

You Can't Fix Your Mental Health With Duct Tape

Suicide Prevention in the Construction Field

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UNIVERSITY of MARYLAND
SCHOOL OF SOCIAL WORK



Screening for
Mental Health®



Panelists

- **Cal Beyer**, Director of Risk Management at Lakeside Industries, Inc. and Co-Lead/Executive Committee Member of the Workplace Task Force of the National Action Alliance for Suicide Prevention
- **David James**, Chief Financial Officer of FNF Construction, Inc., and active member of the Workplace Task Force of the National Action Alliance for Suicide Prevention
- **Dr. Jodi Jacobson Frey**, Associate Professor at University of Maryland, Baltimore School of Social Work
- **Jill Fontaine**, Program Manager at Screening for Mental Health
- **Bob VandePol**, Executive Director of Pine Rest Christian Mental Health Services' Employee Assistance Program.

Agenda

- Welcome and Introduction
- Lived Experience
- Screening in the Construction Industry as a Tool to Support Employees and Prevent Suicide
- Overview of the Research Study
- Healthy Men Michigan Campaign and Outreach Strategies
- Lived Experience
- Thank You



**Cal Beyer, Director of Risk Management at
Lakeside Industries, Inc.**

Why This Topic?

- Suicide is a pressing national public health concern
 - ~ 43,000 deaths in 2015
- Construction is a “high risk” industry
 - Industry & demographic factors
- Suicide is preventable
- Part of *Safety 24/7* culture

What Can Be Done?

- Upstream

Personalizes Safety:

- ☐ Work, Home & Play
- ☐ Personal responsibility & Crew accountability



Significance of Suicide

- 117 deaths by suicides per day
- 10th leading cause of death for all ages
 - 2nd leading cause of death for men 25-54 in the United States
- 78% of suicides are by men
 - 51% with guns
 - 25 attempts for every suicide
- Survivors significantly impacted for every suicide

The Starting Point (Sept. 2015)



A CONSTRUCTION INDUSTRY BLUEPRINT:

Suicide Prevention in the Workplace

From Professional to Personal

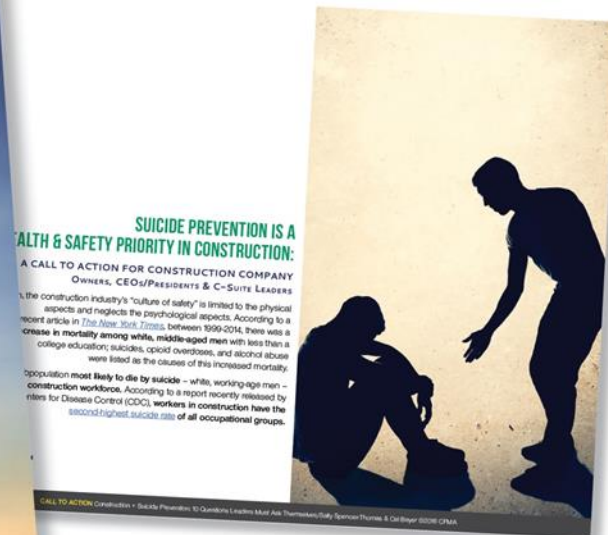
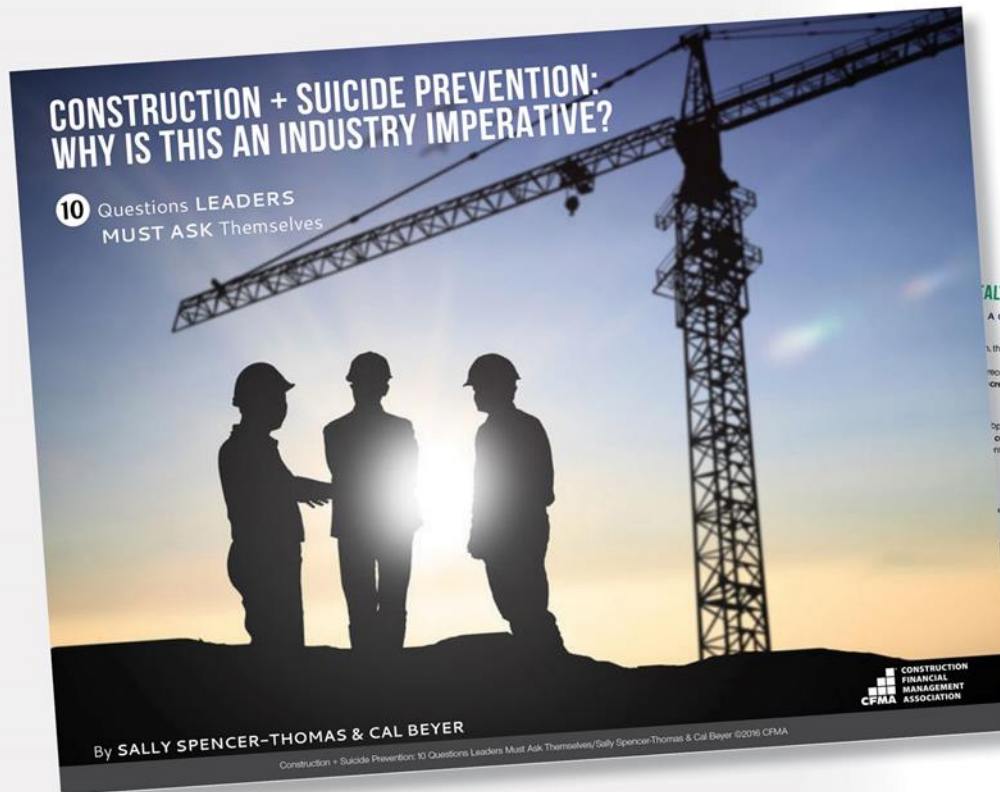


