



2025 SUICIDE PREVENTION CAMPAIGN KICKOFF

Agenda



- 1 Campaign Overview
- 2 Member Comms Plan
- 3 Contractor Resources
- 4 Brainstorm | Future Campaign Ideas

Campaign Overview



What It Is

UA Local 469 and P.I.P.E. are launching a coordinated labor/management Suicide Prevention Campaign pilot in recognition of Suicide Prevention Month.

 September 1-30, 2025

Why It Matters

- Construction has one of the highest suicide rates of any industry.
- Suicide is the second-leading cause of death among men aged 25–54 in construction.
- According to the CDC, construction workers are 4x more likely to die by suicide than the national average.

2025 Campaign Goals

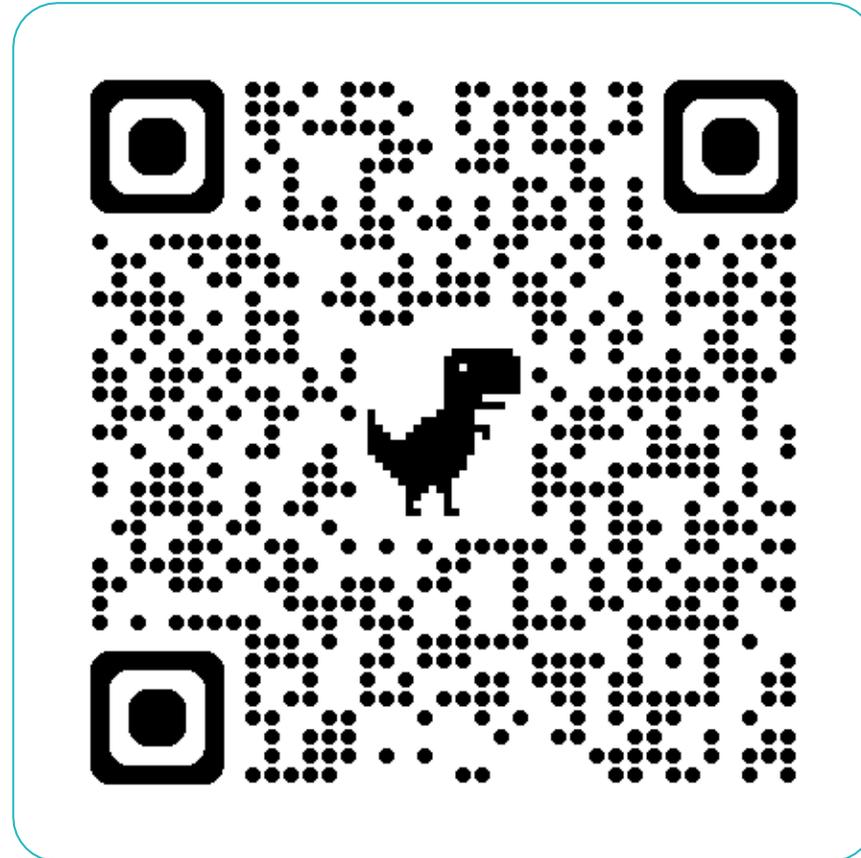
-  Start the conversation, take action, and build momentum for a sustained long-term suicide prevention effort.
-  Raise awareness and reduce stigma around suicide and mental health.
-  Provide resources and tools to support workers in need.

Member Comms Plan



When	Who	What
09/01/2025	UA Local 469	Hard Hat Stickers: Hand out at Labor Day Baseball Game
09/01-30/2025	UA Local 469 + Contractors (Optional)	Social Media: Change profile pic to suicide prevention badge
09/01-30/2025	Contractors (Optional)	Posters/Flyers: Display suicide prevention posters & Lyra flyers
09/01-30/2025	Contractors (Optional)	Hard Hat Stickers: Hand out hard hat stickers to members
09/01-30/2025	Contractors (Optional)	Toolbox Talks: Use provided toolbox talk guides to host discussions
09/01-30/2025	Apprenticeship	Toolbox Talks/Hard Hat Stickers: Deliver apprentice-specific toolbox talk & hand out hard hat stickers to each class
09/02/2025	UA Local 469	Email & SMS: Share suicide prevention & Lyra benefit resources, including live webinar schedule
09/15/2025	UA Local 469	Email: Prompt members to update their emergency contacts
09/30/2025	UA Local 469	Email & SMS: Share notice & respond quick reference ; call to action to look out for one another

Contractor Resources



<https://ualocal469.org/contractor-resources/>

How You Can Participate



-  Start HERE: <https://ualocal469.org/contractor-resources/>
- Request & distribute stickers
 - Request & display posters
 - Have your crew utilize the toolbox talk guides
 - Display/print/distribute Lyra flyers
 - Encourage members to update emergency contact info with HR and at the Hall
 - Establish and/or utilize a response plan

Brainstorm | Future Campaign Ideas



- In-person workshops
- Peer champion program
- Procedural flow chart to distribute to contractors for general alignment of policies and practices
- What else? (additional contractor resources, campaign ideas, member education, etc.)



THANK YOU

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