



# Building Mental Health Construction Industry Training Board Mental Health First Aiders' Programme

2018 - 2022  
**Social Value  
Report**



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***“No construction worker  
or their family should  
be alone in a crisis.”***

The current volunteers leading the initiatives  
of Building Mental Health are

**Martin Coyd OBE**  
**Head of Health and Safety**  
**at CAPCO**

**Brian Van Campenhout**  
**Head of Environmental Health**  
**and Safety at LENDLEASE**

**Rev. Kevin Fear**  
**Former Strategy Lead on**  
**Health and Safety at CITB**

**Bill Hill**  
**Chief Executive of**  
**The Lighthouse Construction**  
**Industry Charity**

**£9.87**

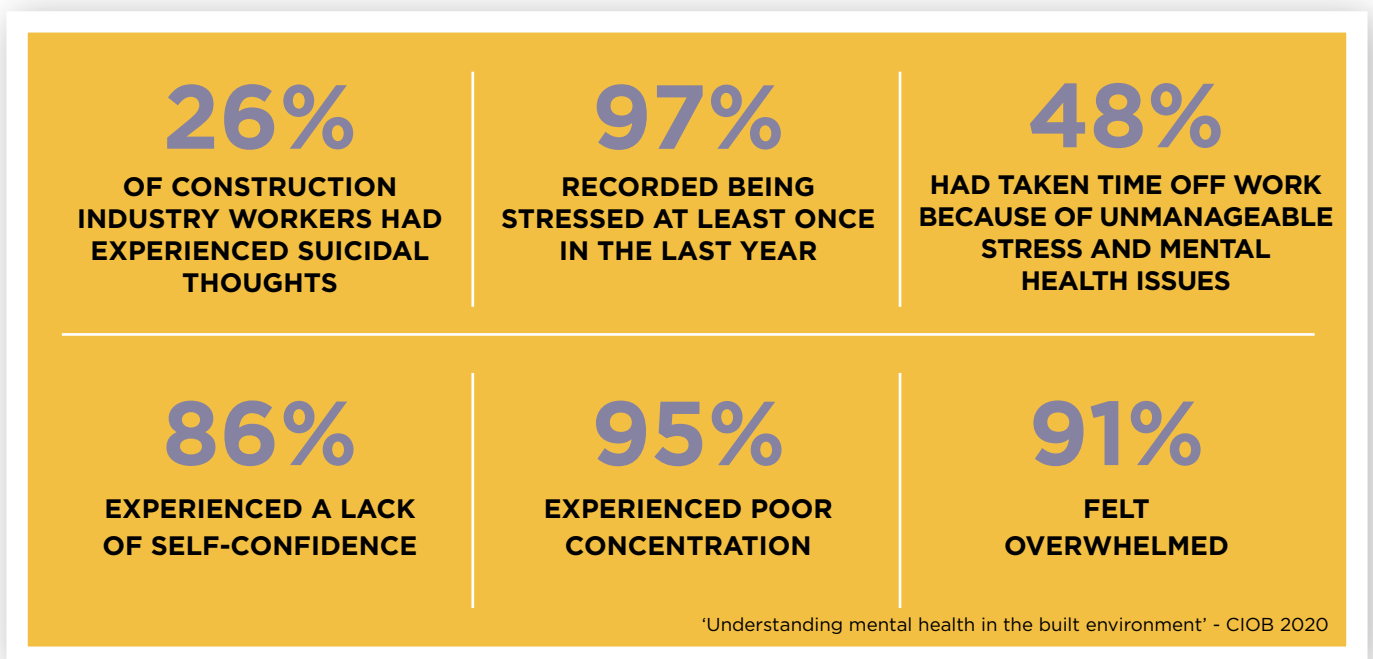
The Building Mental Health  
programme has delivered £9.87  
**of social value for every £1 invested**

# Introduction

**Mental Health issues are at epidemic levels in society with statistics showing 1 in 4 people having suffered some form of poor mental health, across a broad range of issues from stress and anxiety through to breakdown and suicide. In the Construction Industry alone two people a day take their own lives.**

