



AGC OF CALIFORNIA

SUICIDE PREVENTION AWARENESS

TOOLKIT & SAFETY MANUAL

- Stand Down Talking Points
- Checklist for a Successful Stand Down
- Partner Invitation to Participate Template
- Script Guidelines
- Toolbox Talk
- Available Resources

Approved & Developed by AGC of California Safety & Health Council





Suicide Prevention Awareness Month Call to Action: Stand Down

TALKING POINTS

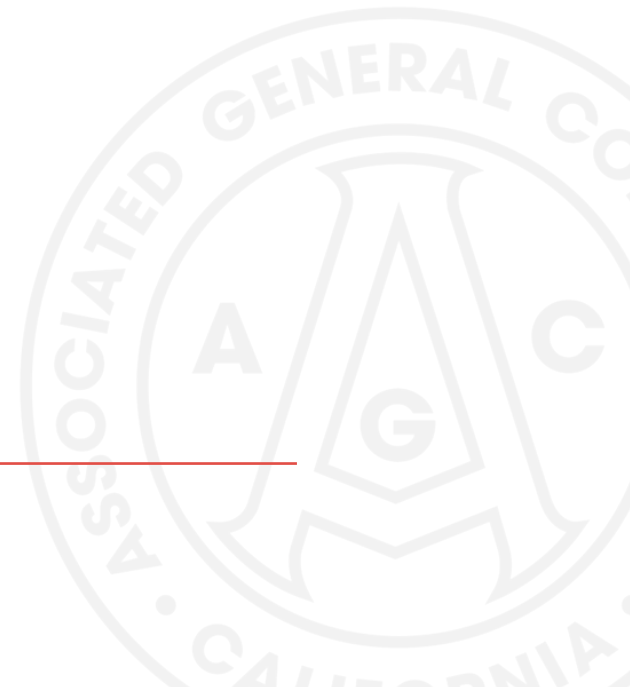
Building a more resilient California requires the voices of all Californians at the table. To achieve this, AGC of California's Safety & Health Council believes the overall well-being of Californians is paramount.

Stand downs are an opportunity for employers to have conversations about mental health, which encompasses suicide prevention and substance use disorders education on alcohol and opioid addictions. It gives each employer the opportunity to discuss safety policies, goals, and resources it has for every employee and worker.

Over the past few years, tens of thousands of companies participated in various stand-downs reaching millions of employees across all 50 states and internationally! By continuing to reach millions of employees with a specific Stand Down toolkit, AGC of California hopes to combat the statistics around mental health within construction and ensure the well-being of each worker, both physically and mentally.

Participation is not limited to the construction industry, and no business is too small to participate.

AGC of California is leading the way to prepare our industry for long-term sustainable growth and ensure everyone in the industry understands that their well-being is of the utmost importance in our efforts to build California.





Suicide Prevention Awareness Month Call to Action: Stand Down

TALKING POINTS (CONT)

Partners

How to Help: Partners can help in many different ways, including: hosting or organizing public stand-down events, encouraging organization members to participate, sending stand-down information by email or in newsletters, providing stand-down resources to members or stakeholders, contacting local media to share stand-down events or success stories. If you have other ideas for ways to help, please contact Brian Mello at mellob@agc-ca.org.

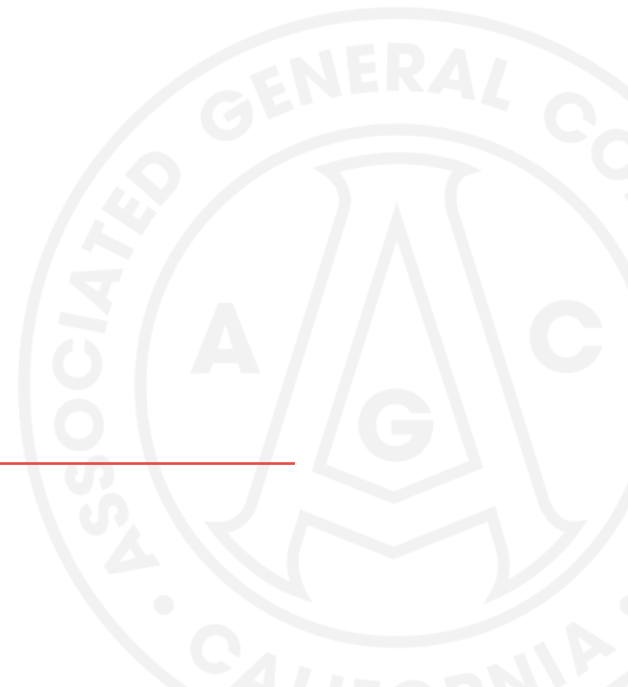
Associations, Unions, Worker Interest Organizations: Associations, unions and organizations can spread the word to all members via email, newsletters, or by posting information on their websites and talking about the stand-down at meetings, trainings, or events. Groups may also be able to personalize stand-down posters and training resources for members to use.

