

HARD HAT COURAGE

Confronting Suicide in the
Construction Community.



American
Foundation
for Suicide
Prevention

SUICIDE & CONSTRUCTION

The construction industry has **one of the highest suicide rates** compared to other industries.

Each day, on average, **12 workers are lost to suicide.**



SUICIDE & CONSTRUCTION

Contributors to suicide risk include:

- Culture of stoicism, toughness
- Chronic physical pain and/or injury
- Access to lethal means
- Opioids and other substance use
- Burnout, heavy workload, and long hours
- Cyclical work periods
- Layoffs/ financial instability



OUR CAMPAIGN

Hard Hat Courage was founded in partnership by the American Foundation for Suicide Prevention and Bechtel to confront high rates of suicide in the construction industry by equipping construction workers with evidence-informed suicide prevention tools and free training. Hard Hat Courage empowers the construction industry to prioritize mental health just as much as physical safety.

www.HardHatCourage.com

**HARD HAT
COURAGE**



**American
Foundation
for Suicide
Prevention**



OUR PILLARS

Engineered to scale, the cross-industry initiative equips companies of all sizes with construction-specific mental health and suicide prevention resources and education.



COMMUNITY CENTERED CHANGE

Built by and for the construction industry to save lives across the by prioritizing our mental health just as much as physical safety.

ENGINEERED TO SCALE

Using a train-the-trainer model, Hard Hat Courage enables suicide prevention education to be led by peers in construction or by AFSP.

BUILT FOR TODAY & TOMORROW

Building a culture that prioritizes mental health today - while creating lasting systems for tomorrow to drive consistent workplace best practices

**REACHING 500,000 CONSTRUCTION
PROFESSIONALS**

**BECAUSE EVERY LIFE MATTERS AND
EVERY CONVERSATION COUNTS.**

WORK IS BEING DONE

We acknowledge suicide prevention and mental health has become a priority for many in construction. Hard Hat Courage does not seek to replace that work but to enhance it with additional evidence informed education options, resources and technical assistance from a national leader in suicide prevention for **FREE**.

**HARD HAT
COURAGE**



**American
Foundation
for Suicide
Prevention**



**SUICIDE CAN OFTEN BE
PREVENTED**

YOUR ROLE

Join us in building a stronger future—you and the organizations you represent are essential partners in advancing mental health and suicide prevention in construction

**HARD HAT
COURAGE**
CONFRONTING SUICIDE *in*
the CONSTRUCTION COMMUNITY

IMPLEMENTATION PARTNERSHIP

Join Hard Hat Courage as an official implementation partner and bring the education programs and resources to people at-scale.

UTILIZE THE RESOURCES

Take advantage of the resources like the Wallet Card and After a Suicide Guide for Construction workplaces.

SPREAD THE WORD IN THE INDUSTRY

Inform the industry about Hard Hat Courage by sharing about the campaign in newsletters, referring people to the campaign and promoting in other ways.

TAKEAWAY

WE ALL HAVE A ROLE TO PLAY

in building a culture that promotes taking care of our mental health and preventing suicide.

@AFSPNATIONAL

HardHatCourage.com