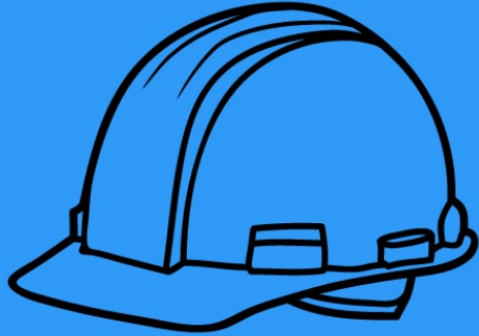


IT TAKES MORE THAN A HARD HAT



TO KEEP A HEAD SAFE



# Mental Health Awareness for the Roofing Industry



LEVEL UP  
CONSULTANTS



THE PREMIER ROOFING & EXTERIORS EVENT







# WELCOME TO THE 2024 INTERNATIONAL ROOFING EXPO!

**THE PREMIER ROOFING  
AND EXTERIORS EVENT**

**FEBRUARY 6-8, 2024  
LAS VEGAS, NV**

#RoofingExpo

#IRE2024

@RoofingExpo

OFFICIAL SHOW SPONSOR



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# Exhibit Hall Hours

**Tuesday** 11:00 am – 5:00 pm

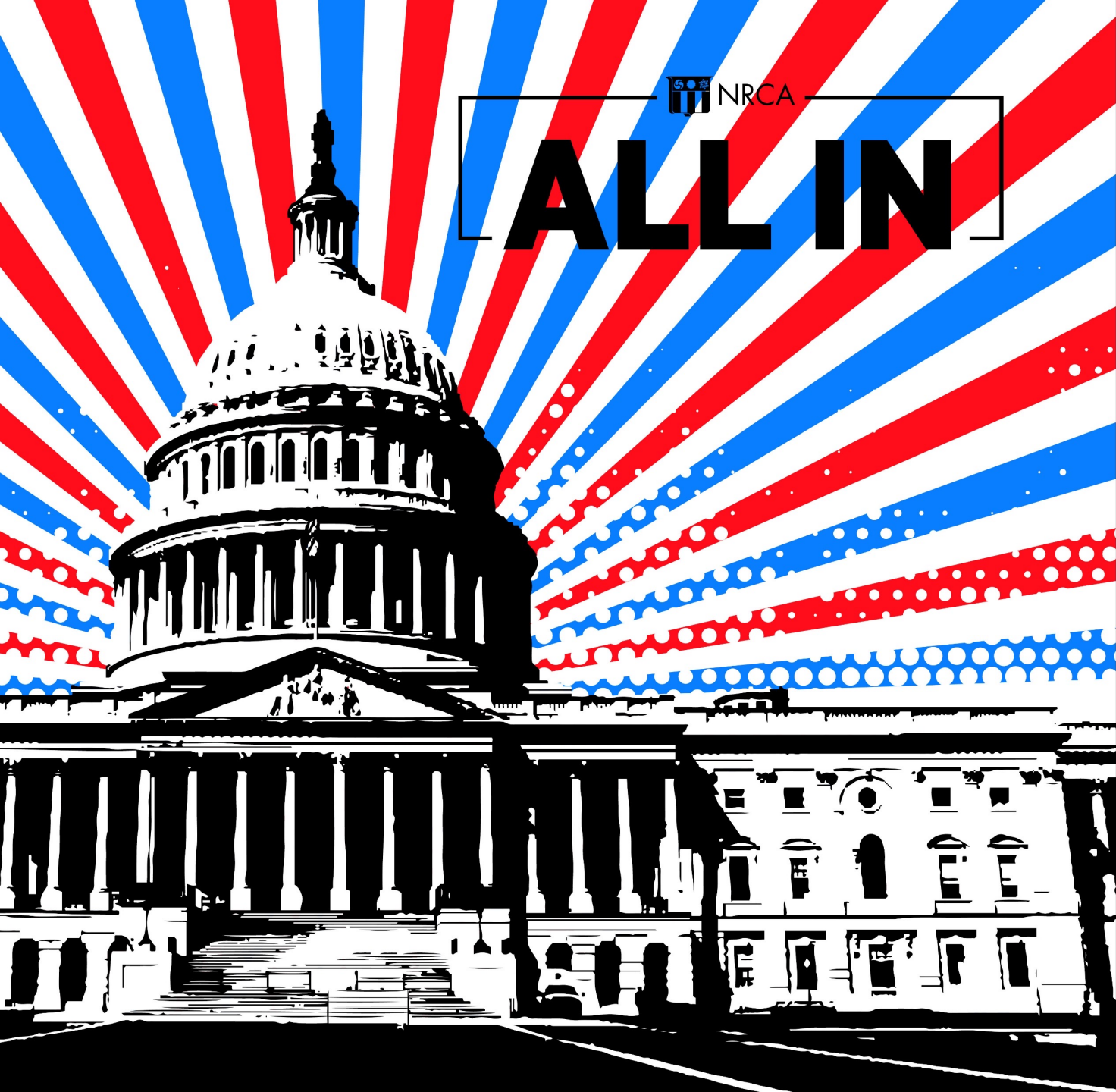
