

**MANBASSADOR**

IMPROVING  
MEN'S HEALTH  
TOGETHER

# SUICIDE PREVENTION IN THE CONSTRUCTION INDUSTRY.

[www.manbassador.uk](http://www.manbassador.uk)



SUPPLY CHAIN SUSTAINABILITY





## Who I Am

- **25 years in health & social care** as a practitioner and educator
- Developed & Piloted Mind's **Blue Light Programme**
- Founder of the **Wellbeing Lead Academy**
- Created the first and only **Certified Wellbeing Leader Career Pathway**
- Pioneered the first workplace men's health intervention – **Manbassador™**

# GROUP AGREEMENT.



**LOOK AFTER  
YOURSELF**



**HOUSE KEEPING**

**WHY ARE WE HERE?**

**Over 700 Suicides  
annually in the  
Construction Industry**

**34 per 100,000, Over 3 times national average**

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# SUICIDE AND MEN.

## KEY STATISTICS:

- Men die by suicide 3 times more than women on average (*ONS*)
- Half of male suicides are known to mental health services before suicide
- 81% of male suicides had visited primary care services within 6 Months of their death
- Over 80% of 97 men who died by suicide and who had visited a primary care service was deemed “not at risk or low risk” *British Journal of General Practice*

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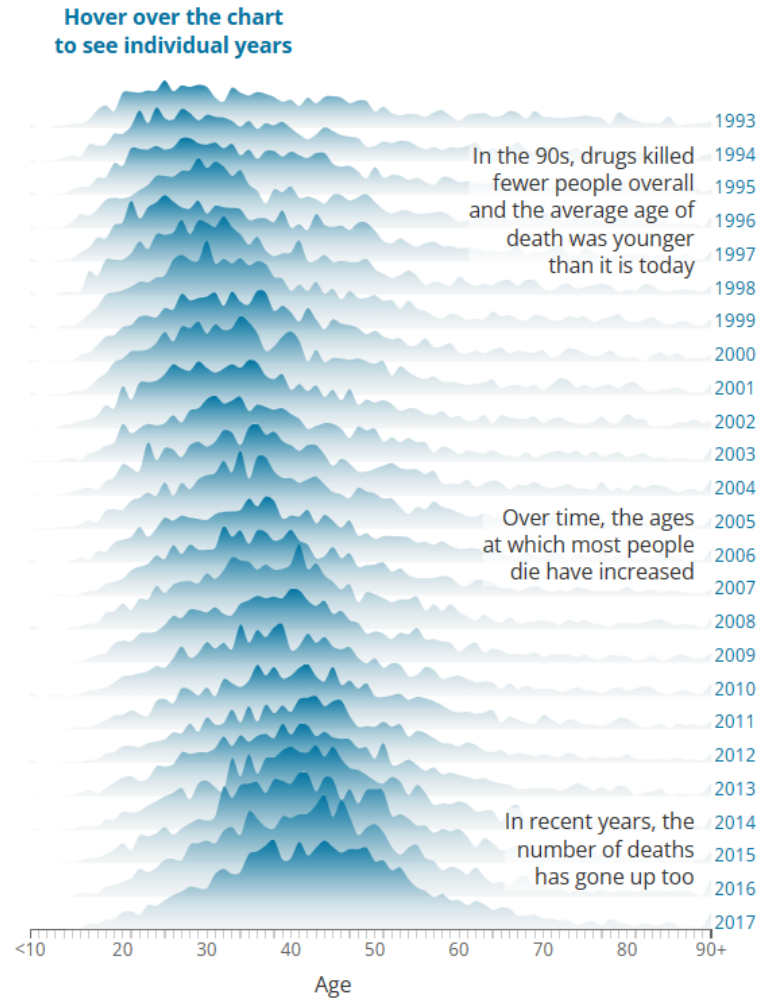
# SUICIDE AND MEN.