Research shows that a quarter of construction employees in the UK have considered taking their own lives, and between 2011 and 2015, more than 1,400 construction workers died by suicide. Workers often suffer in silence, and the ‘macho’ culture of simply dealing with it and not seeking help only makes the issues worse. Not only does this impact the individual who is dealing with poor mental health, but it affects their friends, families, colleagues, and the productivity of the business. In recent years, mental health and wellbeing has gained more attention in the media, leading to increased public and business awareness. However, this issue still pervades the construction industry, affecting decision-making from boardroom through to site (Understanding Mental Health in the Built Environment Report CIOB - May 2020)

The reasons behind the statistics are cited as including job insecurity, long hours, time away from families and lack of support from employers, which all contribute to the ‘silent crisis’. The Report was based on over 2,000 responses worldwide (80% from Britain) and also highlighted the following statistics.



*“Statistics from Mental Health First Aid England (MHFA) and The Office for National Statistics (ONS) show that for every person who takes their life, between 10 and 25 other people attempt suicide, for an industry [construction] losing over 700 people a year that is a statistic that demands action.”*

**Martin Coyd OBE**

# A Partnership Approach – The Background to Building Mental Health

**Building Mental Health (BMH) is a Framework, borne out of a cross industry volunteer group created with contributions from clients, contractors, specialist sub-contractors, designers, trade associations, trade unions, regulators and training bodies. The purpose is to provide a flexible and consistent framework to enable all parts of the construction sector to access mental health support, provide awareness and training and put in place a structure and systems to support people working in and around the industry.**

**Our Aim:** To create a freely available, industry-wide framework and charter to tackle the mental health crisis in the construction industry

We have to educate everyone in our industry to recognise the signs and symptoms of our colleagues that are suffering from stress, anxiety or depression and start the conversation to assist in their recovery.

## 5 steps to building a successful Mental Health culture in the workplace

- 1 Commit to making a difference**  
Change in the workplace starts with your management. Sign our Building Mental Health charter and make a commitment to join us in improving mental health in our industry.  
Sign the charter: [buildingmentalhealth.net](http://buildingmentalhealth.net)
- 2 Introduce a helpline**  
If you haven't already got an Employee Assistance Programme, use the charity EAP and order your Construction Industry Helpline Pack, which lets your staff know where they can turn to with promotional posters and wallet-sized cards.  
Order a helpline pack: [constructionindustryhelpline.com](http://constructionindustryhelpline.com)  
Encourage staff to download the free Construction Industry Helpline App.  
Download on the App Store | GET IT ON Google Play
- 3 Deliver a Mental Health Tool Box Talk**  
The talk should last about 1 hour and should be presented to all employees to raise understanding of the issues surrounding mental health and the importance of starting a conversation and talking. Try to make it interactive.  
Download and adapt our free Tool Box Talk: [buildingmentalhealth.net](http://buildingmentalhealth.net)  

- 4 Deliver a Mental Health half or one day awareness training**  
This opportunity should be made available to anyone who might need more information on mental well-being, for example managers, foreman or supervisors. This gives a more in depth understanding of mental health and will provide some tools for colleagues to help signpost individuals who are struggling to get the appropriate support.  
For a list of construction aligned mental health awareness training visit: [buildingmentalhealth.net](http://buildingmentalhealth.net)  

- 5 Ensure you have enough Mental Health First Aiders for your place of work**  
Set a policy within your company to have a healthy ratio of certified Mental Health First Aiders for every worker or contractor on site. Staff can be trained and certified through a nationally recognised course which usually lasts 2 days.  
Further advice and information: [buildingmentalhealth.net](http://buildingmentalhealth.net)  


# Building Mental Health, Construction Industry Training Board, Mental Health First Aiders' Programme

**To help support the aims and objectives of the Building Mental Health framework a specific project was created, funded and facilitated by the partners.**

## Objectives of the Mental Health First Aiders' Programme

- To train 288 Mental Health First Aid Instructors
- Trained instructors to subsequently train 3,000 Mental Health First Aiders' (MHFA) in the construction industry
- To encourage the industry to engage and embrace the mental health agenda and raise awareness of mental health issues in the industry in general
- To make best practice and information readily and wherever possible freely available
- To ensure that the industry takes a huge leap forward to reduce the stigma surrounding mental health, by getting the conversation started while educating as many as possible on where and when to seek help.