**Wednesday** 11:00 am – 5:00 pm

**Thursday** 11:00 am – 3:00 pm



**THE PREMIER ROOFING & EXTERIORS EVENT**





**ALL IN**



**ROOFING DAY IN D.C.**

**2024**

**BE SEEN. BE HEARD.**

**APRIL 16-17**

**REGISTER NOW!**  
[nrca.net/roofingday](https://nrca.net/roofingday)

**HAZTE VER. HAZTE OÍR.**

**16-17 De Abril**

**¡INSCRÍBASE AHORA!**



# JOIN US

Visit NRCA booth 6130 to learn more and “Spin to Win” great prizes!

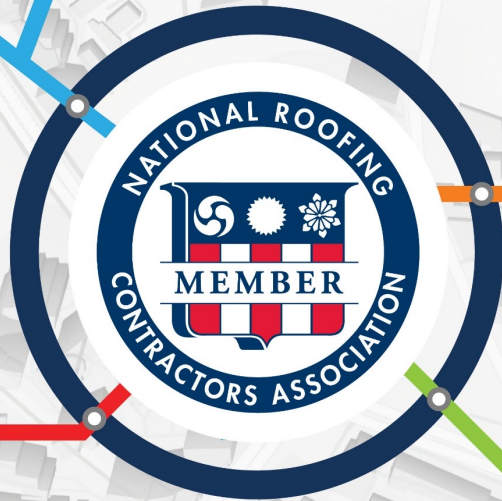
NETWORKING

INFORMATION

LEGAL

ADVOCACY

EDUCATION

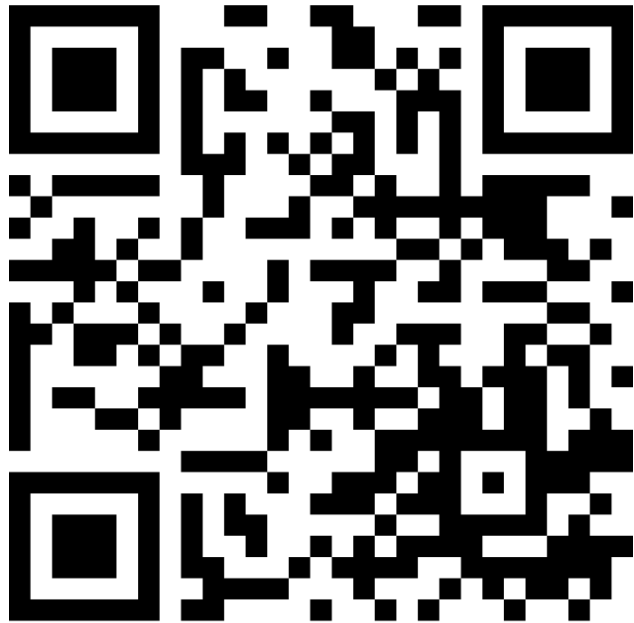


TECHNOLOGY

# Únase a nosotros

Visite el puesto 6130 para obtener más información y “gire para ganar” fantásticos premios.