## KEY STATISTICS:

- Suicide is the biggest killer of men under the age of 50
- Generation X men have the highest suicide rates and have done since the 90's
- Now aged 45-60, generation X men are also dying in greater numbers by drug and alcohol problems than any other age group and have done so since the 90's
- Drug and alcohol problems kill twice the number of people who die by suicide in the UK

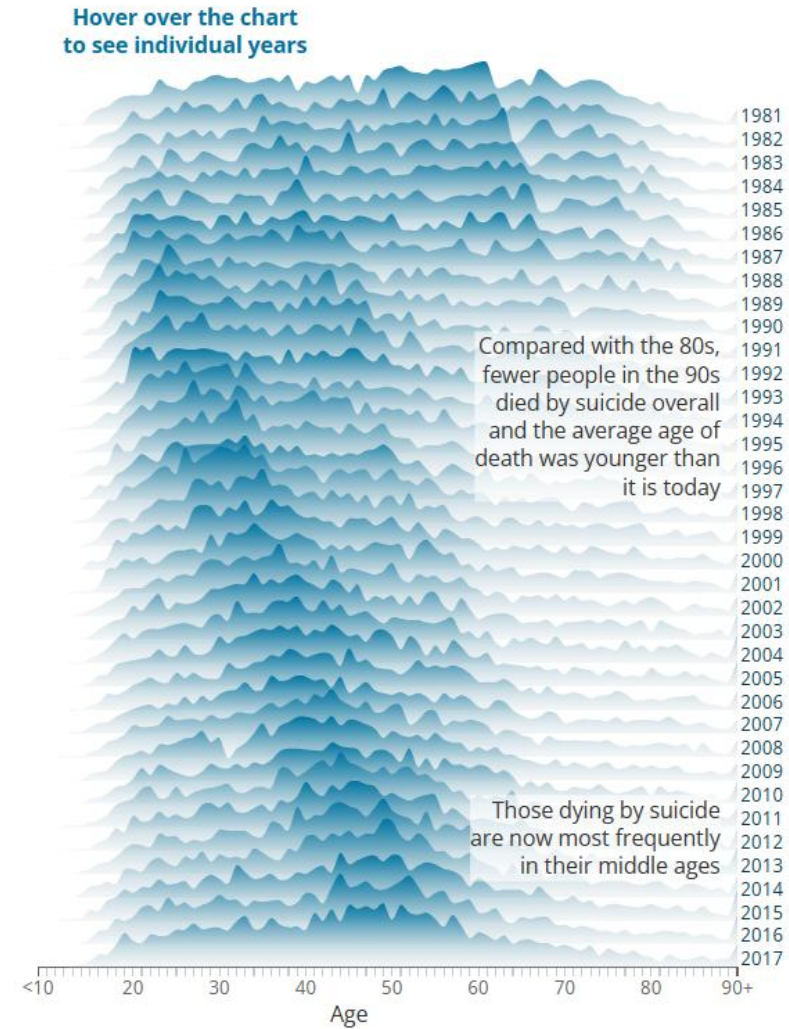
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Number of drug poisonings by single year of age, England and Wales, deaths registered between 1993 and 2017



Source: Office for National Statistics

Number of suicides by single year of age, England and Wales, deaths registered between 1981 and 2017



Source: Office for National Statistics

**64% of UK tradespeople  
surveyed reported  
misusing  
drugs, alcohol, or both  
drugs and alcohol**

*On The Tools White Paper 2024*

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# WHY SUICIDE IN CONSTRUCTION?

## THE PERFECT STORM OF RISK FACTORS:

- Large male dominated workforce (2.1 Million / 87% male)
- Around 45% of the workforce is 45-60 years old (highest risk bracket)
- High density of low socio-economic status (blue collar workers)
- High levels of financial distress
- High levels of drug and alcohol problems and gambling

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# WHY SUICIDE IN CONSTRUCTION?