## Process

Over 400 people applied to go on the course from across the industry and the type of factors taken into account included:

- Individual ability and aptitude
- Links to the construction industry
- Likelihood of carrying out the training successfully going forward
- Geographical spread of instructors

Starting in May 2018, the programme trained 278 Mental Health First Aid instructors, or 96.5% of the target figure, given the pandemic and related lock-downs during the initial phases of the programme, this is an impressive performance.

The seven day programme includes guiding participants through the full 2 day MHFA course on the first two days and offering insight into the content and modules from an instructor perspective. It also provides an opportunity to share experiences and build knowledge and ideas around future course delivery.

The third day provides a variety of speakers who have suffered mental health issues and will give an overview of their journey and experiences. Hearing these personal stories and experiences helps bring the programme to life beyond the facts and figures and gives a reference point when delivering training. The plenary speakers are skilled trainers and their sessions help to inform delivery and facilitation tasks on days four and five.

Days four and five involve delivering a session on a relevant topic and gaining peer to peer feedback, followed by a one to one feedback session with a mentor. This works as an opportunity to further broaden understanding of the topics covered on the course. There is also a group workshop session around facilitation skills. The final two days include each delegate delivering a section of the MHFA course. Mentors assess delivery and give further feedback.

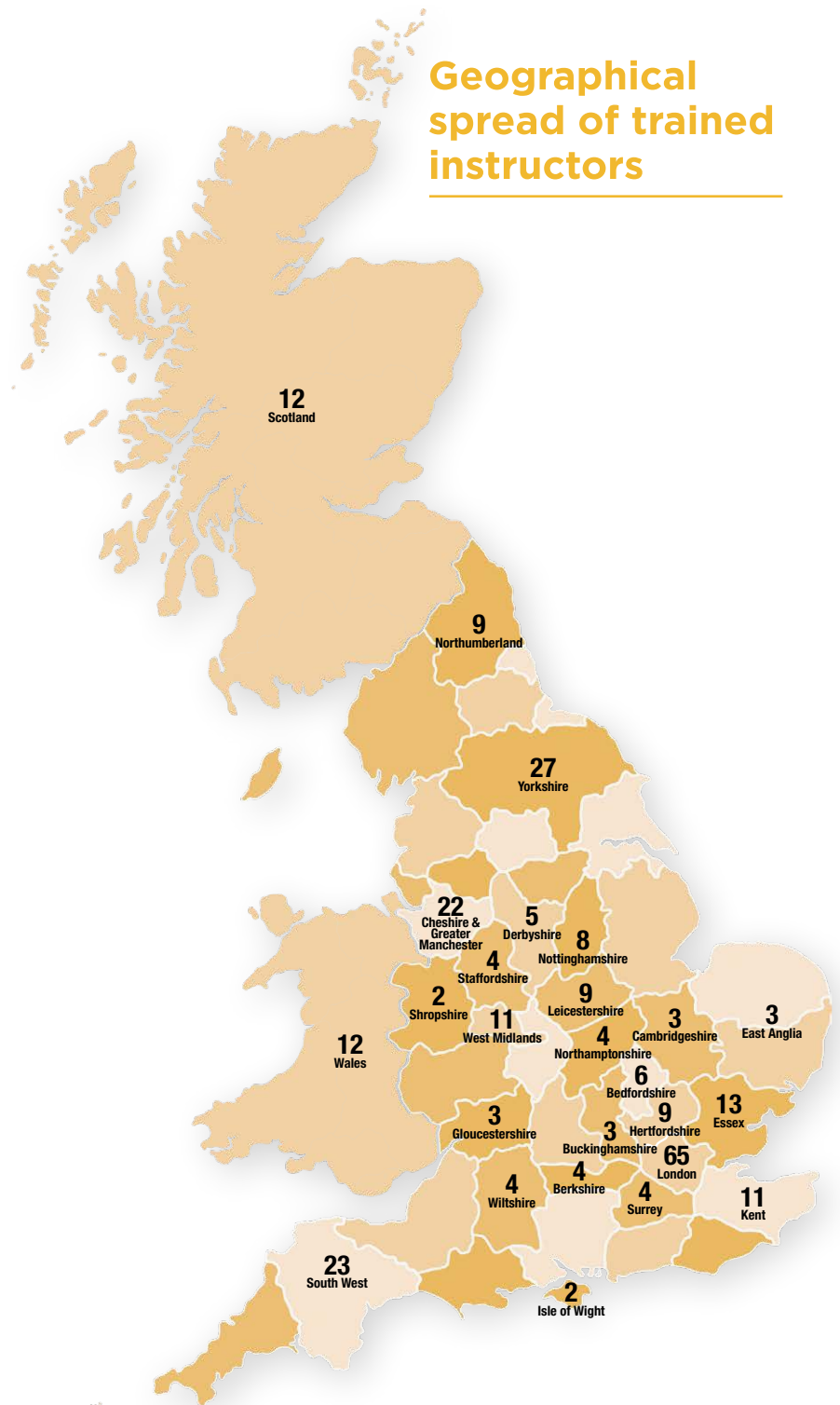
The course is delivered in three separate sessions across a 4 to 6 week period. Feedback from participants was that the course was very well structured and that the breaks between different elements of the course worked well for two main reasons:

