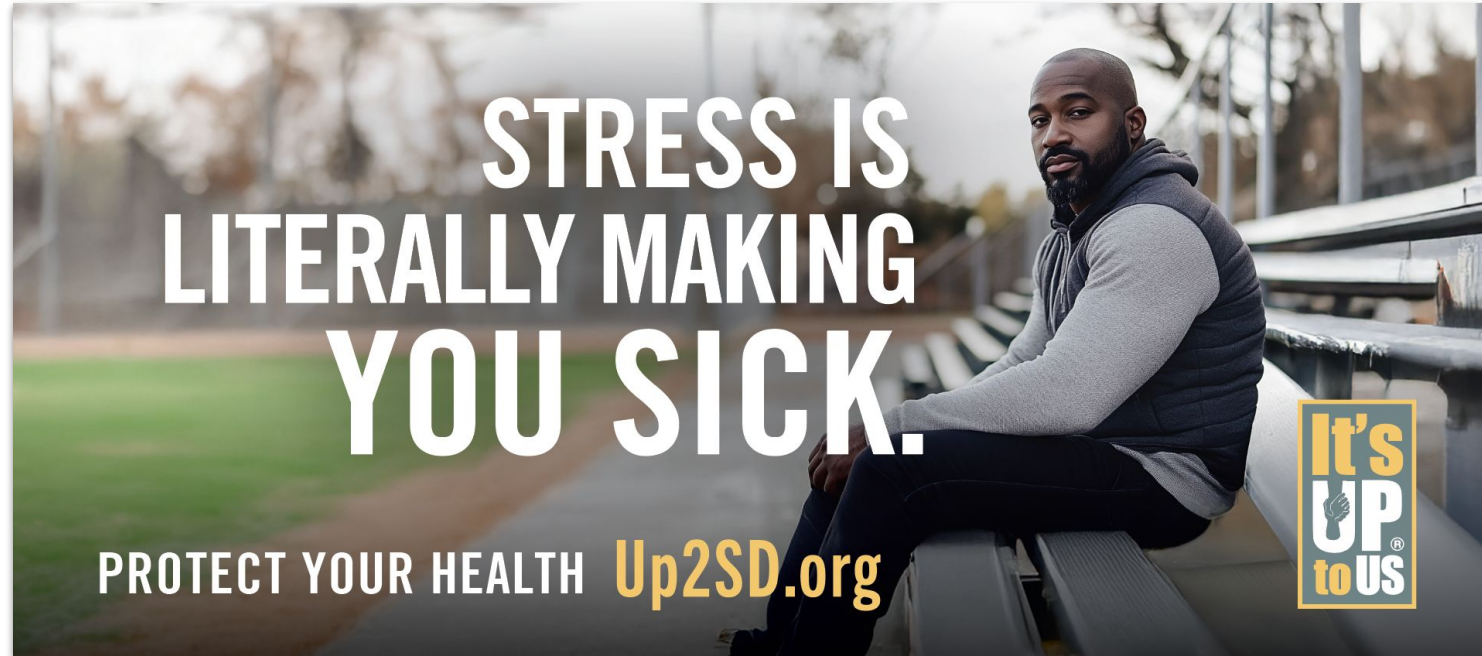
**END CARD / VO:** See how to reduce your risk at [Up2SD.org](http://Up2SD.org)





# Example creative executions

# #1 | Out-of-Home Execution - Billboard example



# #1 | Out-of-Home Execution - Billboard example



# #1 | Out-of-Home Execution - Bus shelter example



# Concept 2

MIKE



What does it feel like to be a Black San Diegan running a business in your community — for the community... while under constant stress?

We'll share how **stress and its physical effects** can get in the way of achieving the things we work so hard for.



## #2 | How It Comes to Life

In this video, we spend time with Mike, a Black entrepreneur who is the owner of a vegan food truck in San Diego.

We see him go about his day while he talks directly to camera, sharing his thoughts with us.