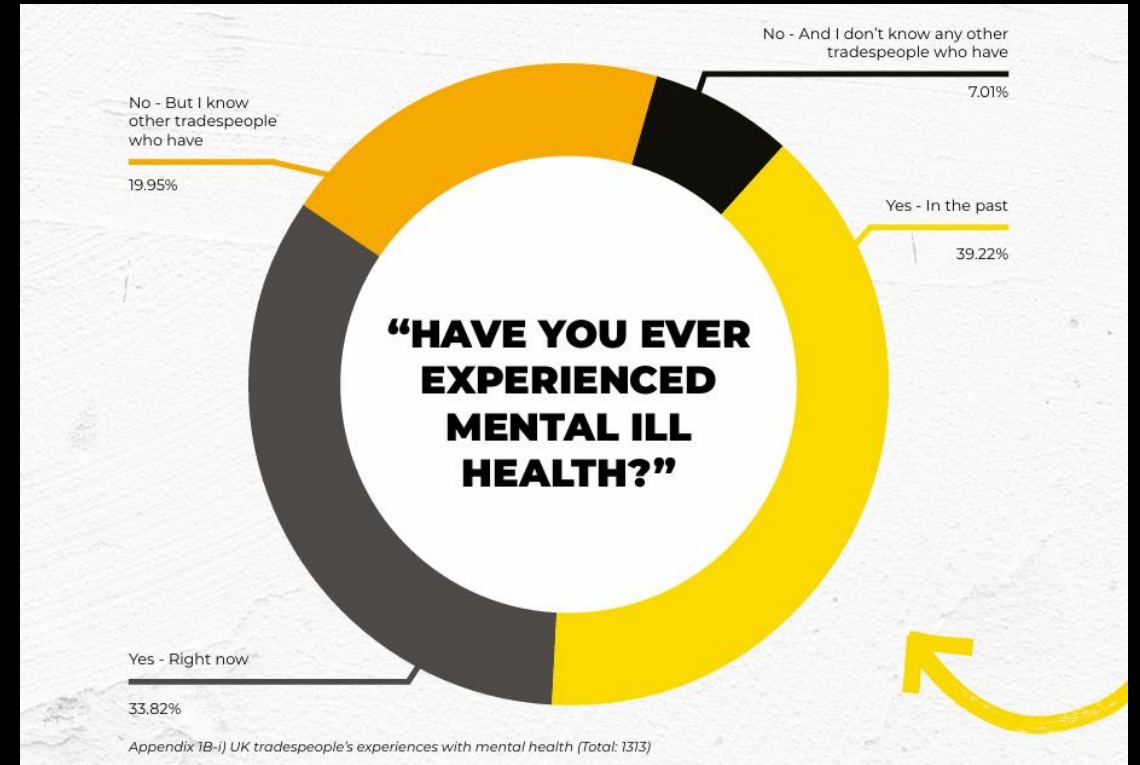
## THE PERFECT STORM OF RISK FACTORS:

- Occupational hazards (inc bullying, long hours and other work-related stressors)
- Capability for fearlessness, recklessness, bravery and/or stoicism
- Gendered coping strategies to stress (experiential escape and addiction)
- Poorer general health and risk assessment of health
- Barriers to healthy behaviours, help seeking and lack of appropriate services

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# WE SURVEYED **OVER 300 WORKING MEN** ACROSS THE UK ABOUT THEIR PHYSICAL AND MENTAL HEALTH.

## THE STATISTICS ARE CONCERNING.



**ONLY**  
**37%**

reported **good physical health**

**ONLY**  
**34%**

reported **good mental health**

**44%**

are **living with** a diagnosed mental health condition

**34%**

don't have a mental health diagnosis but **think they have** a mental health problem

**44%**

had **experienced suicidal thoughts** at some point in their lives  
*(28% were in the last 12 months)*

# RESPONDENTS ALSO TOLD US....

- 28% said when they were struggling, they didn't speak to anyone for support
- 84% of men said they wanted to improve their mental health and wellbeing.
- Only 30% said that their workplace initiatives for them were good or very good
- 77% said that their work was negatively impacted by poor health and wellbeing
- They wanted better manager support, less work-related stress and a healthier culture of work.

