

**GET  
CONSTRUCTION  
TALKING** THE BIM PROCORE

**IT STARTS  
HERE**





## Construction needs to talk

### Construction shapes our world but struggles with mental health more than most other industries.

At its extremes, the problem is costing lives: data shows that construction has one of the highest suicide rates of any industry in the US, UK and Australia.

**The BIM** and **Procore** have launched **Get Construction Talking**, a global initiative to raise awareness of mental health in construction.

Tackling this issue is complex, but one of the simplest things we can all start doing today is talking.

If we can all become more aware of mental health, normalise conversations around it, look to spot the signs in our colleagues that something might not be right and point them in the direction of support, then we can collectively start to move the dial on this issue at the grassroots level.

We're here to break the stigma, get millions talking, and raise \$1M for charities working to improve mental health in construction.

Get Construction Talking is supported by leading construction mental health charities including the Construction Industry Alliance for Suicide Prevention, Lighthouse Charity, Mates in Mind, MATES in Construction and Construction Sport.

We've created a two-part, free-to-view video series, guidance portal, podcast series, events programme and out of home awareness campaign.

In this Get Construction Talking Toolkit, you'll find resources on how to take the next step and get more involved in the initiative, more information on our fantastic charity partners and loads of downloadable assets to help spread the word. We've tailored this kit for both team leaders and individuals.

**Thanks for your support, let's get construction talking.**



**Understand  
the basics of  
mental health in  
construction**

**Construction worldwide has one of the highest suicide rates of any sector. We want to help change that.**

Though of course nuanced and unique to individuals, research has found that many factors contribute to the problem; including long working hours, excessive travel requirements, tough payment practices and a tendency for men to put on a brave face and avoid sharing their feelings.

In a male-dominated industry, that culture has created something of a stigma around talking about mental health and recognising its seriousness.

Suicide and struggles with mental health and wellbeing are preventable, but while the industry has developed an intense focus on physical safety over recent decades – in part catalysed by legislation – mental safety and wellbeing largely remains categorised as ‘best practice’ by businesses and authorities.

# Support your colleagues

Note: **sometimes there are no visible signs**, so it's important not to wait until people reach crisis point before support is made available to them.

## Signs to look for



Putting affairs in order or preparing to go away



New patterns or unexplained lateness or absence



Feeling restless, agitated or fearful



Being distant, not replying to messages or showing up to plans



Not being their usual self, possibly snapping or shouting



Not wanting to do things they would usually enjoy



Carelessness and / or risk taking



Using drugs or alcohol to cope with feelings



A recent inability to concentrate at work

## Tips for talking about mental health



Encourage them to talk and actively listen, put away your phone and have patience as it may take several attempts before someone is ready to open up



Encourage them to seek help for what they're struggling with, whether it be with HR, an employee assistance program, charity or GP



Follow up when possible to see if they've taken action to address the problem, and keep being your friendly self around them

# Take the first step

You've heard about Get Construction Talking. Now it's time to **roll up your sleeves and commit to keeping this critical conversation going.** Here are a few things you can do today to help get construction talking.

## If you're a team leader

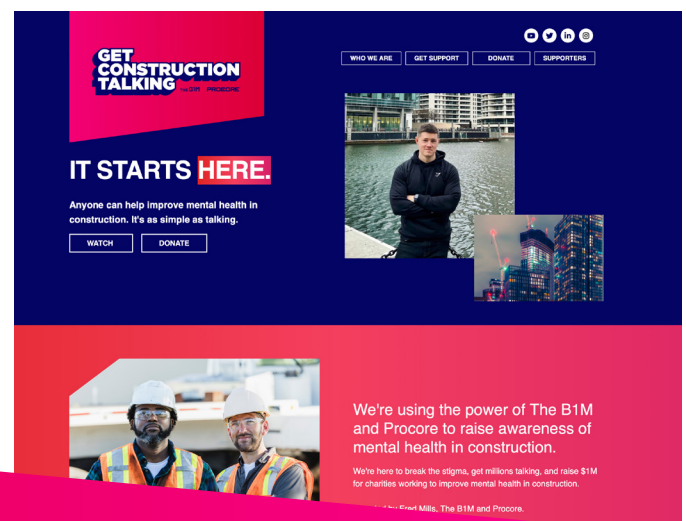
- Share the Get Construction Talking [website](#) and [video series](#) with your team to break down the barriers to talking
- Learn how to recognise the early signs of poor mental health
- Use team meetings and 1:1's to not only focus on projects but to also check in on workloads, stress levels and general wellbeing
- Contact your [local construction charity](#) about implementing a mental health training session in the workplace
- Update or create a new mental health section on your company intranet
- Arrange a fundraising event to benefit mental health charities