Mike shares how the stress from running the truck has impacted his health. He makes a subtle - but unmistakable point - how being a Black man in our world adds to that stress.

Most importantly, he talks about how he knows he has to take action to manage his stress.







## #2 | 30s Script

*Open on MIKE, a 40s Black man, prepping his food truck for the day. His teenage daughter MICHAELA drops off a bag of vegetables and says something as she walks away - that needs no explaining. We all know what she means.*

**MICHAELA:**

Be safe, Dad.

*MIKE opening up the food truck, and speaks to camera:*

**MIKE:**

Black folks, we know about stress.

We live our lives, but it's always there.



*CUT TO: Montage of MIKE at the truck window for the lunch rush. There's a line, he looks stressed, managing the orders. We see him talk to customers, packing food, while we hear his voiceover:*

**MIKE (VO):**

Turns out that constant stress hurts our health—over half of us have high blood pressure, and that can lead to even more problems.

*Stats animate on screen over the montage:*

**55% of Black adults have high blood pressure**  
**30% of Black adults are more likely to have fatal heart disease**

*\*compared to white adults*



*Cut to MIKE at the truck window at the end of the rush, we see one more customer: MICHAELA has shown up to surprise him. They smile at each other.*

*Cut to MIKE talking candidly to camera.*

**MIKE:**

People are depending on me, so I need to protect my health.

*He grabs his phone to show the It's Up To Us website.*

**MIKE:**

We can reduce the risk of stress hurting us.

**END CARD / VO:** See how at [UP2SD.org](http://UP2SD.org)



# Example creative executions

## #2 | Out-Of-Home Execution - Billboard example



**STRESS**  
**CAN HURT**  
**YOUR BODY.**

SEE HOW AT **Up2SD.org**

The billboard features a photograph of a Black man with a beard, wearing a white t-shirt and a striped apron, working in a food truck. He is looking directly at the camera with a serious expression. The background shows the interior of the food truck with various food items and equipment. The text 'STRESS CAN HURT YOUR BODY.' is overlaid on the left side in large, bold, yellow and white letters. Below it, 'SEE HOW AT' is in white, and 'Up2SD.org' is in white text on a yellow rectangular background. The 'It's UP to US' logo is in the bottom right corner of the billboard.

## #2 | Out-of-Home Execution - Billboard example





## #2 | Out-Of-Home Execution - Bus Shelter Example



# Concept 3

MARGARET





The lived experiences of Black women speaks to the overwhelming stress in their lives.

And yet somehow so many of us still say: “I’m OKAY.” Even when we are not. Even when the **physical symptoms of stress are harming us.** We put spotlight on what “I’m OKAY” *really* means...and all the things we shouldn’t ignore.

# How it Comes to Life

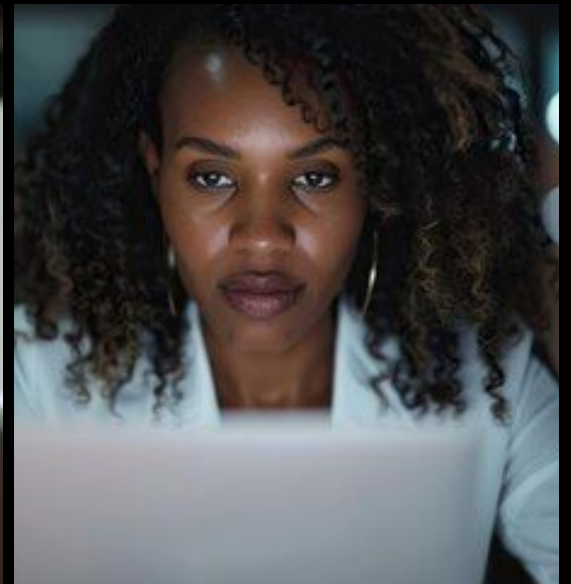


Meet Margaret. She works at her corporate job, and experiences the typical stressful situations during her workday - underscored by the added stress of being a Black woman in the workplace. This video spotlights the overwhelming stress in their lives - and the automatic response we often have to what is happening to us.