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# IS MALE SUICIDE IN CONSTRUCTION COMPLEX?

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# THEN WHY DO WE THINK ABOUT MALE SUICIDE LIKE THIS?

A SUICIDAL MAN IS  
MENTALLY UNWELL  
AND WILL DISPLAY  
SYMPTOMS OF  
DEPRESSION



MEN ARE LESS ABLE  
TO TALK ABOUT THEIR  
EMOTIONS AND ASK  
FOR HELP



MEN NEED TO TALK  
ABOUT THEIR  
FEELINGS TO  
SOMEONE TO  
PREVENT SUICIDE

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WHERE IS THE FOCUS AND BLAME IN  
THIS NARRATIVE?

**“WE MUST  
STOP BLAMING MEN  
FOR NOT SEEKING HELP DUE TO  
CHARACTERISTICS OR DEFICITS IN  
THEMSELVES.  
RATHER THAN TO CHARACTERISTICS  
OR LIMITATIONS OF THERAPY,  
SERVICES AND INTERVENTIONS  
PROVIDED.”**

***DR JOHN BARRY  
THE CENTRE FOR MALE PSYCHOLOGY***



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# MORE NEEDS TO BE DONE

to **help men thrive** in the workplace  
and encourage them to **access  
support** or disclose their mental  
or physical health struggles before  
a situation reaches **crisis point**.

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# WHAT DO WE KNOW ABOUT MEN'S EXPERIENCES OF SUICIDE?

- The current approach does not tackle the root causes and isn't working
- Suicide is often a symptom or outcome of a build-up of problems & suffering
- Many men view suicide as a 'rational' decision and a solution based on their failure to fix the problems
- Men do talk, are we listening, understanding, asking and acting?
- Many men don't conceptualise their problems in mental health terms
- Lack of empathy and compassion towards men in society
- Lack of effective male-friendly services

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# 5 Ways To Engage Men In Wellbeing at Work.

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## #5 Evaluate your current initiatives

- Are your current initiatives **relevant, targeted and engaging** for your male workers?
- Are your current initiatives **creating barriers** for your male workforce to engage in?
- Does your current mental health and wellbeing strategy account for the **health inequalities** men experience?
- Consult with your male workers to **avoid assumptions** about their needs



## #4 Build a culture of trust

- Promote **positive male role modelling** and sponsorship of men's health and initiatives from the top
- Develop managers with the knowledge, confidence and skills to **prevent work related stress** and be more supportive
- Ensure buy in at all levels of the organisation of a **commitment to men's health**





## #3 Use male friendly activities

- Use initiatives that **specifically target men** and what is important to them
- Consider using '**shoulder to shoulder**' goal orientated activities that encourage natural conversations
- Use activities that harness **male camaraderie**
- **Embed education** about men's health into activities.
- Provide access to **online information** and signposting



## #2 Be welcoming and accessible

- Create a sense of **fun and playfulness**
- Go where your male workers are
- **Communicate clearly** using practical information, that is accessible and welcoming
- Ensure male workers are provided with **time away from their day job** to engage in activities and initiatives easily.



## #1 Keep engagement going

- **Evaluate** impact
- Embed initiatives that promote **ongoing engagement**
- Embed male **peer to peer support** (beneficiary to volunteers)
- Send **regular reminders** of initiatives and information available
- **Promote participation** in initiatives by word of mouth by male peers





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# ACTIVE LEEDS

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Blackpool Council

PUBLIC HEALTH

Holland & Barrett

Tracerco

Insight through innovation



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HITACHI  
Inspire the Next



James Jones  
& SONS LIMITED

**When We Change The Way We  
Engage Men In Wellbeing, We Don't  
Just Improve Lives - We Save Them.**



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# Download Your **Free eBook** 5 Ways to Engage Men in Workplace Wellbeing



## SAFETY MOMENT

# • Preventing suicide

## World Suicide Prevention Day

Today, we remind ourselves to  
look out for one another.



