A GLOBAL HEALTH CRISIS  *Moral and economic imperative to take action*

- Mental and neurological conditions account for 9% of total global disease burden
- In low and middle income countries, more than 75% of people with mental health conditions receive no treatment
- COVID-19 is exposing and exacerbating brain health problems

THE ECONOMIC COST IS SUBSTANTIAL:

Mental and neurological health conditions cost the global economy more than US$3 trillion a year, which is 28% of the total cost of ill-health from all causes. These massive costs mean that investing in addressing brain health is highly cost-effective: US$1 invested for depression and anxiety alone returns US$3-5 in better health and ability to work.

A DRAMATIC EXPANSION IN FINANCING FOR RESEARCH IS URGENTLY NEEDED:

Only 14% of the global disease burden for mental health can be averted by 2040 by scaling up existing treatments, which means that significant additional investment in research and development is needed to avoid continued increases in the burden of disease and an unsustainable cost to society.

HEALTHY BRAINS GLOBAL INITIATIVE VISION:

A world where no one is limited by neurological or mental health problems and a healthy brain span is equivalent to life span.

MISSION:

Improve the lives of people affected by neurological and mental health problems. We achieve this by fully embedding the perspectives of people with lived experiences, financing breakthroughs from prevention to treatment, and driving a new model of global collaborative research.
OUR APPROACH

HBGI addresses market failures by galvanizing new science and new finance to enable new life trajectories.

**New Science:** a paradigm shift from a siloed, underfunded and poorly representative research ecosystem to a multidisciplinary, harmonized, and global scale model.

HBGI will capitalize on technological tools that make this shift newly possible, pursuing two lines of research: for brain health conditions without effective treatment, HBGI will fund basic and translational research towards prevention, diagnostics and treatments; for conditions with treatments that have not achieved their potential impact, HBGI will fund implementation research to scale delivery. Towards these ends, HBGI will support:

- Global infrastructure for rapid, iterative, and harmonized research that puts those with lived experience at the center, with a focus on underrepresented geographies;
- Interdisciplinary, large scale projects designed to address the problems of our most complex organ, the brain, situated in the most complex of systems, society;
- Open sharing of well designed methods, biological samples, and data so that scientific investments rapidly lead to brain health and mental wellbeing.

**New Finance:** unprecedented financing models to supplement government basic science funding and private sector product development.

HBGI will mobilize US$10 billion through a two-pronged strategy:

- Building the evidence base on the importance of investing in brain health research and the expected returns on these investments;
- Leveraging increasing investor appetite for socially-oriented product offerings in a market environment that is conducive to borrowing.

**New Life Trajectories:** supporting the United Nations 2030 Sustainable Development Goal: “reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being.”

HBGI will ultimately work across all areas of brain health but initially is focusing on adolescents and young adults because it is during the years of 10-29 when three-quarters of mental health problems emerge and key neurological disorders can also take root.

In particular, HBGI is focusing on six areas that have the highest disease burden and impact on human capital formation, the greatest degree of underfunding, and the biggest opportunity to make a difference: depressive disorders, anxiety disorders, schizophrenia, bipolar disorder, epilepsy (particularly in low- and middle-income countries), and traumatic brain injuries.
COVID-19  The world is unprepared for the surge in neurological and mental health illness that is accompanying the pandemic. To address this, HBGI is mobilizing US$500 million immediately to support research related to COVID-19. Research at the scale and scope of HBGI is urgently needed to address critical research questions with global ramifications, including:

- Biological, social, and environmental factors associated with either enhanced resilience to, or increased risk of, brain health problems from COVID-19;
- The efficacy and population impact of telepsychiatry, digital technologies, and other scalable approaches to treatment;
- Long-term brain health trajectories of those seriously affected by COVID-19, through large-scale cohorts.

WHO IS HBGI?

HBGI unites leading researchers in brain health with experts in finance and measuring impact while including and elevating the voices of those with lived experience in its work. HBGI’s globally representative Interim Board is led by Co-Chairs Victor Dzau (President of the U.S. National Academy of Medicine) and Garen Staglin (Chairman and Co-Founder of One Mind) with representation from organizations including ministries of health in Rwanda and Singapore, the Wellcome Trust, Johnson & Johnson, Google’s X (the Moonshot Factory), the University of New South Wales, and the community groups Ganizo (Zambia) and Tarakī (U.K.). The Board’s work is supported by four working groups (governance, the use of proceeds, financing structures, and metrics) chaired by leaders from prestigious academic, non-profit, and corporate organizations. A small secretariat is led by Brad Herbert, who brings more than 40 years’ experience in international development, including as the first Chief of Operations at the Global Fund to Fight AIDS, Tuberculosis and Malaria, where he was responsible for setting up the organization’s multi-billion-dollar grant program in over 130 countries.

Bank of America, a market leader in social bonds and underwriter of nearly US$30 billion in COVID-19-related bonds, is HBGI’s lead underwriter.

HBGI is incorporated as a U.S. 501(c)(3) non-profit and can be contacted at info@hbgi.org.

CURRENT COLLABORATORS, ADVISORS, AND SPONSORS