



Investing in Wellbeing

THE BUSINESS CASE FOR MENTAL HEALTH IN AFRICAN BUSINESSES

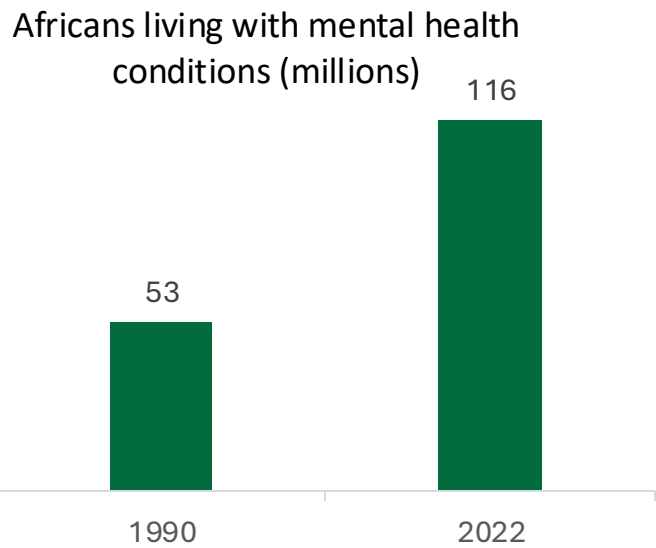
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Africa faces severe mental health crisis with over 100 million people living with mental health conditions

100M people in Africa are estimated to be suffering from clinical depression



In 2024, Africa is home to 3 of the 10 countries with the highest suicide rates globally



Lesotho currently has the highest suicide rate globally at 72.4.

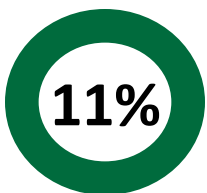
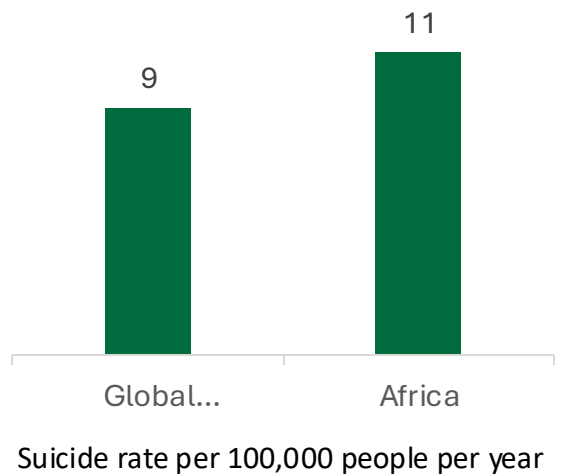


Eswatini is the 3rd globally at 29.4 while



South Africa is the 10th highest globally at 23.5

Africa's suicide rate is currently above the global average



Mental health problems account for about 11% of risk factors associated with suicide.



Africa has one **psychiatrist** for every 500 000 residents, which is 100 times less than WHO recommendation.



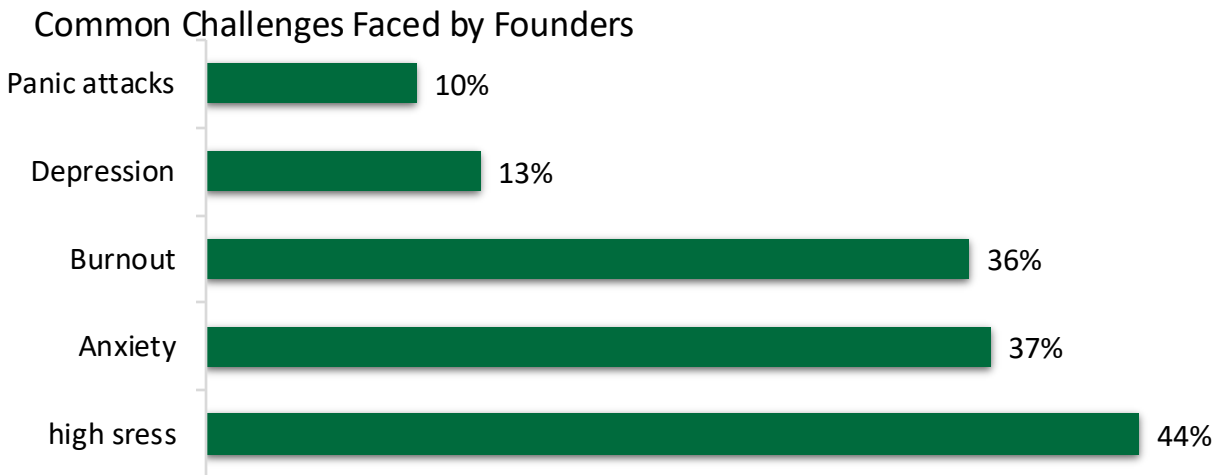
There are 14 **mental health workers** per 1, 000,000 people, compared with a global average of 90 per 1,000,000.