Ask.



Listen.

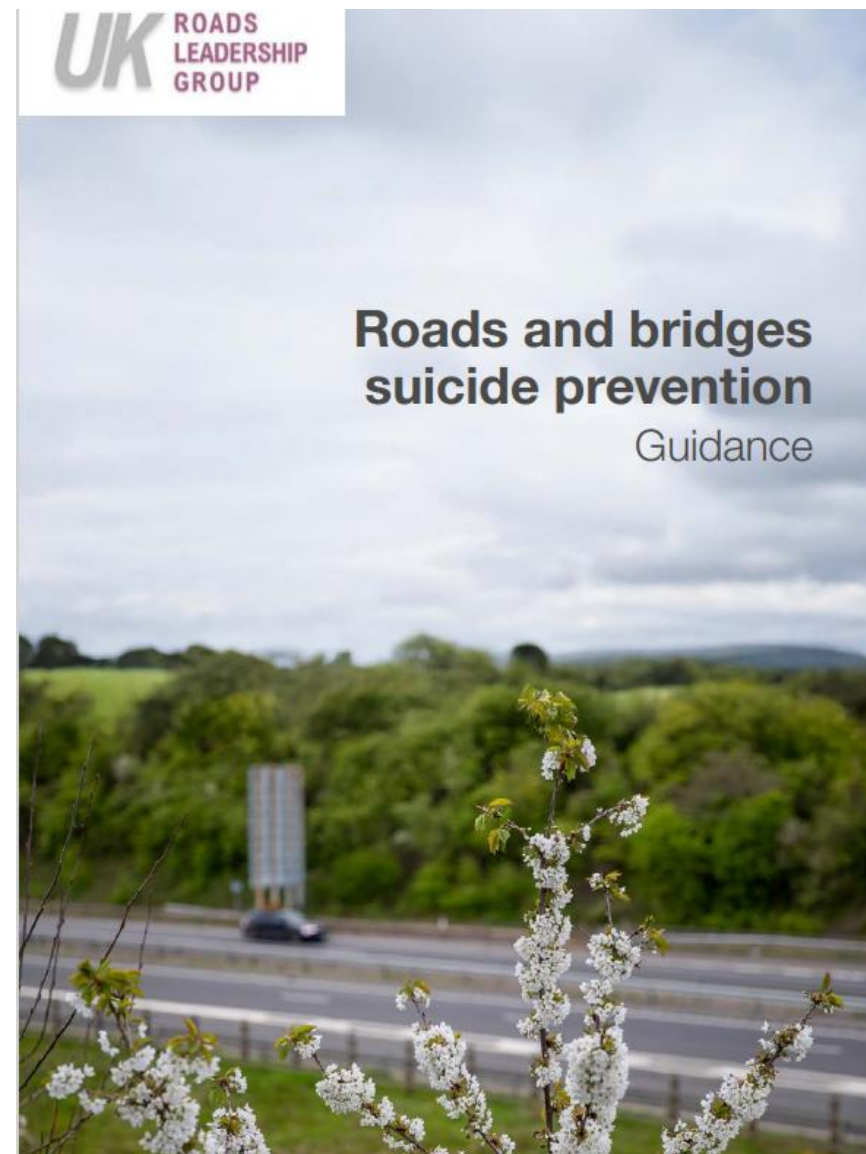


Encourage them  
to seek help.



# Suicide happens on UK roads

- The impact of suicide is far reaching and devastating for people and communities.
- It is estimated that around **20% of all deaths** on the strategic road network every year are suspected suicide.
- The road sector has an important role in supporting work that reduces suicides in the UK.
- We've led the development of the UK RLG Roads and Bridges Suicide Prevention Guidance.
- The guidance is an industry first for the road sector, bringing together national and local government from across the UK to factor suicide risk in the design stage of bridge and road schemes.