Problem vs. Prevention

- **True Killer: Silence + shame = stigma**
- **Suicide is Preventable**
 1. Break the silence (*elevate the conversation*)
 2. Reduce the stigma (*build sensitivity*)
 3. Training supervisors (*increase awareness and commitment*)
 4. Integrate with wellness and employee benefit programs (*encourage interaction and intervention*)
 5. Build a caring culture (*cast safety net*)



- Formed in 2010
- Inaugural members of Workplace Task Force
 - Sally: Co-Chair, 2015-2017
 - Cal: Co-Chair, 2016-2018
- Cal appointed to Executive Committee in 2016
- Cal's 4 P Framework:
 - Publications
 - Presentations
 - Projects
 - Partnerships



Construction Working Minds



www.constructionworkingminds.org



**David James,
Chief Financial Officer of FNF Construction, Inc.**

Suicide Prevention in the Workplace - Practical Steps: One Contractor's Approach

- Introduction to Suicide Prevention by a CFO
- Why the CFO?
 - \$ impact of this issue on absenteeism, productivity, and safety
 - Help set the strategic direction
 - Linkage to:
 - Executives
 - Field/safety
 - HR

Where Should a Company Start?

A KEY to successful construction projects:
“Get out ahead of problems”

THE KEY to suicide prevention: **“Get out ahead of the problem”**

Engage the right players:

- Leadership
- Find the “champions” of the cause
 - Safety
 - Human Resources
 - Someone with a “story”

BEGIN THE DIALOGUE !!

Focus on Prevention

- Integration with safety and health programs, and, if union shop, with the union
 - Zero Accidents/Zero Suicides
- Encourage social networks within the workplace
 - Peer support
- Education and training
 - learn the facts
 - learn the warning signs
 - learn how to direct employees to resources
- Provide resources AND communicate them
- Screenings – effective prevention technique



What FNF Has Done

- Training (HR and Safety Directors)
- Posters (office and field)
- Newsletter articles (distributed to employees and industry partners)
- Weekly Benefits announcements – eblasts that address this issue and services available
- EAP: provides resource to employees in crisis
 - Not all are the same!
- IDShield/LegalShield – offers services that helps employees manage personal crisis

Talk it up! Awareness is the first step . . .