Institutes/Training Centers: Many groups provide training and offer special free or discounted training – both in person and online – on mental health. This is a great way to build relationships within the industry and spread awareness!

AGC Members as Partners: AGC members can involve their entire workforce across the country and internationally. AGC members can push out information campaigns with ideas and suggestions on how to hold a Stand down to all their offices. Some large employers also host or co-host stand-down events, including events open to the public.

Material Suppliers: Material suppliers can ask employers to consider raising awareness on mental health. One idea is to include fliers about the Stand Down with construction material orders or services sent on-site.

Insurance Companies: Insurance companies know that mental health is extremely important to the overall wellbeing of a company and education and awareness may reduce injuries and illness. Insurance companies can help get the word out about the Stand Down through newsletters or emails to customers.





Suicide Prevention Awareness Month Call to Action: Stand Down

TALKING POINTS (CONT)

Employers:

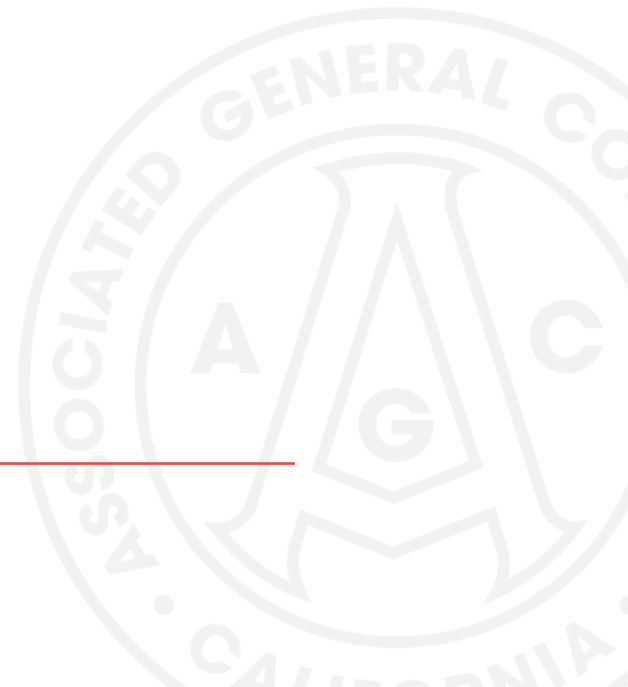
It is important for employers to identify local resources available to employees (such as the 988 Suicide & Crisis Hotline by dialing 988 or visiting [988lifeline.org](https://www.988lifeline.org)), what an Employee Assistance Program is and what resources are available through employment of each company. Companies can also attend or host public events, watch a safety video, or create a video of their own to share with employees. In past Stand Downs across the nation and world, several companies participated in a safety poster contest and others shared real-life stories of their struggles with mental health and lessons learned. The important thing is to do something that increases awareness.

Resources:

AGC of California has posted FREE resources on mental health, suicide prevention, and substance use disorders to provide a menu of options for employers to hold stand-downs. Resources include links to supportive websites, fact sheets, safety and HR Manuals, posters, videos, and recorded WebEds hosted by AGC of California.

Connect Online:

AGC members, partners, and employers can follow AGC of California on [LinkedIn](#), [Facebook](#), [Instagram](#) and [Twitter](#). We encourage everyone to write a message about mental health, use #SafetyStandDown in the post, and tag AGC of California to show support to our industry and help build awareness.





Mental Health Awareness Month Call to Action: Stand Down

CHECKLIST FOR A SUCCESSFUL STAND DOWN

In advance of the stand down, make time to meet and review the information below with each stand down leader/presenter and communicate with the leadership of each participating project team and contractor about the stand down.

