

# The Pressure to Be Well: Escaping a Cycle That Holds Us Back



We are stuck in a perpetual cycle, where the more pressure we feel to be well, the less well we feel.

61%

are feeling pressure from others and society to support their wellbeing in specific ways.

1 in 2

are experiencing wellbeing burnout.

The cycle is fueled by 3 key pressure points:

01

Unrealistic societal expectations (61% experience)

02

Conflicting information (53% say there is)

03

Feeling that we're going at it alone (89% say loneliness contributes to wellbeing burnout)

Actions to help break the cycle

01 Quiet the noise so you can hear yourself.

Those who take social media breaks report 9% higher wellbeing.

02 Do what feels good to you.

Wellbeing can be bite-sized. Those moving their body a little bit throughout the day report 16% higher wellbeing.

Those who use physical activity as an opportunity to socialize with others report 23% higher wellbeing.

03 Invite others on your journey.

Those who are more connected to their community report 16% higher wellbeing.

People who feel a sense of belonging when they work out with other people report 21% higher wellbeing.

# Tips from our Mental Wellbeing Global Advisory Board



“There’s no one-size-fits-all approach to wellbeing, it’s deeply personal. For me, prioritizing daily intentional mindfulness to center myself, whether through meditation or moving my body keeps me grounded.”

**YVETTE KONG**  
MIND HK



“Life is full of ups and downs, and it’s easy to get swept up in the whirlwind. It’s important to take time for yourself, spend time with people who make you feel good, tackle those important conversations, and move more.”

**PAUL VILLANTI**  
MOVEMBER



“Connecting with peers is essential for maintaining mental wellbeing. Whether it’s through building community in the workplace, in local neighborhoods, or in shared spaces, these relationships truly matter. Strong connections support mental health, and when they flourish, they help create a solid foundation for overall wellbeing.”

**DAN GILLISON**  
CEO OF NAMI



“It’s okay to have off days—prioritizing wellbeing isn’t about perfection. Lean on supportive people around you and focus on one small action each day, whether it’s drinking more water or taking a five-minute walk. Small steps can build momentum over time.”

**DR. ALFIEE BRELAND-NOBLE**  
THE AAKOMA PROJECT



“Often, the pressure to improve our wellbeing causes us to overthink and fixate on what’s lacking in our lives. I recommend setting gradual, achievable goals, turning the pursuit of wellbeing into a source of joy and anticipation rather than stress.”

**DR. MURALI DORAISWAMY**  
DUKE UNIVERSITY

