

# Construction Industry Suicide Prevention Partnership

## 2021 Strategic Plan

<b>Mission</b>	Our mission is to develop and implement a unified strategy for reducing suicide and promoting mental well-being in the construction industry.
<b>Assessment Summary</b>	Nationwide, the construction industry suffers from a much higher than average suicide rate than other professions. Research suggests several factors that may play a role in higher suicide rates among people working in the construction industry: a) seasonal and intermittent nature of construction work, b) lack of centralized personnel support, c) prevalence of veterans among the construction industry workforce, and d) high access to firearms among construction industry workers, and e) isolation, frequent travel, and separation from family.
<b>Problem Statement</b>	The mental health and well-being needs of the construction industry workforce are not being met – and as a result, our job sites, our coworkers, and our friends and family are not as safe and healthy as we should be. According to the 2020 CDC study, the industry suffers a suicide rate significantly higher than in other industries. And we recognize that higher suicidality is just the tip of the iceberg in addressing the full mental well-being of people in our profession, because distraction resulting from mental health challenges in our lives creates an imminent risk to safety on the jobsite.
<b>Goal</b>	To become the go-to resource for construction industry stakeholders to reduce suicide and promote mental well-being on the jobsite, so that we can make change across the industry. We aim to lower suicide rates, improve mental well-being and create safer jobsites in the construction industry.



Objective 1: Education & Training	Strategy 1	Strategy 2	Strategy 3	Strategy 4	Strategy 5
Fully Integrate Mental Wellbeing Into Construction Employment EDUCATION AND TRAINING Infrastructure to Reach the Diverse Workforce	Work with industry and labor-supported training facilities and centers to integrate mental wellbeing into the curriculum and experience for all new apprentices and trainees joining the construction industry	Develop Tool Box Talks and Presentation Modules to support mental wellness training in apprenticeship and training programs, on the jobsite, in continuing professional development	Ensure leadership throughout the industry is trained and prepared to prevent suicide and promote mental wellness	Develop an easy-to-use physical and online Action Guide outlining resources, training, & organizational readiness assessments for company use	Increase accessibility and promotion of inclusive and equitable training approaches that meet the needs of our diverse workforce

Objective 2: Solution & Innovation	Strategy 1	Strategy 2	Strategy 3	Strategy 4	Strategy 5	Strategy 6
Develop and implement inclusive SOLUTIONS AND INNOVATIVE practices for systemic change to prevent suicide and promote mental wellbeing across the industry's diverse workforce and communities	Create a comprehensive "Best Practices Checklist" to promote use of mental health and addiction recovery services, insurance coverage for addiction recovery, and education tools for management and labor – beginning with a baseline assessment of current usage of these vital resources	Support implementation of "Safe/ Mental Well-being Rooms" that create a place for construction workers to decompress and get troubles off their chest	Expand availability and use of mental health resources across the industry to ensure all team members have access to such resources	Implement peer support programs throughout the industry to destigmatize mental wellbeing and support workers who are struggling	Get the industry trained in safety planning for lethal means such as overdose and firearms	Develop a directory of culturally responsive mental wellness services, including SUD treatment, to help ensure we are connecting our workforce with the most effective services



Objective 3: Branding & Marketing	Strategy 1	Strategy 2	Strategy 3	Strategy 4	Strategy 5
Develop BRANDING AND MARKETING Strategy to Bring Awareness to Suicide Prevention and Promote Best Practices and Systemic Change across our Diverse Workforce and Industry	Ensure that anti-stigma work is designed intentionally to meet the many cultures represented in our workforce and includes culturally responsive material	Create Construction Coalition branding and style guide, so that the Construction Coalition suicide prevention initiatives can be readily recognized across all jobsites and ensure that anti-stigma strategies are designed intentionally to meet the many cultures represented in our workforce and include culturally responsive material	Develop web-based platforms to connect to “real time” help and culturally relevant resources	Develop a marketing strategy to ensure the widespread success of the Construction Coalition initiatives across the diverse workforce and management	Create a call center video to support a diverse workforce, their loved ones, and to assist construction management to destigmatize crisis lines and talking about suicide