# Access Conference Handouts



## 2024 IRE SPEAKER

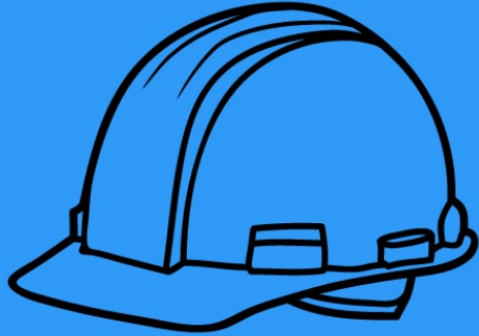
It Takes More Than a Hard  
Hat to Keep a Head Safe:  
Mental Health Awareness for  
the Roofing Industry



Mandy McIntyre



IT TAKES MORE THAN A HARD HAT



TO KEEP A HEAD SAFE



# Mental Health Awareness for the Roofing Industry



LEVEL UP  
CONSULTANTS



THE PREMIER ROOFING & EXTERIORS EVENT







# Mandy McIntyre, Founder & Principal Certified Mental Health First Aid Instructor



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# WHAT TO EXPECT TODAY:

- Mental health overview
- How to identify those at risk (because you do have them)
- Review the impact of mental health in roofing & construction
- 3 steps to reduce the risk of tragedy
- Where to find additional resources



# WHAT NOT TO EXPECT TODAY:

- To obtain all of the answers in one session.
- An absence of technical difficulties.
- Feeling like you wasted your time by attending.



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# TODAY'S GOAL:



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# TODAY'S GOAL:

*To raise awareness around mental health, reduce the stigma and save lives!*







**THE PREMIER ROOFING & EXTERIORS EVENT**



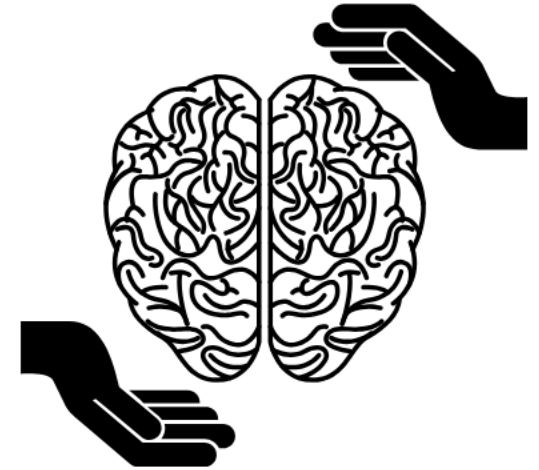
# MENTAL HEALTH OVERVIEW



# WHAT IS MENTAL HEALTH?



***Mental health includes our emotional, psychological and social well-being.***



*-US Department of Health & Human Services*



# WHAT IS A MENTAL HEALTH "CHALLENGE"?



# WHAT IS A MENTAL HEALTH CHALLENGE?

## IDENTIFYING THOSE AT RISK:

- There is a major change in a person's thinking, feeling, or behavior.
- This change interferes with their daily life.
- The interference does not go away quickly and lasts longer than typical emotions or reactions.



# SIGNS & SYMPTOMS



## Appearance

- Tired-looking
- Disheveled
- Cuts or bruises



## Behavior

- Tardiness
- Aggression
- Job performance



## Feelings

- Sadness
- Fear
- Disconnected



## Thoughts

- Can't focus
- Indecisiveness
- Constant worry



# WHEN DO SIGNS & SYMPTOMS BECOME A CHALLENGE?



## FREQUENCY

*Signs & symptoms  
present most of the day  
or many times per day*



## DURATION

*Signs & symptoms  
have been present  
for a certain  
amount of time*



## IMPACT

*Signs & symptoms  
effect work performance,  
relationships, or participation  
in usual activities*