Review all stand down materials:

- Discuss the best approach to promote worker engagement and interest on this important topic.
- Preview the information and toolbox talk within this toolkit as well as review the material linked on the [AGC of California Mental Health Initiative website](#).
- Consider using the presentations included on our AGC of California site:
 - **Creating a Culture of Caring: Suicide Prevention in Construction**
 - Cal Beyer, CWP – CSDZ
 - **When & How to Talk to Construction Workers About Suicide Prevention**
 - Cal Beyer, CWP – CSDZ
 - **Mental Health & Wellbeing in the Construction Industry: 2021 Pulse Survey Results and Report**
 - Cal Beyer, CWP – CSDZ & Darcy Gruttadaro, J.D – APA Foundation
 - **Opioid Use Prevention PPT Template**

Communicate the Stand Down Details

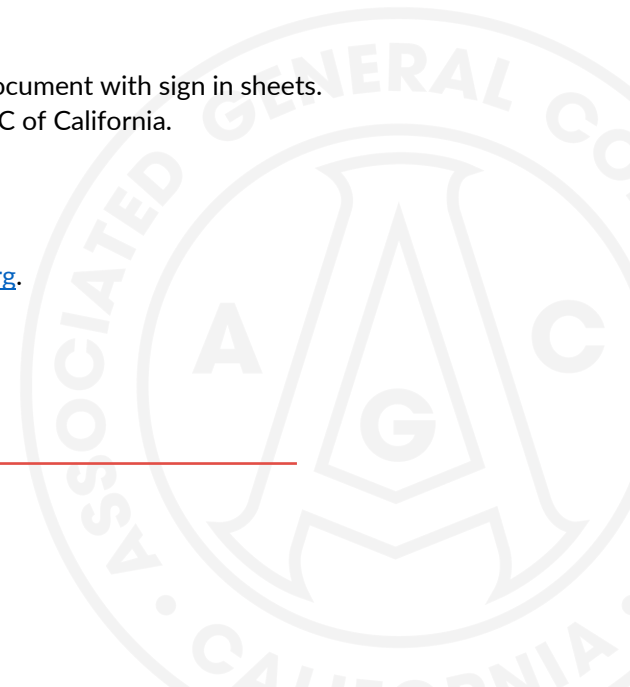
- Coordinate with project leadership regarding their plans for the stand down.
- Determine how the stand down will be advertised at each project.
- Invite trade partners, contractors, and owners to participate in the project stand down.
- Understand the critical importance of everyone being able to *see and hear* the presenter(s) and any presentation materials.
- Utilize more than a speaker to send the message. Visual aids and hand outs are a great way to re-emphasize the point.

Document the Stand Down

- Take photos or short movie clips of the stand down and to document with sign in sheets.
- Please share all photos or movies on social media and tag AGC of California.

Questions or Comments

- Reach with any questions to Brian Mello at mellob@agc-ca.org.





Suicide Prevention Awareness Month Call to Action: Stand Down

PARTNER INVITATION TO PARTICIPATE

Date

Name

Partner

Address

RE: Suicide Prevention Awareness Stand Down

Dear Partner,

On [date], we will hold a Suicide Prevention Awareness Stand Down, suspending work on our project in [project name, and location] to engage our people, workers, and partners on this important topic.

This stand down is a time when we take time out from our daily tasks to build awareness, provide resources, and reflect on the topic of mental health.

At [project name] we will gather for our stand down at [time & location.] We would love to have you there.

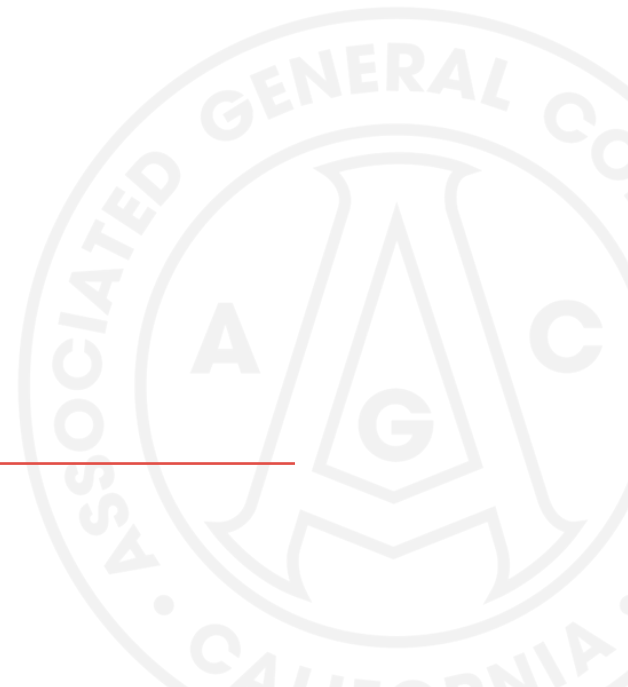
Your attendance and participation will help set the tone for the stand down and demonstrate you and your firm's commitment to raising awareness on suicide prevention. Please connect/coordinate with our project manager [name] if you'd like to participate.