We witness the stress building as Margaret goes about her day and experience the shock of her denial when she says “I’m okay” - even though she is clearly not.

This in turn ignites the need for us - all - to stop the denial and take steps towards a healthier life.





# #3 | 30s Script

*We see a montage of MARGARET's day at the office:*

- *A wide cubicle shot of the office, with lots of ambient noise.*
- *Over-the-shoulder shot of her email inbox with 47 new messages.*
- *CU shot of her phone in hand, showing text from her kid: "Mom can you come get me?"*

## **MARGARET VO:**

Life can be stressful. But for Black folks, there's even more to deal with.



*MARGARET is writing an email requesting info from a coworker for a third time [we see the subject line: **Re: re: Following up?**]*

*Her BOSS stops by her cubicle and interrupts her work.  
We see her get more visibly stressed.*

**MARGARET VO:**

The microaggressions.  
Always watching your tone.

It adds up.





**MARGARET VO:**

All that stress is literally making us sick—over half of us have high blood pressure, which can lead to even bigger issues.

*Stats animate on screen over MARGARET at her desk rolling out her neck and shoulders and wincing.*

**55% of Black adults have high blood pressure**  
**30% of Black adults are more likely to have fatal heart disease**

*\*compared to white adults*



*CUT TO: MARGARET at her desk with her head in her hands, like she has a headache. Her coworker ANDY walks by and stops to check on her.*

**ANDY:** Hey, you ok?

**MARGARET:** Yeah...

*CUT TO MARGARET sitting at her desk after hours*

**MARGARET to camera:**

Stress doesn't have to make us sick.

*Fade to end card with URL.*

**MARGARET VO:** See how to reduce your risk at [Up2SD.org](https://Up2SD.org)



# Example creative executions



## #3 | Out-of-Home Execution - Billboard Example



**I'M ~~OKAY~~**  
**GETTING HEADACHES.**

**STRESS CAN HURT YOUR BODY.**

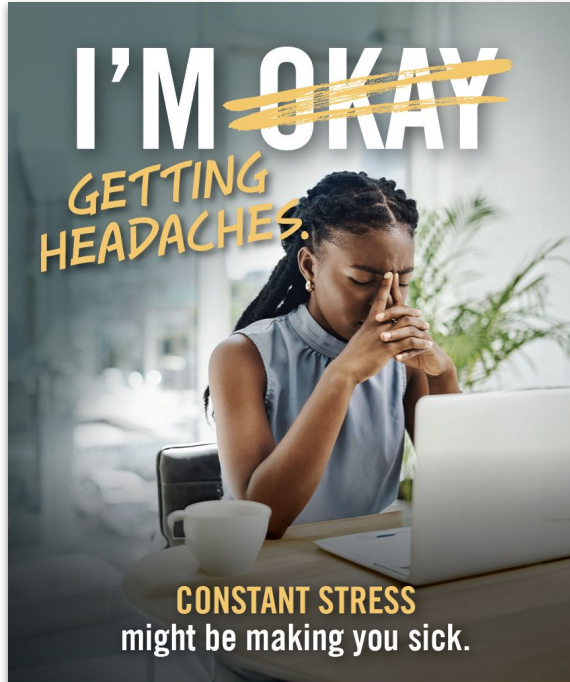
SEE HOW AT **Up2SD.org**

The billboard features a woman with dark hair in braids, wearing a light blue sleeveless top, sitting at a desk with her hands clasped over her forehead in a distressed pose. A laptop is visible in front of her. The background is a blurred office setting with a green plant. The text 'I'M ~~OKAY~~ GETTING HEADACHES.' is overlaid on the left side. Below it, the text 'STRESS CAN HURT YOUR BODY.' is displayed. At the bottom right, the text 'SEE HOW AT Up2SD.org' is shown, with 'Up2SD.org' in a yellow box. The 'It's UP to US' logo is also present in the bottom right corner of the billboard.

