



SHOWCASE

Social Creatures

Building Social Health into Systems of Care



When social neuroscientist Rose Perry launched Social Creatures in April 2020, the world was in lockdown and loneliness was surging. After 12 years studying how relationships shape brain and body health, Perry understood that social connection is a vital driver of health. Yet society lacked systems to support it.

Social Creatures was born to change that at a time when the U.S. Surgeon General declared loneliness and social isolation a “national epidemic.”

Today, Social Creatures is turning research into action through programs that make social health practical, measurable and accessible.

Through its Social Innovation Lab, Social Creatures co-designs programs with marginalized communities most affected by isolation, ensuring interventions are grounded in lived experience.

With support from the Social Impact Funds, the nonprofit has advanced two flagship programs:

- **Bonded by Baby:** A clinical program for new parents that demonstrably reduces postpartum depression and anxiety among the 62% of mothers served who report that they are lonely after childbirth.

THE CHALLENGE

Loneliness and social isolation declared a national epidemic

SOCIAL CREATURES IMPACT

62% of mothers served reduced depression & anxiety

Insurance reimburses social health via Bonded by Baby

People-First AI Fund grant to develop Bonded by Baby app for 24/7 access

- **SitGrit Fitness:** A free home-based, fully seated workout for people of all ages, fitness levels and mobility levels, led by elite trainers.

Funding also helped unlock a breakthrough: Social Creatures secured health insurance reimbursement for Bonded by Baby, making adoption by hospitals and clinics financially viable and positioning social health as a reimbursable service. Meanwhile, SitGrit is expanding to kids, ensuring wheelchair users aren't excluded from physical education.

Social Creatures was also recently awarded a People-First AI Fund grant from the OpenAI Foundation. This fund supports community-based nonprofits working to strengthen local communities and expand the opportunity of AI. With this grant, Social Creatures will build the Bonded by Baby app, a digital companion to its clinical program that gives parents 24/7 access to resources, peer connection and local community events while supporting expansion into more clinics and health care centers.

As it combats isolation with meaningful engagement, Social Creatures is proving that social health is essential to physical and mental health. By transforming exclusion into connection, the nonprofit is making greater well-being more accessible for all.

Social Creatures transforms exclusion to connection, proving that **social health is essential to physical and mental health.**



Explore the Breakthroughs Transforming Health and Opportunity for All.

Learn more about how the Social Impact Funds are catalyzing solutions that improve lives and communities.

Sign up to stay connected with us.

The **Social Impact Funds** are part of American Heart Association Ventures, the group that leads and coordinates the venture capital programs of the American Heart Association. heart.org/SocialImpactFunds