“I’m trying to get to know everyone in the field, work history, family, hometown, etc. Trying to build that relationship not only to get the most out of each employee but also to establish their trust that if someday they needed to reach out to me for assistance in this area they would.”

- FNF Safety Director



A senior project manager address this initiative:

In speaking about a group of field employees, “most said they had seen the poster. However, majority eluded that no one had brought it up as a team as it is awkward. So, we took the time after a safety meeting to discuss what FNF is proud to be a part of”

- Certainly the message of caring and suicide prevention is right on target



And from this same project manager:

“They need to know there is help out there and it takes more of a man to ask for help than to run and hide from getting help.”



Dr. Jodi Jacobson Frey
Associate Professor
University of Maryland, Baltimore
School of Social Work

Middle-aged Men and Depression

“Although men in the middle years (MIMY)—that is, men 35–64 years of age—represent 19 percent of the population of the United States, they account for 40 percent of the suicides in this country. The number of men in this age group and their relative representation in the U.S. population are both increasing. If the suicide rate among men ages 35–64 is not reduced, both the number of men in the middle years who die by suicide and their contribution to the overall suicide rate in the United States will continue to increase.”

Suicide Prevention Resource Center (2016).
Preventing suicide among men in the middle years:
Recommendations for suicide prevention programs.
Waltham, MA, Education Development Center, Inc. p. 3

SUICIDE: MICHIGAN 2016 FACTS & FIGURES

Suicide Death Rates

	Number of Deaths by Suicide	Rate per 100,000 Population	State Rank
Michigan	1,354	13.23	32
Nationally	42,773	12.93	



Suicide is the **10th leading** cause of death overall in Michigan.



On average, one person dies by suicide approximately **every 6.5 hours** in the state.

Based on most recent 2014 data from CDC



Suicide cost Michigan a total of **\$1,501,780,000** of combined lifetime medical and work loss cost in 2010, or an average of **\$1,189,058** per suicide death.

IN MICHIGAN,
SUICIDE
IS THE...

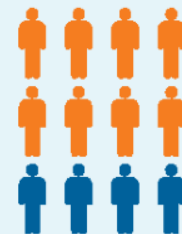
2nd leading
cause of death
for ages 10-34

4th leading
cause of death
for ages 35-54

8th leading
cause of death
for ages 55-64

18th leading
cause of death
for ages 65 & older

Over twice as many people in Michigan die by suicide than by homicide. The total deaths to suicide in Michigan reflect a total of **27,895** years of potential life lost (YPLL) before age 65.



AMERICAN FOUNDATION FOR
Suicide Prevention

afsp.org

Healthy Men Michigan

Comprehensive online screening and referral intervention, integrating two existing, and promising, online programs

Screening for Mental Health

Man Therapy



Screening for Health, Inc. (SMH)