# CONSTRUCTION

- 4 times more likely to die by suicide
- 73 per cent of the UK's 2.1 million construction workers have been affected by mental illness
- 7,000 have taken their own lives in the last decade





# SIGNS

- Unexpected and intense shifts in mood sadness or elation
- Intense anxiety, mood swings
- Changes in behaviour, routine, disrupted sleep pattern
- Spiralling risks
- Increased isolation
- Increase in alcohol/drugs
- Sickness absence
- Giving away belongings
- Planning to say goodbye to loved ones



# PREVENTION: A LIFELINE

- In a time of crisis what can we do to support someone?



**5 Action Steps to Help Someone Having Thoughts of Suicide**

- 1. ASK**
- 2. BE THERE**
- 3. HELP KEEP THEM SAFE**
- 4. HELP THEM CONNECT**
- 5. FOLLOW UP**

**Lifeline**  
**0808 808 8000**

**SAMARITANS**

Call us free 24/7 on  
**116 123**

**WHAT IS THE IMPORTANCE OF COUNSELLING AT THE WORKPLACE**

An illustration of two people, a man and a woman, sitting in green armchairs and facing each other in conversation. A speech bubble containing a silhouette of a head is positioned between them, symbolizing communication and counseling.

# NATIONAL HIGHWAYS SUICIDE PREVENTION STRATEGY

Our Suicide Prevention Strategy outlines how we will improve the safety of our roads by reducing the number of people who attempt to take their lives and reduce the devastating impact suicide has when these tragedies occur.

We understand that suicide is never inevitable,  
it is always preventable.