- The course is quite intense, covers a lot of material and can be emotionally challenging.
- The breaks allowed for both periods of reflection and for course preparation.

In addition to the seven days of direct delivery, most participants felt a minimum of three further days were required for course work. Following the course, instructors needed to co-deliver two training courses with another instructor; feedback from these courses was assessed by Mental Health First Aid England prior to instructors being given the 'green light' to deliver courses individually.

A small number of participants felt the first two days being the Mental Health First Aider course was not the best use of time, but this was not the general view. Day three was highlighted by a large percentage of the participants as both the most challenging but also the most informative day. Many praised the tutors for the support they received in dealing with issues and emotions raised on the day.

All instructors reported that they felt they acquired the skills, competence and confidence during the course to deliver the training going forward.



# Overview of Performance Figures and Activity

## Figures

OBJECTIVE	OUTCOME	ADDITIONAL COMMENTS
To train 288 Mental Health First Aid Instructors	278 MHFA Instructors trained	As can be seen from the previous page the geographical spread of instructors was well managed. Due to COVID-19 an extra 9 months was required to deliver the programme
Trained instructors to subsequently train 3,000 Mental Health First Aiders (MHFA) in the construction industry	10,834 Mental Health First Aiders trained	Outperforming the original target by 65% is testament to the quality of the trainers and their commitment to the issue, as well as an indication that the industry is making good progress in valuing the agenda and supporting people to undertake training
To encourage the industry to engage and embrace the mental health agenda and raise awareness of mental health issues in the industry in general	A further 6,520 Mental Health Awareness sessions delivered in the industry	Mental Health awareness training is also becoming well established as a way of raising the profile of the issue in the workplace
To make best practice and information readily and wherever possible freely available	Building Mental Health website provides a comprehensive resource bank free of charge	Instructors spoke of the need for poster campaigns, internal newsletter coverage and senior managers championing mental health as part of the communication process to encourage people to 'start the conversation' on mental health in the workplace
To ensure that the industry takes a huge leap forward to reduce the stigma surrounding mental health by getting the conversation started while educating as many as possible on where and when to seek help	Free to use Construction Industry Helpline App has had over 70,000 downloads over the last 4 years	There is as general view that this is an agenda where the industry needs to be in it 'for the long term' and is still closer to the start of the journey than the end. However, there is a strong consensus that the direction of travel is positive



## Activity

**The programme had a very firm foundation with the marketing and selection process proving very successful, attracting and training a high calibre of instructors from across different areas of the construction industry who have in turn trained over 50% more Mental Health First Aiders' than the original programme target. A good geographical split was also achieved, assisting in delivering support across the UK.**

The challenge facing the industry, and therefore the instructors, should not be underestimated making the selection process particularly important. In the words of one participant:

*“You couldn’t even mention mental health in our industry 6 years ago, it was seen as too much of a touchy subject and the perception was that just talking about it would bring it out in the open and make it worse. Thankfully we have made great strides, but do not be under any misconception about the size of the mountain we still have to climb.”*

Therefore it was important that the right people were selected to take forward this significant training challenge in the industry and it was equally important that the training equipped those delegates with the knowledge and confidence to become successful instructors. Collins McHugh\* spoke with approximately 20 instructors trained through the process to get their feedback and insights.