Sincerely,

Company name

[First, last]

[Title]



TOOLBOX TALK OPTIONS

- [Construction Safety Week: Remain Connected](#)
- Construction Industry Alliance for Suicide Prevention: [AWARENESS – The Risk of Suicide in Construction](#)
- Construction Industry Alliance for Suicide Prevention: [NORMALIZE – How to Talk About Mental Health](#) and Suicide
- Construction Industry Alliance for Suicide Prevention: [DECREASE – Changing the Statistics of Suicide in Construction](#)
- [AGC of California: Preventing Unintentional Opioid Overdose](#)
- CSDZ: [Risk of Alcohol or Substance Use Relapse Rising with COVID-19](#)
- [AGC of California: Mental Health & Suicide Prevention Resources](#)
- [Toolbox Talk: Chris' Story](#)

STATISTICS

National Statistics

- “With 53.2 suicides per 100,000 workers, construction has among the greatest suicide rate of any industry, according to the Centers for Disease Control and Prevention.”⁶
- “The report showed that 53.3 construction workers out of every 100,000 fall to suicide. A stark difference to the overall suicide rate of 12.93 people per 100,000 in the United States.”⁷
- According to the last figures available from 2014, 42,773 Americans died by suicide (an average of 117 suicides per day).⁷
- For every suicide, there are 25 attempts.⁷
- Suicide is the 10th leading cause of death in the United States.⁷
- Men die by suicide 3.5x more often than women.⁷
- White males accounted for 7 of 10 suicides in 2014.⁷
- The rate of suicide is highest in middle age – white men in particular.⁷

California Statistics

- “The Construction Industry Alliance for Suicide Prevention notes that the ‘suicide rate in the construction occupations is 49.4/100,000 – that is nearly four times greater than the national average and five times greater than that of all other construction fatalities combined.’”⁸

General Mental Health

Suicide Prevention Awareness Month

- “A 2020 study found that 83% of construction workers have experienced a mental health issue.”⁹
- “41% of U.S. adults are now reporting symptoms of anxiety or depression-related disorders, much of which is attributed in part to the pandemic.”⁹
- “... more than 80% of construction workers have experienced stress at work.”¹⁰
- “Nearly 60% of construction workers reported struggling with mental health but only a third said they would communicate this to their employers.”¹⁰
- “Research from Health Shield shows that 57% of workers would feel more loyal to their jobs, be more productive and take less time off work if their employer supported their mental well-being.”¹⁰

References

Source¹

Occupational Patterns in Unintentional and Undetermined Drug-Involved and Opioid-Involved Overdose Deaths – United States, 2007-2012 <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6107320/>

Source²

CWPR: The Center for Construction Research and Training

<https://www.cpwr.com/research/research-to-practice-r2p/r2p-library/other-resources-for-stakeholders/mental-health-addiction/opioid-resources/>

Source³

Substance Abuse Among Construction Workers (last updated July 2021)

<https://americanaddictioncenters.org/rehab-guide/workforce/blue-collar-workers/construction-workers>

Source⁴

National Institute on Drug Abuse (last updated April 2020)

<https://nida.nih.gov/drug-topics/opioids/opioid-summaries-by-state/california-opioid-involved-deaths-related-harms>

Source⁵

Laborers' Health and Safety Fund of North America (June 2017)

<https://www.lhsfna.org/the-real-cost-of-substance-abuse/#:~:text=According%20to%20the%20calculator%2C%20a,your%20company%20by%20clicking%20here>

Suicide Prevention Awareness Month

Source ⁶

Warning signs of suicide; construction industry has high prevalence (Sept 2021)

<https://www.lenconnect.com/story/business/2021/09/19/warning-signs-suicide-construction-industry-has-high-prevalence/8379691002/>

Source⁷

Suicide is Taking its Toll in Construction

<https://www.iupat.org/news/suicide-is-taking-its-toll-in-construction/>

Source ⁸

RELEASE: ASSOCIATED BUILDERS AND CONTRACTORS OF CALIFORNIA SPONSOR ASSEMBLY RESOLUTION TO RAISE AWARENESS ON SUICIDE PREVENTION IN CONSTRUCTION INDUSTRY (March 2021)