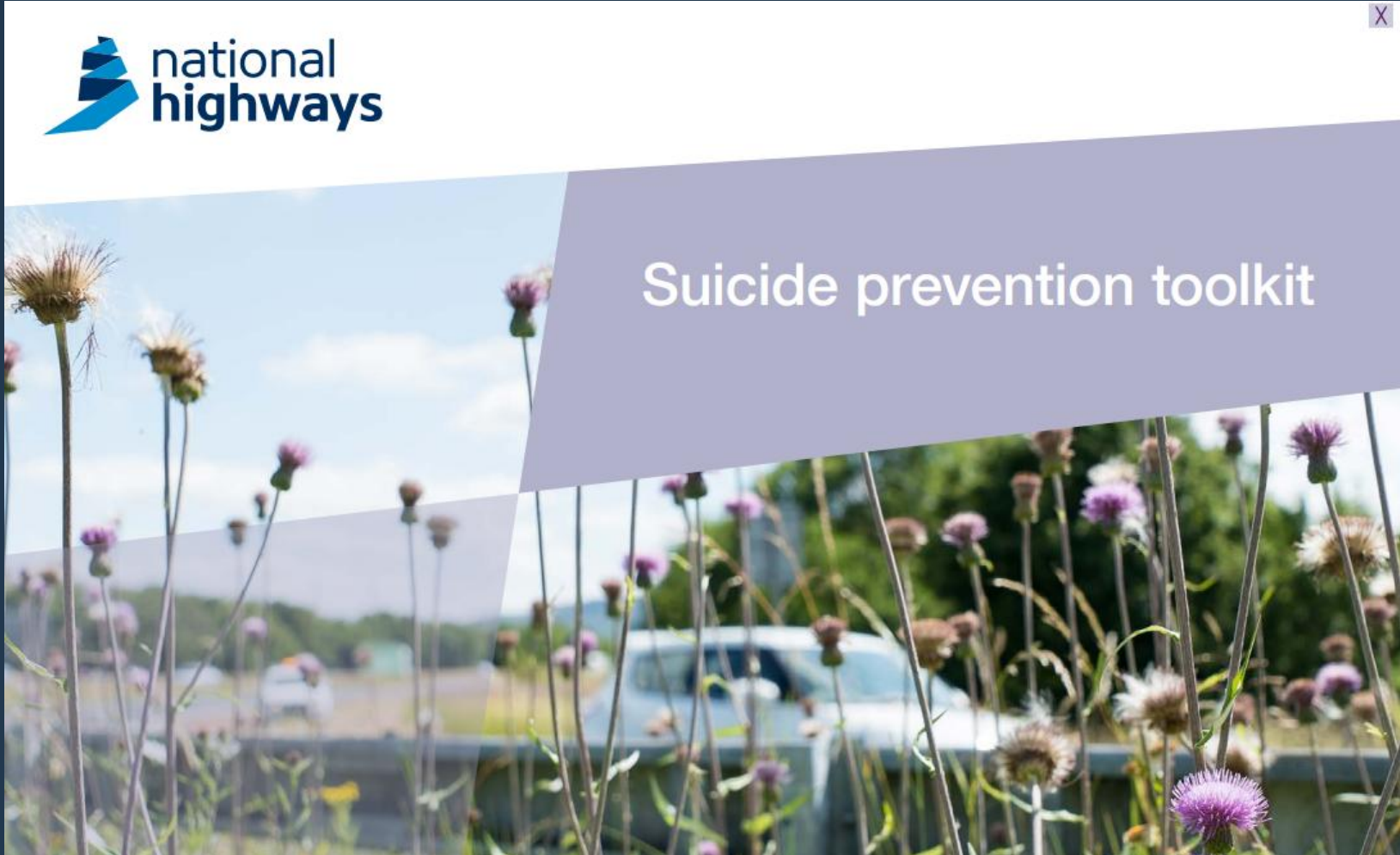


# NATIONAL HIGHWAYS TOOLKIT

## HOME SAFE AND WELL



Suicide prevention toolkit





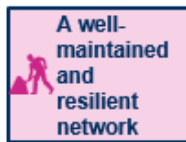
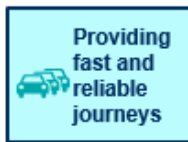
# National Highways Supplier Development Programme