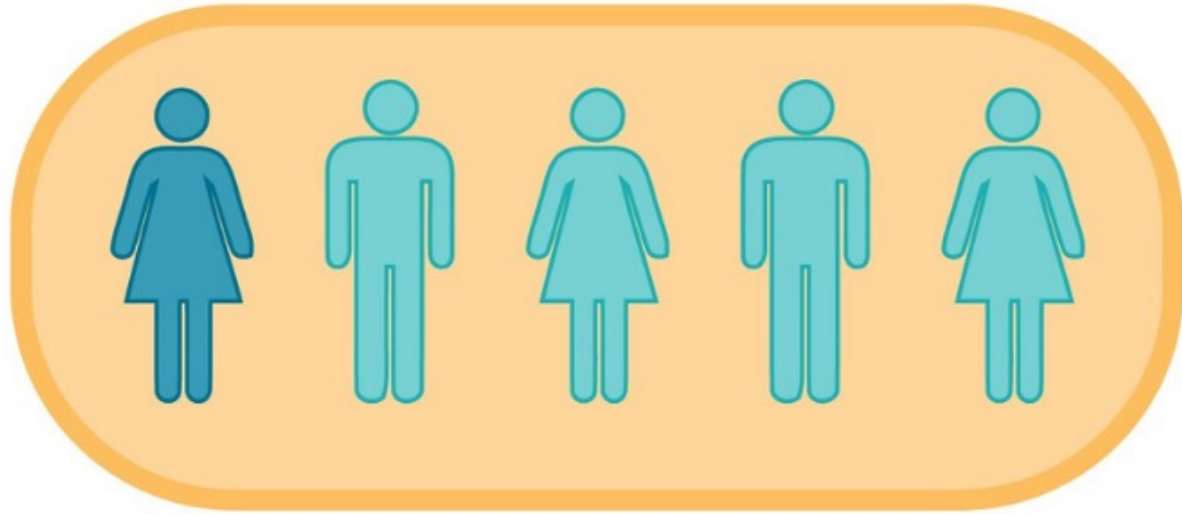
# WHAT IS MENTAL HEALTH AWARENESS?



*The ongoing effort to reduce the stigma around mental illness and mental health conditions by sharing our personal experiences, and actively promoting support, education, and resources.*



*-Mental Health America*



# 1 in 5

American adults will have a diagnosable mental health condition in any given year



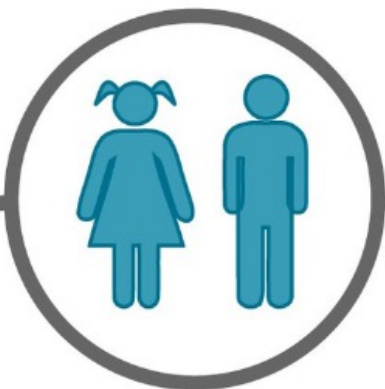


# 46

## PERCENT

of Americans will meet the criteria for a diagnosable mental health condition sometime in their life,

and half of those people will develop conditions by the age of 14.<sup>2</sup>



**MHIA**  
Mental Health America



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**What do you think the average length of time is for someone with initial signs & symptoms of a mental health challenge to when they get professional treatment?**



Dealing with your mental health  
doesn't have to be in the dark.

YOU'RE NOT  
ALONE



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# MENTAL HEALTH IN ROOFING & CONSTRUCTION



# Construction workers among those more likely to die from overdoses during pandemic, CDC says



[Kayla Jimenez](#)

USA TODAY

Published 12:01 a.m. ET Aug. 22, 2023 | Updated 3:49 p.m. ET Aug. 22, 2023

The findings come as the CDC reports, "This trend intensified during the COVID-19 pandemic; the U.S. drug overdose death rate in 2021 was 50% higher than in 2019."

And fishermen, sailors, roofers, drywall workers, ceiling tile installers, and conservation personnel were among the "individual census occupations and industries" most likely to be affected that year, the report found.



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# MENTAL HEALTH IN ROOFING & CONSTRUCTION



**More construction workers die from suicide & overdose each year than every other workplace-related fatality combined.**



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# MENTAL HEALTH IN ROOFING & CONSTRUCTION



**More construction workers die from suicide & overdose each year than every other workplace-related fatality combined.**



**A 2020 study found 83% of construction workers have experienced a mental health issue (pre-pandemic).**



# MENTAL HEALTH IN ROOFING & CONSTRUCTION



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**A 2020 study found 83% of construction workers have experienced a mental health issue (pre-pandemic).**



**Employees in the construction industry have nearly twice the rate of substance use disorder as the national average.**



# MENTAL HEALTH IN ROOFING & CONSTRUCTION



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**12% of construction workers have an alcohol use disorder compared to 7.5% nationally.**





# MENTAL HEALTH IN ROOFING & CONSTRUCTION



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# MENTAL HEALTH IN ROOFING & CONSTRUCTION