A number of common themes were evident:

- The seven day training programme was very highly regarded and in some cases life changing
- There was unanimous agreement on the excellent standards of the tutors
- The session featuring people from the industry who had suffered mental health issues was invaluable
- The tutors dealt with delegates struggling with some of the issues extremely well
- The courses provided an engaging atmosphere where everyone’s views were listened to and valued
- The cohorts bonded well and formed excellent support networks going forward
- The process for co-presenting two courses prior to being accredited to deliver the course was smooth and straight forward
- Participants felt well prepared and supported to deliver the MHFA training going forward

Other comments included:

- Having to do the Mental Health First Aid course again on days one and two was time that could perhaps have been better utilised
- Back in the working environment mental health as an issue is more easily addressed in the major contractors and more time may need to be spent engaging SMEs
- A key issue is getting senior managers to engage and where appropriate talk through their own mental health struggles. This really creates the increased buy-in required to address this issue

The overall feel was that the course had produced over 250 passionate and skilled instructors to deliver mental health support in the industry. Instructors, whether delivering the course full time or as part of a wider remit, are committed to the principle of ‘no construction worker or their family should be alone in a crisis’.

Collins McHugh would like to thank all the instructors we engaged with for their time, giving their thoughts and insights freely, and for making highly valued contributions as key stakeholders in the production of this report.

\*Corporate responsibility company



# Participant Feedback

## Word wall



A selection of words used by participants to describe the training. The larger the word the more often it was used.

## The instructors

“The course was absolutely brilliant, the best course I have been on.”

“You view not only mental health, but yourself and your values, completely differently.”

“The first 2 days being the MHFA course itself is invaluable whether you have already done the course or not.”

“It was by far the best training course I have ever attended.”

“I felt empowered and from the training I have since delivered, the feedback from many of the trained Mental Health First Aiders is very similar.”

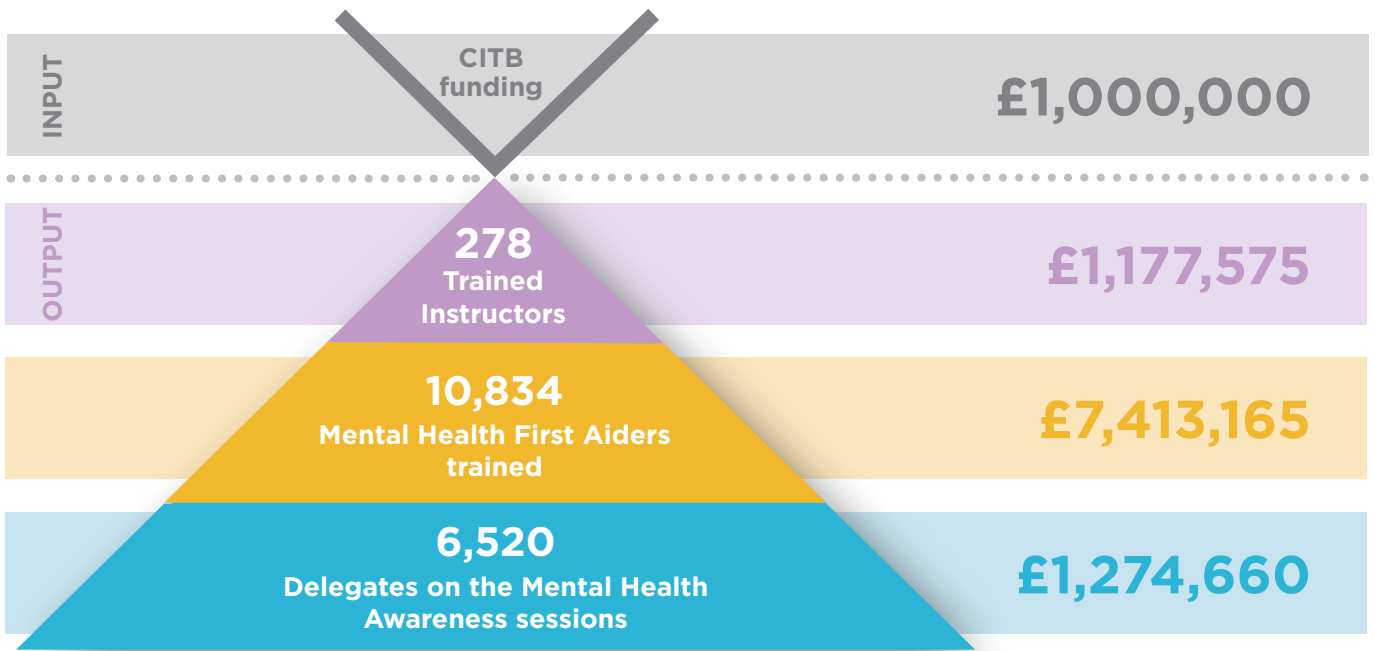
“The trainers basically get you to unpack your thoughts and emotions and examine them, before repacking them in a better format. It’s amazing.”