## RDP, SDF and PDF Frameworks 2025

### REVISED SUPPLIER DEVELOPMENT SYSTEM: Better Capability, Better Roads, Better Journeys

**Better Enterprise Maturity** ... enabling the deployment of improved capability throughout the whole enterprise

*why ... the outcomes the business wants to achieve*

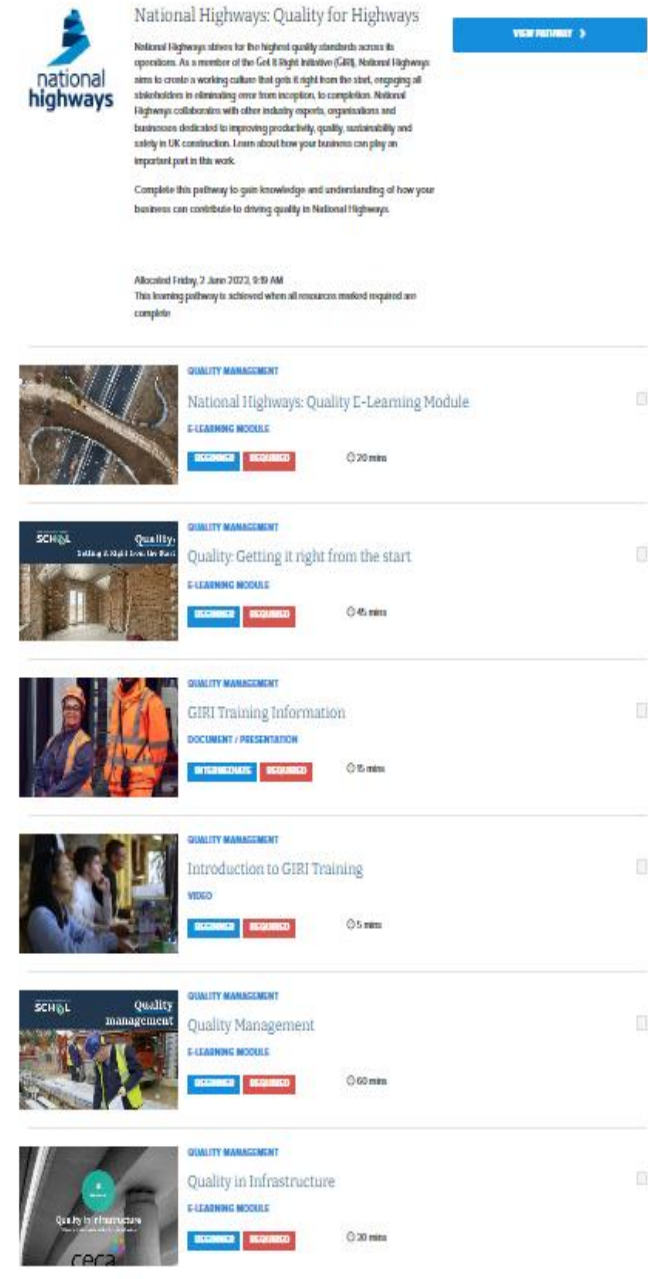


# New National Highways E-Learning Pathways

## [Refreshed Supplier Development System](#) [Video Guidance and More Information](#) – [Assess and Complete Action Plan](#)

**Pathways** -Register on the links below to complete this online learning

- [NEW Increasing Productivity Through Lean](#)
- [NEW Network Occupancy](#)
- [NEW An Introduction to Health and Safety](#)
- [NEW Quality for Highways](#)
- [NEW Compensation Events](#)
- [An Introduction to Modern Slavery](#)
- [Social Value Pathways 1 & 2](#)
- [FIR Pathways Level 1 & 2](#)
- [Customer Experience Pathways x 3 – Strategic Procurement, Roadworks & Supplier Customer Maturity](#)
- [Core 1 & 2 Pathways](#)
- [Sustainability and Net Zero Pathway](#)



**National Highways: Quality for Highways**

National Highways drives for the highest quality standards across its operations. As a member of the Get it Right Initiative (GIRI), National Highways aims to create a working culture that gets it right from the start, engaging all stakeholders in eliminating error from inception, to completion. National Highways collaborates with other industry experts, organisations and businesses dedicated to improving productivity, quality, sustainability and safety in UK construction. Learn about how your business can play an important part in this work.

Complete this pathway to gain knowledge and understanding of how your business can contribute to driving quality in National Highways.

Allocated Friday, 7 June 2023, 9:19 AM  
This learning pathway is achieved when all resources marked required are complete.

**QUALITY MANAGEMENT**

**National Highways: Quality E-Learning Module**

E-LEARNING MODULE

RECOMMENDED REQUIRED 70 mins

**QUALITY MANAGEMENT**

**Quality: Getting it right from the start**

E-LEARNING MODULE

RECOMMENDED REQUIRED 45 mins

**QUALITY MANAGEMENT**

**GIRI Training Information**

DOCUMENT / PRESENTATION

RECOMMENDED REQUIRED 15 mins

**QUALITY MANAGEMENT**

**Introduction to GIRI Training**

VIDEO

RECOMMENDED REQUIRED 5 mins

**QUALITY MANAGEMENT**

**Quality Management**

E-LEARNING MODULE

RECOMMENDED REQUIRED 60 mins

**QUALITY MANAGEMENT**

**Quality in Infrastructure**

E-LEARNING MODULE

RECOMMENDED REQUIRED 30 mins



# SUPPLIER DEVELOPMENT SYSTEM - SDS

## REFRESHED SYSTEM - [ACCESS HERE](#)

National Highways updated Supplier Development System will prepare our supply chain for the third Road Investment Strategy (RIS3). Our revised capability assessment allows any company to benchmark and improve organisational competence. This system is now open for all suppliers to use & complete.



Improving  
safety for  
all



Providing  
fast and  
reliable  
journeys



A well-  
maintained  
& resilient  
network



Achieving  
efficient  
delivery



Meeting the  
needs of all  
users



Delivering  
a better  
environment

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SUPPLY CHAIN SUSTAINABILITY