## If you're an individual

- Raise awareness about mental health in the industry by starting a conversation at your workplace or [posting on social media](#)
- Learn how to recognise the early signs of poor mental health
- Attend a Get Construction Talking event and contribute to the conversation about where we go from here
- Use sports as a conduit for change by organising a match with your colleagues after work
- Invite someone from your work site or office to catch up over a coffee or tea
- Make an [individual donation](#) to Get Construction Talking

# Take the pledge

**Companies:** If you want to join our [official supporters page](#), make a donation of \$5,000+ or send us an email at [letstalk@getconstructiontalking.org](mailto:letstalk@getconstructiontalking.org) to show us what steps you've taken to get construction talking.



The screenshot shows the website's navigation menu with 'WHO WE ARE', 'GET SUPPORT', 'DONATE', and 'SUPPORTERS'. The main content area features the 'IT STARTS HERE.' heading, a sub-headline 'Anyone can help improve mental health in construction. It's as simple as talking.', and two buttons: 'WATCH' and 'DONATE'. Below this is a photo of a man in a dark jacket standing on a construction site. To the right, there's a smaller image of a modern building at night. At the bottom of the screenshot, there's a photo of two construction workers in hard hats and safety vests, with text that reads: 'We're using the power of The B1M and Procore to raise awareness of mental health in construction. We're here to break the stigma, get millions talking, and raise \$1M for charities working to improve mental health in construction.'

# Make a difference

The money raised through Get Construction Talking will be divided amongst our five partner charities.

## Why should I donate?

- You'll enable charities to do more crucial on-the-ground work
- You'll help keep the narrative going, encouraging others to join the initiative
- You'll show that you care about helping people like you working in construction
- Depending on where you live, charitable donations are tax deductible
- Companies that donate \$5,000+ will be added to our official supporters page

## Here are some examples of the direct impact your donations can have:

**\$20**

50 hardhat stickers to identify who to ask for help on-site

**\$100**

one hour of social worker support

**\$2,000**

training to equip 30 people with life-saving skills



**The Lighthouse Club** provides emotional, physical and financial wellbeing support to the UK construction community and their families. They have a 24/7 Construction Industry Helpline, a text service, self support app and training and education resources.



**Construction Sport** is dedicated to improving the lives of UK construction workers by using sport as the conduit for change. The group is bringing the industry together with football and rugby matches for crews across the UK.



**The Construction Industry Alliance for Suicide Prevention** is focused on disseminating information and resources for suicide prevention and mental health promotion in construction with the goal of creating a zero suicide industry.



**Mates in Mind** advocates for a prevention strategy, working collaboratively with employers across the UK to guide and support how they can improve mental wellbeing within their organisations



**MATES** field staff travel across worksites in Australia to train workers to help prevent suicide and create a mentally healthier workplace.



# Download our toolkit

## Start a conversation

Talking about mental health can be daunting. With the help of our supporting charities, we've put together some general messaging guidance on how to break the silence and start moving the dial on this critical issue.

## Share resources with your company

Change can come from something as simple as asking your colleague on site if they're doing OK. It's important for companies to help create an environment where people feel able to start a conversation about mental health.

We recommend sharing the Get Construction Talking website, mental health training opportunities and a list of support resources with your employees by updating or adding a new mental health section to your company intranet. We've created official Get Construction Talking supporter assets for those who want to show their support.

## Spread the word on social media

We're out to end the stigma around talking about mental health, but we can't do it alone. Whether you're an individual or a company, we'd love for you to spread the word to your own network.

Not sure where to start? We put together some social media guidance with sample posts to help you get started. We've also created social media assets that are free to use.

Uncovering Construction's Biggest Killer - only on The BIM



Get Construction Talking launch event - Only on The BIM LIVE



## click here to download free resources

- General messaging guidance
- GCT supporter assets
- Social media guidance
- Social media assets
- GCT donation QR code

## WE ARE PROUD TO SUPPORT

**GET CONSTRUCTION TALKING**  
THE BIM PROGRESS



**Thanks to our supporting charities for their partnership and guidance in putting this toolkit together, you can find their resources [here](#).**

**Know of more construction-focused resources that we should include? Let us know at [letstalk@getconstructiontalking.org](mailto:letstalk@getconstructiontalking.org).**

