

## Key Findings and Recommendations from NAHB/JSI/NCHBA Pilot Program

The Pilot Program confirmed that there is distress among North Carolina Home Builders Association members and high stigma exists in construction for “mental health” as a topic. But members do have a willingness to reach out, although they don’t know what to do.

Successful recruitment for future pilot programs will require personal touch from trusted leaders. State and local associations and the members who volunteer to help should be recognized and rewarded.

Future mental health programs should leverage storytelling. If leveraged effectively, Effective storytelling can help in the recruiting process to bring in new champions and start a ripple effect.

Furthermore, a comprehensive strategy must focus on three areas: proactive prevention, early intervention, and crisis response, or upstream, midstream, and downstream approaches. The Report outlines the following nine areas to improve mental health and prevent suicide, overdose, and other tragic outcomes in the construction industry:

### Upstream

- 1. Leadership: Cultivate a Caring Culture Focused on Community Well-Being** - Engage leadership around a mindset that mental health promotion and suicide prevention are important elements of overall community health and safety concerns.
- 2. Assess and Address Job Strain and Toxic Work Contributors** - Reduce certain environmental aspects of job strain, stress, trauma, and life disruption that negatively impact employee vibrancy.
- 3. Communication: Increase Awareness and Understanding of Suicide and Reduce Fear** - “Bake in” messaging around suicide prevention, mental health promotion, and resilience wherever health and safety messaging is present. Share stories of recovery, resilience, and support to humanize and create a more powerful tale.

### Midstream

- 4. Self-Care Orientation: Self-Screening and Stress/Crisis Inoculation Planning** - Help people self-detect emerging suicidal thoughts or mental health concerns early in their development and link people to helpful resources and supports.
- 5. Training: Build a Stratified Suicide Prevention Response Program** - Offer a tiered approach to training that builds skills and confidence at different levels of intensity and

provide ongoing training on skills like emotional regulation, conflict resolution, stress management, communication, financial planning, goal setting, etc.

- 6. Peer Support and Well-Being Ambassadors: Informal and Formal Initiatives** - Enroll peers, ombudspeople, and ambassadors to increase awareness of and comfort with mental health and suicide prevention resources, improve positive co-worker assistance, and normalize help-seeking and help-giving behavior.

## **Downstream**

- 7. Mental Health and Crisis Resources: Evaluate and Promote** - Provide highly trustworthy mental health services well-versed in state-of-the-art suicide risk assessment, management, and support and a range of evidence-informed treatment options.
- 8. Mitigating Risk: Increase Lethal Means Safety, Engage in Harm Reduction, and Understand Legal Issues** - When potential for suicide is high, remove access to guns, pills, and other suicide means. Address workplace legal concerns with issues like ADA, FMLA, privacy, liability, and others.
- 9. Crisis Response: Accommodation, Reintegration, and Postvention** - Follow crisis management procedures and longer-term support in the aftermath of a suicide, overdose, or other mental health crisis.