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**Construction workers are 7 times more likely to die from an opioid overdose and have the highest proportion of heroin-related overdose deaths.**



Sources: American Addiction Centers, Centers for Disease Control and Prevention (CDC), Substance Abuse and Mental Health Services Administration (SAMHSA)

# WHY?



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# RISK FACTORS OF WORKFORCE



Male dominated industry and labor pool



Injury and pain management



Stigma and Fear



High pressure industry



Transitory & seasonal workforce



Separation from family and community

# RISK FACTORS OF INDUSTRY



Mental health is not valued or prioritized



Poor supervision and management



Stigma and fear



High pressure industry



Lack of leadership support



Access to healthcare

**THE COMBINED FACTORS OF WORKFORCE  
AND CULTURE PROVIDE THE PERFECT  
STORM OF AN INDUSTRY WIDE MENTAL  
HEALTH CRISIS.**



# HOW DO WE FIX IT?



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# 3 STEPS TO TAKE TO REDUCE THE RISK OF TRAGEDY: MENTAL HEALTH ACTION PLAN



**RAISE AWARENESS:** Be proactive and make mental health a safety and wellness initiative *before* tragedy strikes.



**COMMUNICATE:** Navigate difficult conversations to reduce the stigma.



**EDUCATION & RESOURCES:** Get the proper training and support.





## **RAISE AWARENESS:**

Be proactive and make mental health a safety and wellness initiative *before* tragedy strikes.



# AWARENESS

## Toolbox Talks - *the easiest thing you can do*



## TOOLBOX TALK REDUCING THE STIGMA AROUND MENTAL ILLNESS

When you're struggling with your mental health, you might find yourself resorting to the old school mindset of keeping a stiff upper lip and fighting through it on your own. This method isn't healthy, and it's contributing to the high number of construction workers who are dying by suicide.

### BY THE NUMBERS

- In 2020, nearly 1 in 5 adults in the United States were living with a mental illness.
- Among U.S. adults, more than 12.5 million people had serious thoughts of suicide.
- Substance abuse counts, too. In 2020 1 in 15 adults struggled with both a substance use disorder and other mental illnesses.

### WHY IT MATTERS

If you find yourself struggling, know this: **You are not alone. Your mental illness is not your fault, nor is it anything to be ashamed of.** There are ways you can help reduce the stigma around mental illness, and possibly help our industry take a turn for the better when it comes to saving lives.

### GOOD TO KNOW

- **Ask for help.** If you find yourself struggling, talk to your doctor about treatment options that might work for you. Talk therapy and medication are just two possibilities.
- **Avoid self-blame.** Your mental illness is NOT a weakness. Educating yourself about your particular illness, after talking with your doctor, can help you realize that you're not alone – no matter how isolated you may feel.
- **Find your people.** You have those in your life whom you love and/or trust. Don't keep them in the dark when you're struggling. Even if they aren't a medical professional, talking with others can help you feel better supported and less alone.
- **Know when to make the call.** If you're at a really low point, help is always available at the [National Suicide Prevention Lifeline](#). You can call, text, or chat 988 to reach the lifeline's trained counselors directly.



Call, text or chat [988](#) for the National Suicide Prevention Lifeline.

Find resources at [ConstructionSuicidePrevention.com](#)



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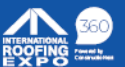
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# AWARENESS

## Lunch & Learns:

- Promote insurance and EAP benefits
- Invite a guest speaker or mental health care professional
- Naloxone information







# AWARENESS

## Wellness Programs & Workshops: (a holistic approach to overall wellbeing)

- Yoga
- Financial planning
- Nutrition
- Sleep
- Stress management





# AWARENESS: SHARE THE FACTS



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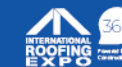
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# AWARENESS

# Work / Life Balance



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## **COMMUNICATE:**

Navigate difficult conversations to reduce the stigma.