For each completed suicide, there are an estimated 20 attempted ones


54% of founders report high stress, making them prone to mental health challenges



A large proportion of venture-backed founders are dealing with mental health challenges

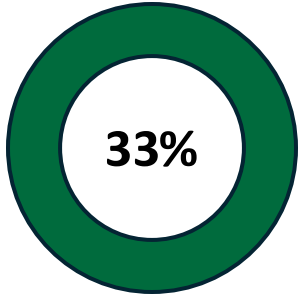


Founders & entrepreneurs are more prone to mental health conditions due to chronic uncertainty and limited relaxation time

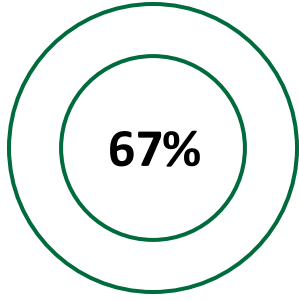


- Startup life is inherently highly stressful
- Lower earnings growth
- Chronic uncertainty
- Greater personal risk and struggle
- Lower initial earnings
- Fewer weekends and holidays
- Longer work hours
- Personal identity tied up with the success of their business
- More responsibility

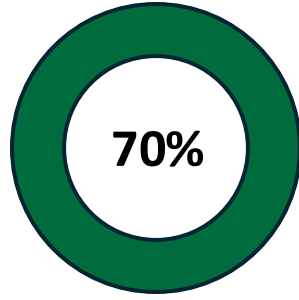
60% of employees have attributed work-related stress to be a major cause of mental health struggles



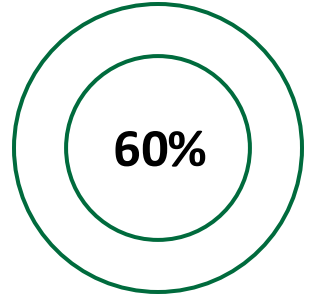
Increase in mental health related leave of absence



Admit to depression and anxiety being a concern at work







Experience job-related stress

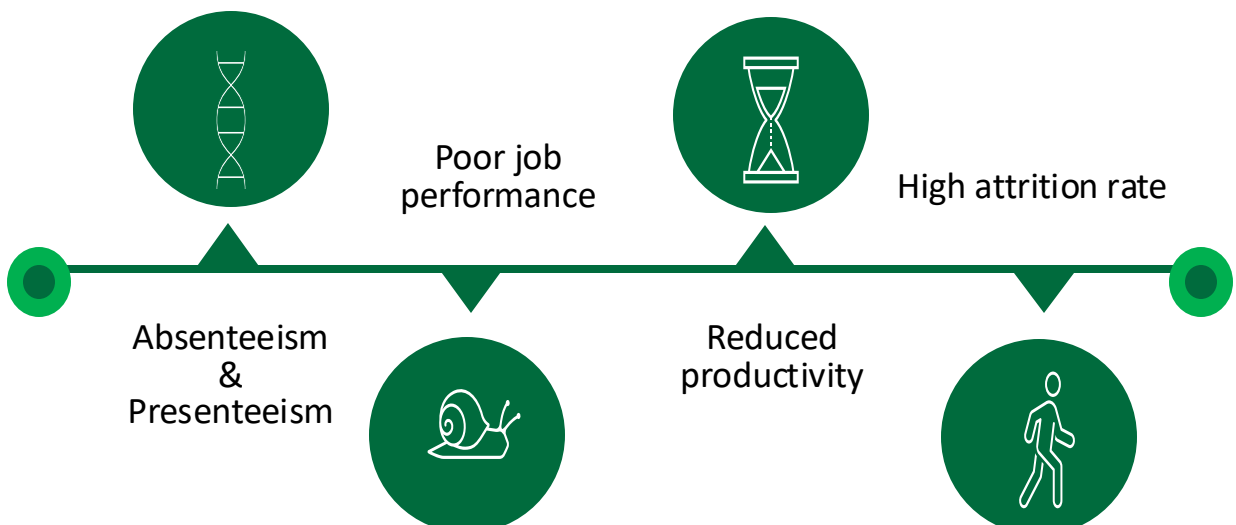


Experience moderate levels of burnout

Often caused or aggravated by factors such as lack of variety, time pressure and rigid work schedules...

-  Fragmented or meaningless work
-  Conflicting demands of home and work
-  Poor communication & relationships at work
-  Lack of variety of work
-  Inflexible work schedules
-  Lack of control and decision-making abilities
-  Overload / underload
-  Unsupportive work cultures
-  Poor environmental conditions
-  Job insecurity
-  Time pressure

...Thereby hurting businesses & leading to poor job performance, reduced productivity, and high attrition rates.



Better Financial Performance

Startups investing in mental health programs report **21% higher profitability**

Reduced Employee Turnover

Startups that support mental health have a **24% lower turnover rate**

Enhanced Productivity

Founders & employees with good mental health are **30%** more likely to have innovative solutions



Innovation

Mental health support leads to a **22% increase in new products or services** developed

Implementing these mental health initiatives will boost employee wellbeing and productivity