“It was challenging but worth it.”

“At times it was really tough.”

“It changes you and your view of the world, all for the better.”

# Social Value



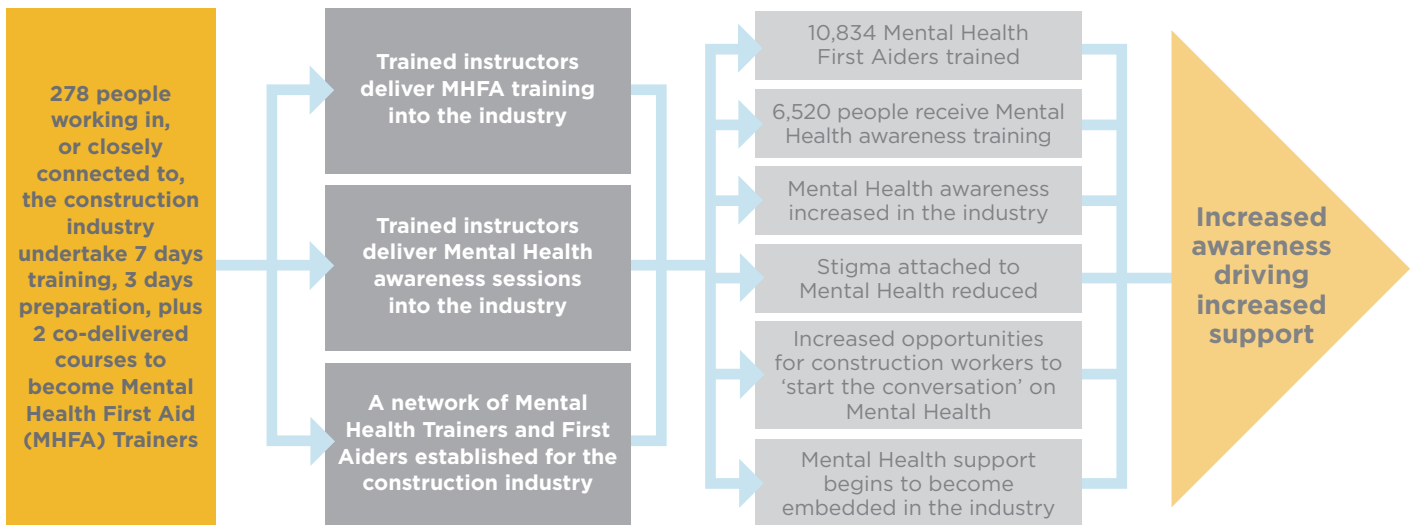
**Estimated Social Value**

**Total £9,865,400**

Creating **£9.87** of Social Value for every **£1** invested

## Theory of Change

No construction worker or their family should be alone in a crisis



## Methodology

Collins McHugh has established the estimated social value figure from stakeholder engagement, completed surveys, external research and the use of the open source National Themes, Outcomes and Measures (TOMs) framework developed by the Social Value Portal and used widely in the construction industry as a consistent method for measuring social impact. This analysis has also considered who else contributed to the process (attribution), to account for the collaboration of companies affording employees time and support to undertake the training.

Collins McHugh has been operating in this field since 2005, the company is a licensed provider of the AA1000 AS Stake Holder Engagement Standard and a provider of Global Reporting Initiative (GRI) assessments. Barry Collins is a trained social value practitioner with over 25 years experience in the industry.