# COMMUNICATE

- Don't be afraid to bring up issues related to stress, depression, anxiety, or suicide





# COMMUNICATE

- Don't be afraid to bring up issues related to stress, depression, anxiety, or suicide
- If you see something - SAY SOMETHING





# COMMUNICATE

- Don't be afraid to bring up issues related to stress, depression, anxiety, or suicide
- If you see something - SAY SOMETHING
- Practice active listening





# COMMUNICATE

- Don't be afraid to bring up issues related to stress, depression, anxiety, or suicide
- If you see something - **SAY SOMETHING**
- Practice active listening
- Normalize talking about mental health - share a lived experience or find your “champion”







# COMMUNICATE

JUNKIE  
PSYCHO  
ADDICT  
MANIC  
DRUGGIE

## Avoid stigmatizing language:

- Creates negative labels, stereotypes, and judgment.
- Contributes to isolation, reduced self-esteem, and less likelihood to seek medical help.



# COMMUNICATE

## MANAGING YOUR EMOTIONS



Allow yourself to feel



Don't ignore how you're feeling



Talk it out



Build your emotional vocabulary



# THE BIGGEST MYTH WITH SUICIDE



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# THE BIGGEST MYTH WITH SUICIDE



**MYTH:**

*Asking a person about suicide will encourage the person to attempt suicide.*





# THE BIGGEST MYTH WITH SUICIDE

## FACT:

*Asking a person directly will serve as a deterrent.*

**DO NOT BE AFRAID TO ASK THE QUESTION.**





## **EDUCATION & RESOURCES:**

Get the proper training  
and resources.



# 988 SUICIDE & CRISIS LIFELINE



## Suicide & Crisis Lifeline

If you or someone you know is in crisis, call or text the lifeline below:



The 988 Lifeline is a national network of local crisis centers that provides free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week in the United States.



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**DOING THE WORK TO HELP  
STAMP OUT THE STIGMA.**

**CONSTRUCTION SUICIDE  
PREVENTION WEEK**

**SAVE THE DATE: SEPT. 9-13, 2024**



**Resource Library**



# CONSTRUCTION SUICIDE PREVENTION WEEK

[www.constructionssuicideprevention.com](http://www.constructionssuicideprevention.com)

**Prevencción del suicidio**  
5 cosas que debe saber

El suicidio es una de las principales causas de muerte entre los adultos en edad de trabajar de los Estados Unidos. Afecta profundamente a trabajadores, familias y comunidades. Afortunadamente, al igual que otras muertes en entornos laborales, los suicidios se pueden prevenir. A continuación, encontrará 5 cosas que debe saber sobre la prevención de suicidios.

- 1** **1** **1**  
TOME CONCIENCIA  
Todos pueden ayudar a prevenir un suicidio. La salud mental y el suicidio son temas difíciles de tratar (especialmente con colegas del trabajo), pero sus acciones pueden marcar la diferencia. Al trabajar de cerca con otras personas, usted puede detectar cuando algo no está bien.
- 2** **2** **2**  
PRESTE ATENCIÓN  
Conozca las señales de advertencia del suicidio. No hay una única causa para el suicidio, pero sí hay señales de advertencia. Los cambios de conducta, de humor, o incluso lo que se dice puede indicar que una persona está en riesgo. Tome en serio estas señales: podría salvar una vida.
- 3** **3** **3**  
OFRÉCELA AYUDA  
Pregunte "¿Está bien?". Si usted está preocupado por un compañero de trabajo, hable con él o ella en privado y escuche sin emitir juicios. Anímelo a comunicarse con su Programa de Asistencia a Empleados (EAP), con el departamento de Recursos Humanos (RRHH) o con un profesional de la salud mental.
- 4** **4** **4**  
TOME ACCIÓN  
Si alguien está en crisis, quédese con esa persona y busque ayuda. Si cree que un compañero o una compañera de trabajo está en riesgo inmediato de suicidio, quédese con él o ella hasta que pueda obtener más ayuda. Comuníquese con los servicios de emergencia o llame a la Línea de Prevención del Suicidio y Crisis al 988.
- 5** **5** **5**  
BUSQUE MÁS INFORMACIÓN  
Hay recursos de prevención del suicidio disponibles.
  - Llame o envíe un mensaje de texto a la Línea de Prevención del Suicidio y Crisis al 988.
  - Visite la Fundación Americana para la Prevención del Suicidio ([www.afsp.org](http://www.afsp.org)) para obtener más información sobre factores de riesgo del suicidio, señales de advertencia y lo que usted puede hacer para ayudar a prevenir el suicidio.

