

The Headspace Promise:

Our ongoing commitment to caring for the mental health of America by helping communities who need it most.

During the COVID-19 pandemic and beyond.

Updated May 12, 2020

Why now? Why Headspace?

“The Headspace Promise” is our ongoing commitment to caring for the mental health of America by helping communities who need it most.

The Headspace Promise is a continuation of the actions we have taken to support vulnerable groups during the COVID-19 pandemic, including:

- Free Headspace Plus for all health care providers working in a public health setting in the US as well as all K-12 educators in the US (and many other countries)
- Free mindfulness content, resources and toolkits for businesses and parents shifting to remote working and learning
- Weathering the Storm, a specially-curated content collection to navigate the stress and anxiety of the pandemic

About Headspace:

Headspace was created with one mission in mind: to improve the health and happiness of the world. Reaching more than 65 million users in 190 countries, Headspace was one of the first meditation apps in the world and remains a leader in mindfulness and mental training. Headspace is committed to advancing the field of mindfulness through clinically validated research, with one of the largest research pipelines of any digital health and wellness company. Headspace operates a B2B business (Headspace for Work) to offer its mindfulness products and services to more than 700 companies, such as Starbucks, Adobe, GE, Hyatt and Unilever, to help them build healthier, more productive cultures and higher performing organizations.

Headspace will offer free one-year subscriptions to all unemployed, beginning May 14th, to help support and mitigate the psychological effects of a rising jobless rate, for people in the United States.

Headspace Unemployment Stress Index

Headspace, a global leader in meditation and mindfulness, commissioned a study of more than 2,000 people throughout the United States in May, 2020 to understand Americans' stress levels and key triggers related to the state of the economy and rising unemployment rate. The study found that Americans are feeling increasingly stressed and anxious around the long-term impacts of COVID-19 on the economy.

Americans are feeling increasingly stressed and anxious about the state of the economy:

- 69 percent of respondents say they are “quite worried or anxious” about the long-term impacts of COVID-19 on the American economy
- 7 in 10 Americans fear they will lose their job in the next six months due to the economic fallout from COVID-19
- 59 percent of respondents say that their mental health is “more important” since the outbreak began

Even among those who remain employed, fear over economic instability is on the rise:

- A majority of Americans (54 percent) experience trouble sleeping at least once per week due to concerns over job stability in light of COVID-19
- Among those who remain employed, nearly half (48.8 percent) feel they must work even harder/longer hours to prove their worth to management
- The most concerning issues impacting the mental health of Americans has been:
 - Fear of catching COVID-19 because I have to go to work (30.4 percent)
 - Loneliness from working at home (25.6 percent)
 - Additional strain at work from longer hours (23.1 percent)
- Most commonly cited fears around rising unemployment include reductions in pay (27.3 percent) and facing reduced hours (26.8 percent)

We know we can't do this without you

With your help, we can ensure that every person in your state knows about free access to Headspace for people who have lost their jobs.

Starting on May 18, we would like every governor to share our unemployment offer with their constituents through social media, blog posts, email newsletters, and/or press opportunities.

In the toolkit:

- Suggested talking points
- Shareable assets
- FAQs

Please reach out to press@headspace.com with any additional questions.

Communications toolkit

Suggested talking points and copy

- As the weekly unemployment numbers continue to skyrocket, people around the country are facing not only a financial hardship due to job loss, but also an extraordinary mental health burden. That's why Headspace is giving away free, one-year subscriptions to all unemployed people in the United States, in an effort to help support and mitigate the psychological effects of a rising jobless rate in the wake of COVID-19.
- Americans who are unemployed can register for their free Headspace Plus subscription at headspace.com/unemployed and unlock access to all 1200+ hours of meditation and mindfulness content including sleep, kids, and mindful movement exercises. In addition to the content in its existing library, Headspace will also be launching six new meditations under a featured collection called "Living through unemployment." Available May 18, this collection will include meditations such as: "Adapting to Sudden Change," "Sadness and Loss," "Recovering Confidence," and "Finding Purpose."
- All unemployed Americans, 18 years old and above can go to headspace.com/unemployed where they'll follow steps to verify their identity, confirm their unemployment status, create an account, and redeem their offer.
 - Note: unemployment status will not be verified through EEID, but people will be asked to share some details regarding current employment status that will allow Headspace to confirm if information submitted is accurate

Shareable assets

30 second unemployment video

- [Video download link](#) (horizontal, square, vertical)
- YouTube link: https://youtu.be/Dwf_n4H1-z0

30 second Headspace Promise video

- [Video download link](#) (horizontal, square, vertical)
- YouTube link: <https://youtu.be/Mt1E1FhvRy0>

Still images

- [Free for the unemployed](#) (horizontal, square, vertical)
- [Be kind to your mind](#) (horizontal, square, vertical)

Link to offer:

- headspace.com/unemployed



Free for the unemployed

headspace.com/unemployed



FAQs

What's included in a Headspace Plus subscription?

Your Headspace Plus subscription includes:

- Access to the full Headspace library, including hundreds of guided meditations and courses on everything from stress to relationships and more
- Short mini-meditations you can do anytime
- Sleep by Headspace: a collection of relaxing sleepcasts, music, sounds, and more to help create the conditions for a better night's rest
- Move Mode: at-home workouts and guided runs led by expert trainers to help create a total body-mind fitness routine (currently available only in English on iOS)
- The Wake Up: our daily, bite-sized video series designed to inspire more mindfulness in your everyday life (currently available only in English on iOS)
- Animations that guide you through essential meditation techniques
- Continued guidance from Headspace co-founder Andy Puddicombe

How does this promotion work?

If you're unemployed or furloughed, live in the US, and would like to sign up for a free one-year subscription to Headspace Plus, your subscription will be valid for one year from the day you sign up.

Can I add this to my existing subscription?

This offer is only available for new or existing free members who are currently unemployed or furloughed. Any member who is unable to pay for their subscription for any reason can contact us at help@headspace.com and our team will see how we can help.

Thank you