- **National Depression Screening Day**



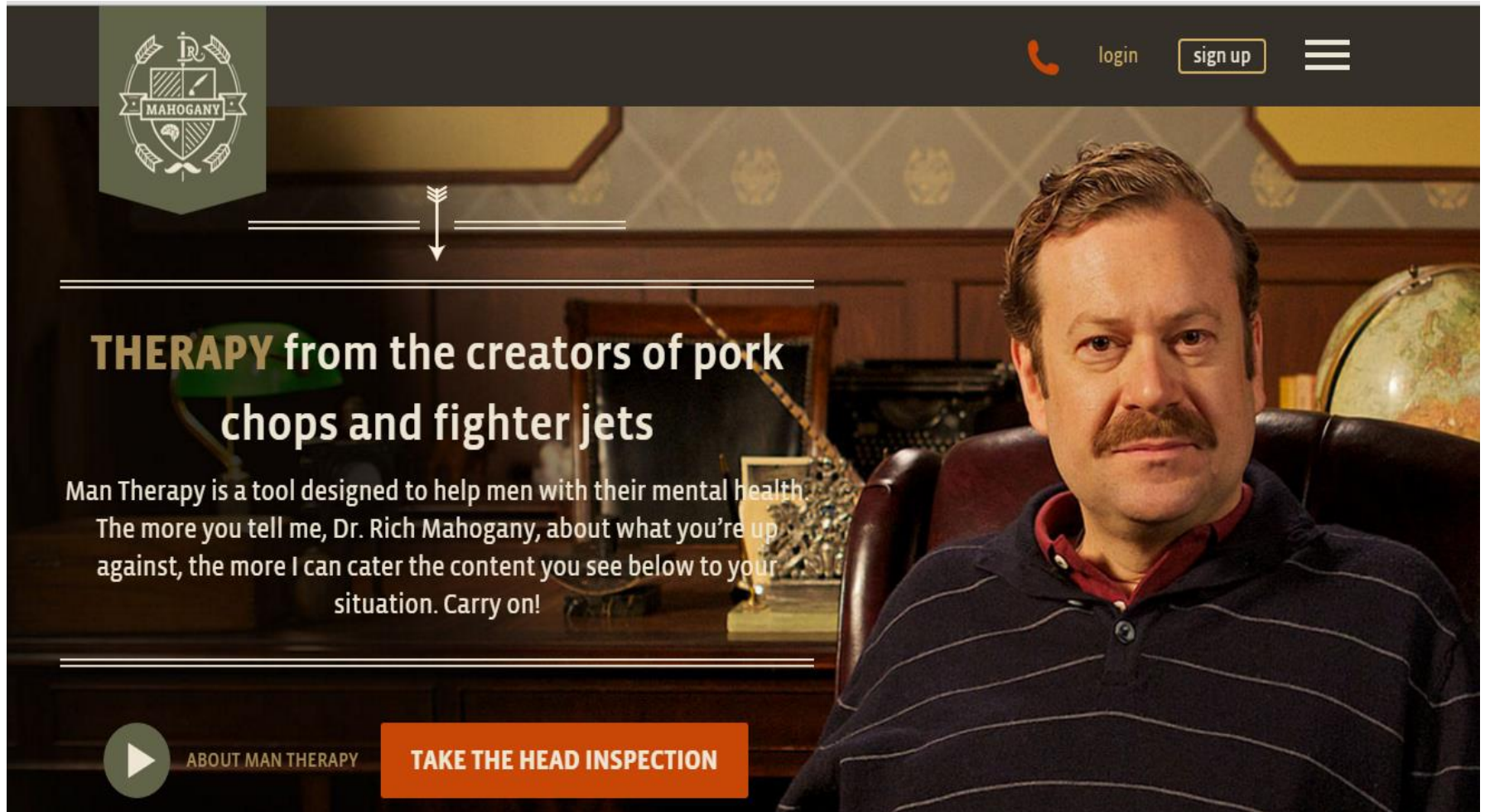
- **National Alcohol Screening Day**



- **National Eating Disorders Awareness Week**



Man Therapy



The image shows the landing page of the 'Man Therapy' website. The background is a video frame featuring Dr. Rich Mahogany, a man with a mustache, sitting in a leather chair in a study. The website has a dark header with a logo on the left, a phone icon, 'login' and 'sign up' buttons, and a menu icon on the right. The main content area has a large headline, a sub-headline, and a paragraph of text. At the bottom, there are two buttons: 'ABOUT MAN THERAPY' and 'TAKE THE HEAD INSPECTION'.

MAHOGANY

login sign up

THERAPY from the creators of pork chops and fighter jets

Man Therapy is a tool designed to help men with their mental health
The more you tell me, Dr. Rich Mahogany, about what you're up against, the more I can cater the content you see below to your situation. Carry on!

ABOUT MAN THERAPY TAKE THE HEAD INSPECTION

Therapy. The Way A Man Does It

MassMen.org





<http://www.ssw.umaryland.edu/healthymenmichigan>

Healthy Men Michigan Campaign

Thank you for your interest in the Healthy Men Michigan Campaign and the parallel research study evaluating the online mental health programs used in the Campaign. [Dr. Jodi Jacobson Frey](#), associate professor at the University of Maryland School of Social Work, is the Principal Investigator who is leading the study. This web page provides an overview of the study and some information about the Campaign. We invite you to contact [Dr. Frey](#) with questions about the study and to learn more about participating as a community partner.