**OSHA** Administración de Seguridad y Salud Ocupacional  
 1-800-321-OSHA (6742)  
 TTY 1-877-889-5627  
[osha.gov/preventingsuicides](http://osha.gov/preventingsuicides)

**Suicide Prevention**  
5 Things You Should Know

Suicide is a leading cause of death among working-age adults in the United States. It deeply impacts workers, families, and communities. Fortunately, like other workplace fatalities, suicides can be prevented. Below are 5 things to know about preventing suicide.

- 1** **1** **1**  
BE AWARE  
Everyone can help prevent suicide. Mental health and suicide can be difficult to talk about—especially with work colleagues—but your actions can make a difference. When you work closely with others, you may sense when something is wrong.
- 2** **2** **2**  
PAY ATTENTION  
Know the warning signs of suicide. There is no single cause for suicide but there are warning signs. Changes in behavior, mood, or even what they say may signal someone is at risk. Take these signs seriously. It could save a life.
- 3** **3** **3**  
REACH OUT  
Ask "Are you okay?". If you are concerned about a coworker, talk with them privately, and listen without judgment. Encourage them to reach out to your Employee Assistance Program (EAP), the human resources (HR) department, or a mental health professional.
- 4** **4** **4**  
TAKE ACTION  
If someone is in crisis, stay with them and get help. If you believe a coworker is at immediate risk of suicide, stay with them until you can get further help. Contact emergency services or the 988 Suicide and Crisis Lifeline.
- 5** **5** **5**  
LEARN MORE  
Suicide prevention resources are available.
  - Call or text the Suicide and Crisis Lifeline at 988.
  - Visit the American Foundation for Suicide Prevention ([www.afsp.org](http://www.afsp.org)) to learn more about suicide risk factors, warning signs, and what you can do to help prevent suicide.

**OSHA** Occupational Safety and Health Administration  
 1-800-321-OSHA (6742)  
 TTY 1-877-889-5627  
[osha.gov/preventingsuicides](http://osha.gov/preventingsuicides)



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**STANDUP**  
FOR SUICIDE PREVENTION



**THE PREMIER ROOFING & EXTERIORS EVENT**



# Mental Health America

www.mhnational.org



Learn about mental health Resources About Us

LOG IN

TAKE A MENTAL HEALTH TEST

## Take a Mental Health Test

Online screening is one of the quickest and easiest ways to determine whether you are experiencing symptoms of a mental health condition.

Mental health conditions, such as depression or anxiety, are real, common and treatable. And recovery is possible.

- DEPRESSION TEST +
- ADHD TEST +
- PTSD TEST +
- PARENT TEST: YOUR CHILD'S MENTAL HEALTH +
- TEST DE ANSIEDAD +
- POSTPARTUM DEPRESSION TEST (NEW & EXPECTING PARENTS) +
- BIPOLAR TEST +
- EATING DISORDER TEST +
- YOUTH MENTAL HEALTH TEST +
- ANXIETY TEST +
- PSYCHOSIS & SCHIZOPHRENIA TEST +
- ADDICTION TEST +
- TEST DE DEPRESIÓN +



Learn about mental health Resources About Us

Home > Connect Tools

## Need to talk to someone? (Warmlines)

FIND A WARMLINE ON WARMLINE.ORG

Sometimes you just need to talk to someone about your mental health. It's great when you can reach out to a loved one—but that's not always possible. Fortunately, warmlines are there to help!

A warmline is a phone number you call to have a conversation with someone who can provide support during hard times. Whether you're in crisis or just need someone to talk to, a warmline can help. Warmlines are staffed by trained peers who have been through their own mental health struggles and know what it's like to need help.

Warmlines are free and confidential. They're different from crisis lines or hotlines like the [National Suicide & Crisis Lifeline](#), which are more focused on keeping you safe in the moment and getting you connected to crisis resources as quickly as possible. (That doesn't mean you can't call a warmline when you're in crisis—a warmline may even be able to help you find the best place to go for crisis resources, or help you mentally prepare to seek out more formal treatment.)



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# Warmline National Directory



# Need Someone to Talk To?

If it's not a Crisis,  
Call a WarmLine.



