



## WEEK 1: SAFE

### SAFE GRAPHIC

**CAPTION:** This week starts off #SuicidePreventionMonth. The focus for the week is on creating SAFE and caring cultures where employees feel secure asking for help.

**ACTION:** Expand on *“How has your organization been able to create a SAFE culture?”*

**HASHTAGS:** #CreateSAFEcultures #SetptmeberStandUp #SuicidePreventionMonth

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## WEEK 2: TRAINING

### TRAINING GRAPHIC

**CAPTION:** Suicide Prevention Week 2. Provide training to identify and help those at risk. LivingWorks Start training is a powerful program that teaches people the warning signs of suicide. To help your employees learn these life-saving skills, CIASP has partnered with Lendlease to provide you with discounted access to LivingWorks Start, an online training program. Learn more: <https://preventconstructionsuicide.com/Training>.

**ACTION:** Expand on *“How has your organization been impacted from this training?”*

**HASHTAGS:** #ProvideTRAINING #SetptmeberStandUp #SuicidePreventionMonth

### LIVINGWORKS GRAPHIC

**CAPTION:** LivingWorks Start training is an easy, effective online learning tool that empowers employees to look out for one another. Accessible from any computer or mobile device, this quick, powerful program teaches people what to look out for and how to connect someone to help: [LivingWorks Start](#).

**ACTION:** Encourage others to take the training.

**HASHTAGS:** #ProvideTRAINING #SetptmeberStandUp #SuicidePreventionMonth

**TAGS:**

- Instagram: @livingworkseducation
  - Facebook: @LivingWorksEducation
  - LinkedIn: @LivingWorks
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### WEEK 3: AWARENESS

#### AWARENESS GRAPHIC

**CAPTION:** The suicide rate in #construction is about 4X greater than the national rate. Help raise awareness about the suicide crisis in construction. Learn how at <https://lnkd.in/duWtirt>.

**HASHTAGS:** #RaiseAWARENESS #SetptmeberStandUp #SuicidePreventionMonth

**TAGS:**

- Instagram: @the\_ciasp
- Facebook: @theCIASP
- LinkedIn: @Construction Industry for Suicide Prevention
- Twitter: @theciasp

#### DONATE GRAPHIC

**CAPTION:** Join the mission to create a zero-suicide industry → <https://preventconstructionsuicide.com/>  
Consider donating to the Construction Industry Alliance for Suicide Prevention to help raise awareness about the suicide crisis in construction.

#SeptemberSTANDup #SuicidePreventionMonth

**HASHTAGS:** #RaiseAWARENESS #SetptmeberStandUp #SuicidePreventionMonth

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## WEEK 4: NORMALIZING

### NORMALIZING GRAPHIC

**CAPTION:** Normalize conversations around psychological safety by incorporating them into your organization's health and safety programs.

**ACTION:** How have you been able to discuss mental health and suicide prevention within your organization? Let us know what you do to incorporate this into your company's culture.

**HASHTAGS:** #NORMALIZINGconversation #SetptmeberStandUp #SuicidePreventionMonth

### TAKE THE PLEDGE GRAPHIC

**CAPTION:** Now is the time to STAND UP for suicide prevention and address it as a health and safety priority. Take the pledge to promote the STAND UP principles today! <https://bit.ly/3bOvW9u>

**HASHTAGS:** #SeptemberStandUp #SuicidePreventionMonth

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## WEEK 5: DECREASING

### DECREASING GRAPHIC

**CAPTION:** Decreasing the risk of suicide in construction starts with you.

**ACTION:** What have you done or what will you do to decrease the risk of suicide in your organization and the industry as a whole?

**HASHTAGS:** #DECREASEriskofsuicide #SetptmeberStandUp #SuicidePreventionMonth

### RESOURCES GRAPHIC

**CAPTION:** Visit the CIASP website for FREE downloadable suicide prevention resources and toolkits to share with your company. Use these to raise awareness about mental health and suicide prevention in your organization. <https://bit.ly/3CaUHY6>

**HASHTAGS:** #SetptmeberStandUp #SuicidePreventionMonth

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## LAST DAY OF SEPTEMBER

### TAKE THE PLEDGE GRAPHIC

**CAPTION:** As #SuicidePreventionMonth ends, we urge you to continue your commitment to #STANDupforSuicidePrevention all year long.

Take the pledge to promote the STAND UP principles today! <https://bit.ly/3bOvW9u>

**HASHTAGS:** #SeptemberStandUp #SuicidePreventionMonth