Background to the Problem:

Suicide is the leading cause of injury death among men in Michigan ([source](#)). Middle-aged men are not only at higher risk for suicide but are also often less likely to personally identify signs of mental health problems and to engage in mental health services. Preventing suicide among men in this age range requires innovative and comprehensive programs.



Response to the Problem:

Healthy Men Michigan is a campaign designed



Jill Fontaine
Program Manager
Screening for Mental Health, Inc.

[TAKE A SCREENING](#)[PRIVACY POLICY](#)

Welcome to Healthy Men Michigan

Healthy Men Michigan is a campaign dedicated to engaging men in important conversations about mental health. We offer free and anonymous mental health screenings to help you learn if the symptoms you are experiencing are consistent with depression or another common and treatable mental health disorder. At the end of the screening, you will be connected with helpful information and local resources.

[Take a Screening](#)

Healthy Men Michigan: A Statewide Campaign





[SOCIAL MEDIA POSTS](#) ▼ [ABOUT HEALTHY MEN MICHIGAN](#) ▼ [FACTS AND STATISTICS](#) ▼

Please share the social media posts below with your community and help us spread the word about the HealthyMenMichigan campaign.



Facebook Materials



Twitter Materials

Online Shop: Free Promotional Materials



Search 0 items Login

HOME

OUR STORY

COLLEGES AND UNIVERSITIES

COMMUNITY ORGANIZATIONS

MIDDLE AND HIGH SCHOOLS

SMH HOMEPAGE

Healthy Men Michigan

HMM

Healthy Men Michigan is a campaign dedicated to engaging men in important conversations about mental health. Learn more at HealthyMenMichigan.org



shop.mentalhealthscreening.org/collections/healthy-men-michigan

Downloadable Resource Center



The screenshot shows a registration form for the 'Healthy Men Michigan Materials 2017'. At the top, there is a banner with a city skyline and the text 'Take Control of Your Life Today' and 'Healthy Men MICHIGAN.org'. Below the banner, the title 'Healthy Men Michigan Materials 2017' is displayed. A blue bar contains the text '+ Add Page Title'. The form consists of two numbered steps. Step 1 is a paragraph of text followed by an 'I agree' radio button. Step 2 is a paragraph of text followed by two input fields for 'Name' and 'Organization/Company name'.

Healthy Men Michigan Materials 2017

+ Add Page Title

* 1. In order to receive the link for the Downloadable Resource Center (DRC), which contains customizable press releases, social media posts, downloadable flyers, and much more for Healthy Men Michigan, our funders require us to provide the program with feedback on the quality of materials available for download, suggestions for other materials, and photos of their use to promote the campaign. Please click the I Agree button to continue to sign up for the DRC link.

☐ I agree

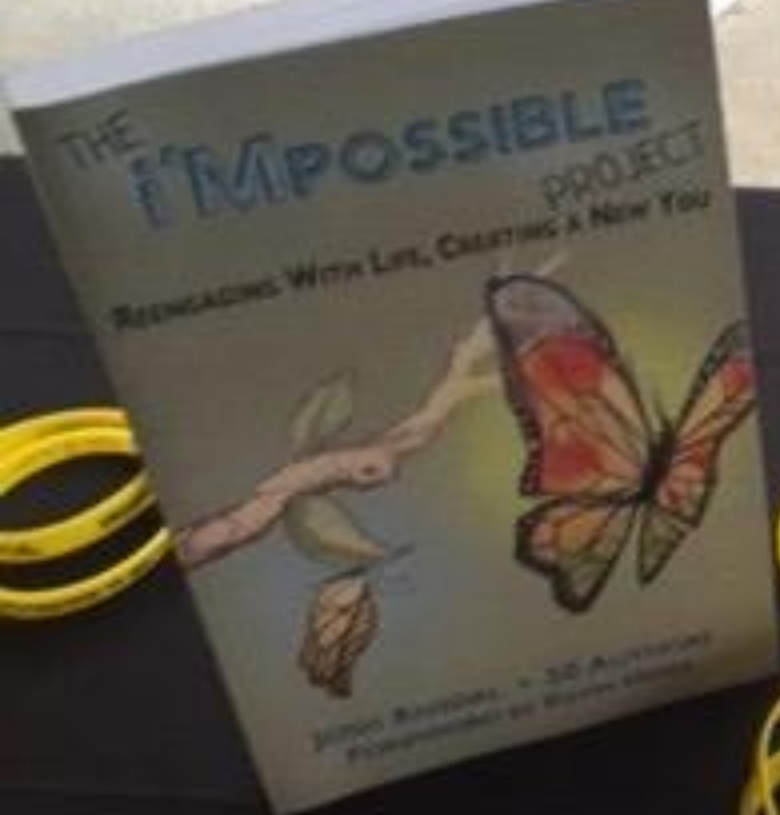
* 2. Please fill out the contact information of the individual who will be downloading the Healthy Men Michigan materials from the Downloadable Resource Center (DRC)