[www.WarmLine.org](http://www.WarmLine.org)



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# UPDATE YOUR SAFETY BOARDS & SAFETY PLANS WITH MENTAL HEALTH RESOURCES



- Use QR codes for easy access
- Have in English and Spanish
- Put in your work orders
- Keep updated!





# MENTAL HEALTH FIRST AID FOR THE ROOFING & CONSTRUCTION INDUSTRY



NATIONAL COUNCIL  
for Mental Wellbeing

HEALTHY MINDS • STRONG COMMUNITIES



**IDENTIFY**  
**UNDERSTAND**  
**RESPOND**

Learn how to safely and confidently navigate  
a mental health challenge on and off the job-site.



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# SUICIDE PREVENTION TRAINING FOR THE CONSTRUCTION INDUSTRY



Helen and Arthur E. Johnson  
Depression Center

UNIVERSITY OF COLORADO ANSCHUTZ MEDICAL CAMPUS

**“SUICIDE IS ONE OF OUR INDUSTRY’S “BEST KEPT SECRETS,” AND IT’S KILLING US. LITERALLY.”**

***Construction Suicide Prevention Week***



**THE PREMIER ROOFING & EXTERIORS EVENT**



# ROI: Mental Health Initiatives

## Safety & Job Performance



- Reduces risk of physical injury where errors can result in significant harm or even death
- Improves job performance by reducing stress and anxiety
- Reduces substance and alcohol use
- Saves lives!

Source: Centers for Disease Control & Prevention (CDC)

## Profitability & Productivity



- Every \$1 spent in promoting mental health has \$3 - \$5 return.
- 23 billion is spent annually in the U.S. on work productivity loss due to depression alone
- Mental illness is forecasted to contribute to \$16 trillion in lost output by 2030.

Source: Society for Human Resource Management (SHRM)

## Recruitment & Retention



- 76% of people believe companies should be doing more to support the mental health of their workforce
- 85% of people say their mental health issues at work negatively affect their home life (and vice versa)

Source: Society for Human Resource Management (SHRM)

# GOAL RECAP:

*To raise awareness around mental health, reduce the stigma and save lives!*





# REASON FOR OUR GOAL:



**More construction workers die from suicide & overdose each year *than every other workplace-related fatality combined.***



**A 2020 study found 83% of construction workers have experienced a mental health issue (pre-pandemic).**



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# HOW WE REACH OUR GOAL: 3 STEP MENTAL HEALTH ACTION PLAN



**RAISE AWARENESS:** Be proactive and make mental health a safety and wellness initiative *before* tragedy strikes.



**COMMUNICATE:** Navigate difficult conversations to reduce the stigma.



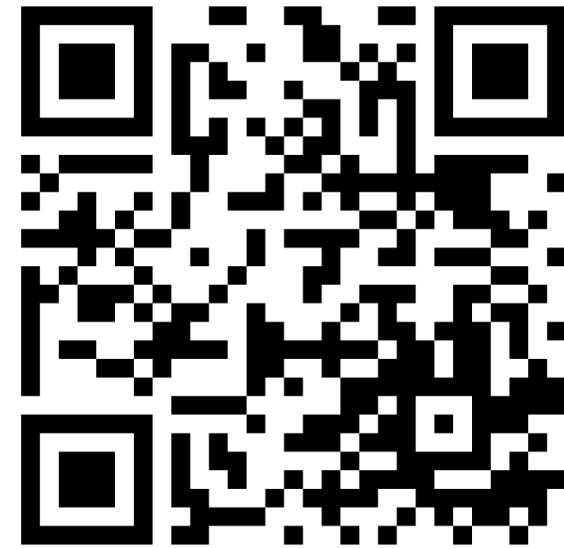
**EDUCATION & RESOURCES:** Get the proper training and support.



# THANK YOU!



**LEVEL UP CONSULTANTS**  
ELEVATING YOUR COMPANY CULTURE



[www.levelup-consultants.com](http://www.levelup-consultants.com)



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# Conference Evaluations

**YOUR FEEDBACK IS IMPORTANT**



**Please take a quick survey about this session once it is over for a chance to win \$100 gift card.**

Find the session in the IRE mobile app, scroll to the bottom, and click on 'FILL OUT SURVEY'.



# SAVE THE DATE

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