

Quick Start Guide

Welcome

Thank you for helping promote mental health as an essential part of workplace safety.

The Construction CareLine Communications Toolkit provides ready-to-use communications and workplace resources that help construction employers increase awareness and utilization of Construction CareLine and the confidential Mental Health Assessment. Most materials can be used as-is or customized to fit your organization's communication style.

What's Included

The toolkit contains professionally developed resources designed to make it easy to incorporate Construction CareLine into your existing workplace communications.

Section	Purpose
Leadership Communications	Help organizational leaders introduce Construction CareLine and reinforce their commitment to employee well-being (Leadership email announcement).
Employee Communications	Ready-to-use emails, newsletter articles, and intranet content for ongoing employee awareness.
Workplace Awareness Materials	Posters, flyers, digital signage, email signature banners, social media graphics, QR codes, and stickers.
Resource Information & FAQs	Key messages, frequently asked questions, and direct access to Construction CareLine and the Mental Health Assessment.

Recommended Rollout

A simple four-step approach can help integrate Construction CareLine into your existing workplace communications.

Step 1: Introduce the Resources

- Send the leadership or employee announcement email.
- Share information about Construction CareLine and the Mental Health Assessment.

Step 2: Make the Resources Visible

- Display posters in break rooms, job trailers, and common areas.
- Add digital signage where available.
- Share QR codes through internal communication channels.

Step 3: Start the Conversation

- Incorporate the toolbox talk into a safety meeting.
- Use supervisor talking points to reinforce key messages.

Step 4: Reinforce Awareness

- Include reminder emails or newsletter articles throughout the year.
- Re-share resources during onboarding, Safety Week, Mental Health Awareness Month, Suicide Prevention Month, and other employee wellness initiatives.

Where to Use the Toolkit

Communication Opportunity Recommended Resource

New Employee Orientation	Flyer, QR Code, Employee Email
Weekly Safety Meeting	Talking Points, Stickers
Company Newsletter	Newsletter Article
Employee Email	Launch or Reminder Email
Break Rooms & Job Trailers	Posters and Flyers
Intranet or SharePoint	Intranet Article
Benefits Enrollment	Resource Information Blurb

Best Practices

- Promote Construction CareLine regularly. Not only during times of crisis.
- Reinforce that Construction CareLine is free and confidential.
- Encourage employees to seek support early, before challenges become overwhelming.
- Integrate communications into existing workplace channels whenever possible.
- Present the Mental Health Assessment as a simple first step toward understanding mental well-being and connecting with available support.

Start Here

If you only have 15 minutes, start with these three actions:

1. Send the employee announcement email.
2. Display the Construction CareLine poster in employee break areas or job trailers.
3. Share stickers with employees.

These simple steps can significantly increase awareness of Construction CareLine and the confidential Mental Health Assessment with minimal effort.

Questions?

For additional information or assistance implementing this toolkit, contact:

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