<http://www.abcofca.org/News/Press-Releases-News/entryid/18643/Default#:~:text=The%20Construction%20Industry%20Alliance%20for,all%20other%20construction%20fatalities%20combined.%E2%80%9D>

Source ⁹

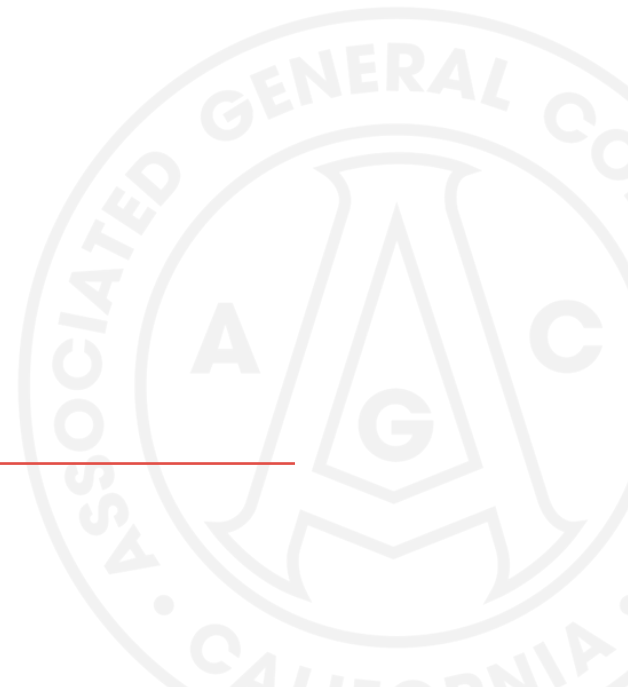
Mental Health and Suicide Prevention In Construction

<https://constructible.trimble.com/construction-industry/mental-health-in-construction-stats>

Source ¹⁰

The Biggest Danger in Construction Work Is Poor Mental Health (August 2021)

<https://www.ehstoday.com/construction/article/21171410/the-biggest-danger-in-construction-work-is-poor-mental-health>





Suicide Prevention Awareness Month Call to Action: Stand Down

SCRIPT GUIDELINE

- Hi, my name is ___ I am the [title] with [company name].
- I/We want to thank Associated General Contractors of California for helping facilitate this Suicide Prevention Awareness stand down. Mental health is a challenge that is 24 hours a day and seven days a week. Thank you for recognizing this vital issue by standing down with us here today.
- This is our inaugural safety stand down with the goal of raising awareness, providing resources, and reducing the stigma involved with mental health. We want to raise awareness so we, as an industry, prepare for long-term sustainable growth and ensure everyone in the industry understands that their well-being is of the utmost importance in our efforts to build California.
- In March 2022, President Joe Biden gave his State of the Union Address and offered “a Unity Agenda for the Nation.” His top points? First, beat the opioid epidemic. This can be done by learning about prevention measures, and understanding the resources around treatment, harm reduction and recovery that are available to you. Second, take on mental health. Mental health does not just affect you directly, but indirectly as well through kids, loved ones, family, and friends. By understanding this we want to raise awareness, elevate the conversation. It’s okay to not be okay. Resources are there to help you, and we as employers are here to help you.
- A 2020 study found that 83% of construction workers have experienced a mental health issue. 41% of U.S adults are now reporting symptoms of anxiety or depression-related disorders, much of which is attributed, in part, to the pandemic we all have been experiencing.
- When it comes to substance use in California, an estimated 45% of drug overdose deaths involved opioids in 2018; a total of more than 2,400 fatalities.
- With 53.2 suicides per 100,000 workers, construction is among the highest suicide rate of any industry according to the Center for Disease Control and Prevention.
- Today, this month, and continuing forward, there is always an opportunity for your employers to have a conversation with you about mental health, suicide prevention, and substance use disorders. It can also be an opportunity to talk to your peers, management, and loved ones about what you see.
- So, why are we having a stand-down? Well, the reason is simple We, together, can make a difference on a unified front.
- This stand down, and others like it throughout the state of California and across the nation, is an opportunity for employers and employees to focus on mental health, suicide prevention, and substance use disorders. It is all about protecting the companies most valuable asset ... YOU!
- At the end of each workday, we not only want you to return home to your families. We want you to be healthy, mentally, and physically and return home and to each shift happy.
- Again, thank you for your partnership on this issue and for standing down to raise awareness on mental health.