

IBEAM Educational Video Series

Implementation Guide



This document is provided as a guide for management, including but not limited to foremen, jobsite supervisors, project safety personnel, human resources professionals and others responsible for distributing and or presenting the IBEAM video series. The intended audience for the video series is the entire labor force.

➤ Purpose

The purpose of this document is to guide leaders in implementing the IBEAM Educational Video Series. The video series consists of five videos, 3-5 minutes each, and is meant to provide all levels of employees a **basic understanding** of the following concepts:



Mental health and why it is important



Mental wellness and how to foster it



Introduction to mental illness and suicide and how they affect the construction industry



How to provide support to someone in crisis



Introduction to suicide prevention and how to support someone having suicidal thoughts

The video series is NOT skills-based training, but rather an introduction to the topics described above. Follow the instructions below to ensure all activities are carried out as originally intended by IBEAM platform developers. This guide assumes the individual(s) responsible for implementation have been informed of their role in implementing the video series and is aware of the IBEAM platform and it's goals.

» Steps for Implementation

Step one Inform All Relevant Employees/Give Option to Opt Out

As you know, talking about health issues, and particularly mental health, can be challenging. People have many different beliefs and knowledge levels about mental health. Topics like depression and suicide can be daunting to talk about to any audience; however, it's important and necessary. Before the videos are shared with your employees, you will want to do the following:

- 1. Make the announcement that your company supports the mental health and well-being of all employees.** A message of approval from top leadership can go a long way and sharing this message with your employees can help ease concerns about mental illness.
- 2. Make watching the video series optional for all employees.** Let your employees know that you will be showing educational videos on topics regarding mental health and suicide. Any employee who would like to opt out can without asking for permission. It's important to respect where people may be at with regards to these topics.

Step two Provide Resources BEFORE Showing the Videos

It's best practice in mental health and suicide prevention education to always provide a resource to your audience in the event someone is struggling with an emotional or mental health issue. Before showing or announcing the video series to employees, you should:

- 3. Ensure your employees have somewhere to turn if they need free, confidential help right away.** National crisis resources will accompany the videos and be available online; however, you may want to include company and/or local resources too. These can be sent to employees via Email, passed out on a piece of paper before showing the videos (if watching together), or any other way that ensures all employees will see it. When providing local help options or hotlines, keep in mind the issue of access. Be sure the resources you are sharing provide the broadest and most inclusive access as possible.

Step three Show the Video Series and Accompanying Informational Sheets

The educational series can be viewed in a group setting (synchronously) or made available online and viewed at the convenience of your employees (asynchronously). Each video also comes with a short 1-3 page informational sheet for those who want more information or extended video content. To complete this step, do the following:

- 1. Make the full video series available to your employees.** They do not have to be viewed in any particular order.
- 2. Announce that more information about each topic and each video is available.** The informational sheets that correspond with each video will be available online for your employees to access. If you are watching the videos in-person or in a group setting, printing and distributing the informational sheets may be more appropriate.

» Who You Can Contact

If you have any questions, concerns or comments about the content in this document, please contact Jon Oppenheim at jon.oppenheim@willistowerswatson.com.

Provide these following National resources at the very minimum:

Crisis Resources

- National Suicide Prevention Lifeline: 1-800-273-8255
- Crisis Text Line: Text "hello" to 741-741

Informational Resources

- SAVE: www.save.org
- Substance Abuse and Mental Health Administration (SAMHSA): www.SAMHSA.gov

The full educational series includes the following videos:

- Video 1: We All Have Mental Health
- Video 2: Taking Care: A Look at Mental Wellness
- Video 3: Construction: An Industry in Crisis
- Video 4: Responding to A Mental Health Crisis
- Video 5: Preventing Suicide

Step four Engage in discussion

If the videos are shared in a venue where discussion can be facilitated, have one! Here are some guidelines for facilitating discussion:

1. Make sure the setting is one that allows for comments or questions that are personal in nature. It's difficult to ask a question about this topic if there are unnecessary interruptions.
2. Have a few prompt questions ready to go before the discussion:
 - Has anyone experienced anything like what we saw in the videos that they would be willing to talk about?
 - What was it like first disclosing this? Did you face barriers to getting help or support?
 - Has anyone provided support or help to someone struggling with a mental illness? What do you think you did that the other person found helpful from you?
 - What do you think it would take for people to talk more openly about these issues?
3. Be sure to jot down your answers to the prompted questions OR a statement on how/when you can get them and that they will be followed-up on.
4. Be sure to avoid stigmatizing language during discussion. Lead by example.
 - Avoid using "committed suicide." Instead, use "died by suicide," or "killed him/herself."
 - Avoid referring to suicide as "successful," "unsuccessful," or "failed attempt." Instead, just say "completed," "died by suicide," or "survived an attempt."
5. Set a time limit on the discussion give the option for people to ask questions later if they don't feel comfortable in a group setting.

Step five Get Feedback

A feedback questionnaire will be available to employees online to share their feedback on the educational video series.

1. **Announce to your employees the opportunity to go online and leave feedback after they've completed the video series.** A survey about the educational video series is available online at www.willistowerswatson.com/underthehardhat.

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