# #3 | Out-of-Home Execution - Billboard Example



# #3 | Out-Of-Home Execution - Bus Shelter example



**I'M ~~OKAY~~**  
**GETTING HEADACHES.**

**CONSTANT STRESS**  
might be making you sick.

Protect yourself at  
**Up2SD.org**

It's  
UP<sup>®</sup>  
to US



**I'M ~~OKAY~~**  
**GETTING HEADACHES.**

**CONSTANT STRESS**  
might be making you sick.

Protect yourself at  
**Up2SD.org**

It's  
UP<sup>®</sup>  
to US

**Three ways to grab attention  
and motivate action.**

# The Stories to Be Told



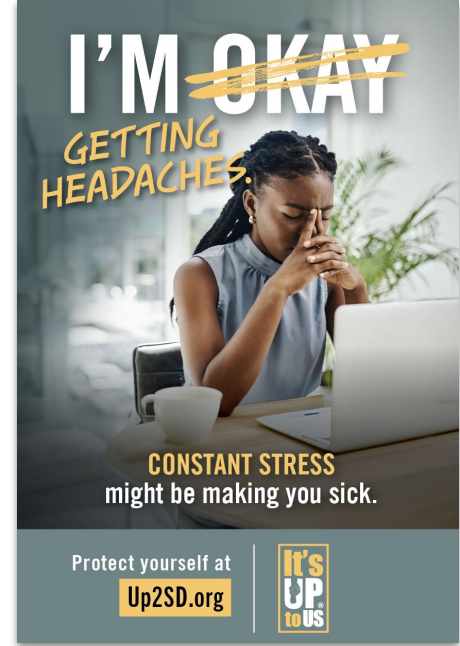
## Concept 1 - BENSON

Direct and straight to the point about how stress - especially stress from systemic racism - negatively impacts our physical health



## Concept 2 - MIKE

Centers Black entrepreneurship while sharing how the physical effects of stress can impact all that we do - including achieving your goals, and being there for our family and community.



## Concept 3 - MARGARET

Taps into the experience of Black women in the workplace and makes us realize how we often don't acknowledge the effects of stress on our bodies.

**Thank You!**



# Appendix

## Concept 1: Real Talk

**“Being Black in America means dealing with stress every day: Racism. Fear for our families. Systems that don’t protect us.”**

1. Forrester et al. Navigating Black Aging: The Biological Consequences of Stress and Depression, The Journals of Gerontology: Series B, Volume 77, Issue 11, November 2022, Pages 2101–2112, doi.org/10.1093/geronb/gbab224

**“But did you know that living with all that stress can make us sick? Over half of us have high blood pressure. And that can lead to even more problems.”**

2. Brewer et al. Stress and Achievement of Cardiovascular Health Metrics: The American Heart Association Life's Simple 7 in Blacks of the Jackson Heart Study, Journal of the American Heart Association: Volume 7, Number 11, June 2018, doi.org/10.1161/JAHA.118.008855
3. Spruill et al. Association Between High Perceived Stress Over Time and Incident Hypertension in Black Adults: Findings From the Jackson Heart Study, Journal of the American Heart Association: Volume 8, Number 21, October 2019, doi.org/10.1161/JAHA.119.01213

### TOS:

- **55% of Black adults have high blood pressure**
- 4. High blood pressure among black people.  
www.heart.org.<https://www.heart.org/en/health-topics/high-blood-pressure/know-your-risk-factors-for-high-blood-pressure/high-blood-pressure-among-black-people>
- **30% of Black adults are more likely to have fatal heart disease \***
  - **\*compared to white adults**
- 5. Abrahamowicz AA, Ebinger J, Whelton SP, Commodore-Mensah Y, Yang E. Racial and Ethnic Disparities in Hypertension: Barriers and Opportunities to Improve Blood Pressure Control. Curr Cardiol Rep. 2023 Jan;25(1):17-27. doi: 10.1007/s11886-022-01826-x. Epub 2023 Jan 9. PMID: 36622491; PMCID: PMC9838393.