Name

Organization/Company name

Complete a brief survey to gain access to DRC!

A link will be sent out in the follow-up email after the webinar



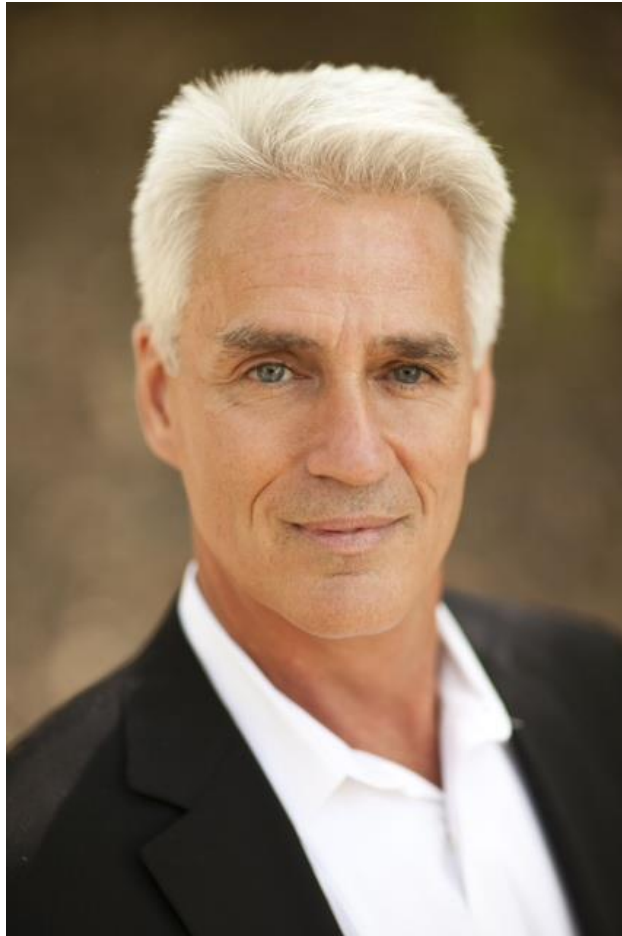


www.facebook.com/HealthyMenMichigan

twitter.com/HealthyMenMI

healthymenmichigan@mentalhealthscreening.org

healthymenmichigan.org



**Bob VandePol, Director of Pine Rest Christian
Mental Health Services' Employee Assistance
Program**

Personal Experience



Professional Involvement/Resources



- 7,913 hospital admissions
- 321,502 outpatient sessions
- Training, postvention services, resource distribution



www.pinerest.org/suicide



CFMA SUICIDE PREVENTION SUMMIT

April 25, 2017

Grand Rapids, Michigan



Christian
Mental Health
Services

i understand
love heals

Thank you for joining us today!

About the Research:

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[Healthymenmichigan](http://Healthymenmichigan@ssw.umaryland.edu)

[@ssw.umaryland.edu](http://Healthymenmichigan@ssw.umaryland.edu)

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