



Construction Industry Alliance for Suicide Prevention Strategic Plan



Mission	Strategic Initiatives	How We Will Achieve This	Challenges to Overcome / Pitfalls to Avoid	
<p>The CIASP exists to provide and disseminate information, resources and training for suicide prevention and mental health promotion in construction with the goal of creating a zero-suicide industry.</p>	<p style="text-align: center;">Create awareness in the construction industry for addressing suicide prevention as a health & safety priority.</p>	<ul style="list-style-type: none"> • Implement an effective social media campaign • Partner with industry and public media to publish articles, promote in their media channels • Speak at industry events • Associations will engage and inform their members and distribute information throughout their membership 	<ul style="list-style-type: none"> • Need to create the business case • The stigma surrounding suicide is cultural -not just overcoming an industry issue but societal • Need to determine best channels to get the message out to the industry • Build credibility around CIASP • Shortage of trained speakers • Need to differentiate construction 	
<p style="text-align: center;">Governance</p>		<p style="text-align: center;">Build a Toolkit for contractors to be able to implement suicide prevention in the workplace.</p>	<ul style="list-style-type: none"> • Organize the existing tools and resources into a user-friendly format • Maintain a website with easy access to resources • Continue to develop communication tools that build suicide prevention into daily safety practices • Provide employee training and screening tools • Create a train-the-trainer program to sustain the initiative 	<ul style="list-style-type: none"> • Many different end users, hard to create perfect tool to meet every need • Need to collaborate with other suicide prevention organizations, not compete • Need to be cognizant of all company sizes and structures, union vs. non-union • Don't try to do everything but focus on what is most impactful
<p>The CIASP is governed by a Board of Trustees of 7 - 15 members made up of contractors, association representatives, union representatives and suicide prevention organization representatives. Terms will be 2 years and trustees may serve up to 4 consecutive terms. The Executive Committee will be made up of Chair, Vice-Chair, Secretary, Treasurer and immediate Past-Chair.</p>		<p style="text-align: center;">Create a sustainable funding strategy.</p>	<ul style="list-style-type: none"> • Identify potential sources of funding, including stakeholders and industry supporters • Create a clear ask, including what donations will be used for • Determine funding levels and benefits/ recognition associated • Promote CIASP as a benefactor of fundraisers 	<ul style="list-style-type: none"> • Awareness has to be starting point so that the need can be identified to make the give • Need deliverables organized to show "worth" • Hard to have measurements of success (suicide trends will take time to turn) - track engagement / how many lives are being reached instead • Staying relevant and keeping donors engaged for long term commitment • Grants may be too difficult to manage
<p style="text-align: center;">Stakeholders</p>		<p style="text-align: center;">Develop a solid structure to deliver on our mission .</p>	<ul style="list-style-type: none"> • Finalize governance guidance and administrative support • Identify future trustees and create a pipeline for future leadership • Populate Marketing, Education/Resources, Industry Influencers committees to implement initiatives • Utilize expertise in trustee's and supporter's organizations to sustain support for CIASP 	<ul style="list-style-type: none"> • Lack of volunteer/leader pipeline - need to focus on creating engagement opportunities to "help" to build a future pool • A lot being done by a few • Clear processes and assignments so we are not duplicating efforts (AMC can help track) • Communication tools / information sharing could be more streamlined (AMC help develop)

The stakeholders of the CIASP are those working in and supporting the construction industry:

- Construction workers
- General contractors, sub/specialty contractors & CM firms
- Unions
- Construction Industry Associations
- Apprenticeship & training centers
- Project owners
- Media
- Insurance, surety, finance and other construction support industries
- Suppliers
- Mental health experts
- Government agencies
- Survivors
- Families