Our approach has been conservative in each element of this estimation.

## Summary

**Building Mental Health's 'Mental Health First Aiders' Programme' has been delivered successfully over a 3 year period. Despite the challenges presented by the pandemic, which led to the programme being extended by a year, the programme achieved 96.5% of its target for training instructors and over 350% of its target for training Mental Health First Aiders (MHFA) to operate in the industry on a daily basis.**

The fact the target for training Mental Health First Aiders has been exceeded suggests that the quality and commitment of those who have undertaken the training has been of the highest standard. This is an impression that is also underpinned by the direct engagement with instructors trained via the programme. The over performance in training Mental Health First Aiders may also be indicative of an industry increasingly open to the issue of mental health and a determination to address the issue. Instructors reported that almost all courses are full or over-subscribed.

There is also a final level of social value which is currently impossible to quantify and that is the impact at ground level, where interactions with Mental Health First Aiders at site level are currently not formerly recorded. Primarily this is because companies do not want to either inhibit people 'starting the conversation' by it appearing to be something that is logged or recorded at an early stage and also to avoid any aspect of this programme becoming a 'tick box' approach. However, this is something that a number of companies are now looking at, as the issue of mental health becomes less stigmatized in the industry. This is likely to add a significant increase to the social value delivered by the programme overall.

The partners in the programme and the instructors trained are under no illusion that the industry still remains much closer to the start of this journey towards de-stigmatizing and fully supporting the mental health of its workforce, than to the end. There is certainly no room for complacency. However, the 'Mental Health First Aiders' Programme' is a significant contributor to the positive direction of travel in the industry on mental health, has produced an impressive level of social value and will continue to do so well into the future.

# Appendix 1

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## BMH Social Value Calculation

278 trained MHFA instructors:

$278 \times £6,418 = £1,784,204$  -  $\frac{2}{3}$  of value attributed to the BMH programme = **£1,177,575**

**Rationale.** We felt that the value derived by the instructors and the journey undertaken via the course was too bespoke to be represented by a single figure in the National Themes Outcomes and Measures (TOM's) framework. We therefore engaged individually with 20 instructors who had participated in the training via a series of telephone conversations asking them their view of the training. We followed this up with a one page form asking the instructors to consider the effect of the training on their work life, personal life, impact in the business and impact on people they had trained. The scale of value was from nil to £15,000 and had touch points of £2,250, £5,000, £10,000 and £15,000. The instructors were also given the option to provide their own separate calculation. We arrived at the figure of £6,418 by averaging out the returns. The figure is lower than the figure which could have been expected following the telephone conversations which often used words including, life changing and amazing to describe the course. We therefore felt the figure to be conservative while at the same time providing an evidenced process to establish a final figure for the calculation.

Using the process of attribution we decided that  $\frac{1}{3}$  of the value was attributable to the companies for allowing their employees the time to undertake the course, leaving  $\frac{2}{3}$  of the overall value with the BMH programme.

10,834 Mental Health First Aiders Trained:

$10,834 \times 14 \text{ hours} \times £97.75 = £14,826,329$  -  $\frac{1}{2}$  of value attributed to the BMH programme = **£7,413,165**

**Rationale.** We have used the National TOMs 2019 NT20 measure;

*'Demonstrate commitment to work practices that improve staff wellbeing, recognise mental health as an issue and reduce absenteeism due to ill health. Identify time for wellbeing courses.'*

TOMs values this at £97.75 per hour.

The attribution allocated to this is a 50/50 split between the delivery of the training by instructors trained by the BMH programme and the companies for time given to employees to attend.

6,520 delegates on Mental Health Awareness sessions:

$6,520 \times 4 \text{ hours} \times £97.75 = £2,549,320$  -  $\frac{1}{2}$  of value attributed to the BMH programme = **£1,274,660**

**Rationale.** We have used the National TOMs 2019 NT20 measure;

*'Demonstrate commitment to work practices that improve staff wellbeing, recognise mental health as an issue and reduce absenteeism due to ill health. Identify time for wellbeing courses.'*

TOMs values this at £97.75 per hour.

The attribution allocated to this is a 50/50 split between the delivery of the training by instructors trained by the BMH programme and the companies for time given to employees to attend.