## Concept 2: Then I Realized

**"There's still pressure—there always is..." -The overall stress of being a Black man.**

1. Stamps, David L. "Anti-Blackness and psychological stress: The application of critical race psychology and minority stress theory among Black communities." *Journal of Social Issues*, vol. 80, 2024, pp. 761-777.

**"Be safe, Dad." -Black men (or Black people) feel less safe in America.**

*Racial Socialization in Black Families + Collective Trauma*

2. Jones, Shawn C. T., et al. "From 'Crib to Coffin': Navigating Coping From Racism-Related Stress Throughout the Lifespan of Black Americans." *American Journal of Orthopsychiatry*, vol. 90, no. 2, 2020, pp. 267-282. doi:10.1037/ort0000430.
3. Anderson, Riana Elyse, and Howard C. Stevenson. "RECASTing Racial Stress and Trauma: Theorizing the Healing Potential of Racial Socialization in Families." *American Psychologist*, vol. 74, no. 1, 2019, pp. 63-75. doi:10.1037/amp0000392.
4. Eichstaedt, Johannes C., et al. "The Emotional and Mental Health Impact of the Murder of George Floyd on the US Population." *Proceedings of the National Academy of Sciences*, vol. 118, no. 39, 2021, e2109139118. doi:10.1073/pnas.2109139118.

**"For someone like me, starting a business wasn't easy. I'm still on my own out here." -Black men have a lack of mentors**

5. Wingfield, Adia Harvey, and Taura Taylor. "Race, gender, and class in entrepreneurship: intersectional counterframes and black business owners." *Ethnic and Racial Studies*, vol. 39, no. 9, 2016, pp. 1676-1696. doi:10.1080/01419870.2016.1178789.

*Disparities and experiences in lending*

6. Atkins, Rachel, et al. "Discrimination in lending? Evidence from the Paycheck Protection Program." *Small Business Economics*, vol. 58, 2022, pp. 843-865. doi:10.1007/s11187-021-00533-1.
7. Bates, Timothy, et al. "Minority entrepreneurship in twenty-first century America." *Small Business Economics*, vol. 50, no. 3, 2018, pp. 415-427. doi:10.1007/s11187-017-9883-5.

## Concept 3: I'm Okay

Open on MARGARET, a middle-aged Black woman, getting ready to leave the office. It's after the end of the workday - *Black women having to work harder/later to achieve the same as their white colleagues.*

**Can you take over that presentation?" - take on extra work**

1. Spates, Kamesha, et al. "Keeping Ourselves Sane: A Qualitative Exploration of Black Women's Coping Strategies for Gendered Racism." *Sex Roles*, vol. 82, 2020, pp. 513-524. doi:10.1007/s11199-019-01077-1.
2. King, Danielle D., et al. "When Thriving Requires Effortful Surviving: Delineating Manifestations and Resource Expenditure Outcomes of Microaggressions for Black Employees." *Journal of Applied Psychology*, 2022, pp. 1-25. Advance online publication.

**"I'm okay, just a headache- Have to always be strong."**

**Every comment. Every responsibility. - Microaggressions.**

*impact of identity shifting in the workplace*

3. Jones, Maria S., et al. "Gendered Racism and Mental Health among Young Adult U.S. Black Women: The Moderating Roles of Gendered Racial Identity Centrality and Identity Shifting." *Sex Roles*, vol. 85, no. 3-4, 2021, pp. 221-231. doi:10.1007/s11199-020-01214-1.
4. Gamst, Glenn, et al. "Shifting Can Be Stressful for African American Women: A Structural Mediation Model." *Journal of Black Psychology*, vol. 46, no. 6, 2020, pp. 503-527. doi:10.1177/0095798420939721.
5. Liao, Kelly Yu-Hsin, et al. "The Misunderstood Schema of the Strong Black Woman: Exploring Its Mental Health Consequences and Coping Responses Among African American Women." *Psychology of Women Quarterly*, vol. 44, no. 1, 2020, pp. 84-104. doi:10.1177/0361684319883198.