

COLLABORATIVE FORUM SCOPING REPORT

Implementing Suicide Prevention
in Construction & Trades

AUGUST 2020
KENT BUSINESS SCHOOL
UNIVERSITY OF KENT



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DEDICATION

The Collaborative Forum and this report are dedicated to the memory of all those who lost their lives to suicide associated with all the speakers. May and Krystin dedicate it to the memory of their colleague: Dr. Gerardo Abreu Pederzini, Kent Business School, December 2019.

Suicide as a global public health issue affects approximately 800,000 people who complete suicide every year (WHO, 2020). The World Health Organization (WHO) has prioritised suicide mortality, causing more deaths than malaria, breast cancer, or war and homicide, as a global target, and it is now included in the United Nations Sustainable Development Goals (SDGs) under target 3.4 (WHO, 2019; UNSDGs, 2020). Between 2000 and 2016 suicide mortality rates dropped around the world, by 16% in men and 20% in women, with men almost twice as likely to complete suicide (WHO, 2020). Despite progress in the global suicide rate (8% reduction from 2010–2016), every 40 seconds one person dies of suicide (WHO, 2018). The current rate of reduction will be insufficient to reach the target set by the UN 2030 Agenda i.e. to reduce suicides by one third (UN, 2020a). Hence, suicide prevention is critical in saving millions of lives around the world. In order to increase the effectiveness of prevention, we need to gain more insights into how organisations understand and implement suicide prevention which will allow us to optimise local, national and global efforts. In the UK, every day 13 people take their lives (Public Health England, 2016). A total of 13,232 suicides by working people were recorded for the

period 2011-2015 (Suicide by Occupation England, 2017), 10.6% (1,400 people) in construction, elevating it to the “deadliest profession in the UK” (Rice-Oxley, 2019). Low skilled workers in construction had the highest risk that was 3.7 times above the national average and within the Construction and Trades industry workers have 1.6 times higher risk of suicide than the national average in men (Suicide by Occupation England, 2017). Given the scale of the problem in the construction industry, the government and industry call for improvement of suicide prevention implementation and the numerous initiatives taken by organisations, it is important to discuss the challenges of implementing suicide prevention in the industry and across organisations to avoid fragmentation of efforts. Based on the above Kent Business School organised a Collaborative Forum on the Implementation of Suicide Prevention in Construction & Trades to function as a platform for dialogue on the challenges of organisational suicide prevention in the industry by business, non-profit organisations and government and explore the emerging collaborations across different

stakeholder organisations for improved and effective prevention.

The Collaborative Action Forum hosted presentations from academia and practice organisations on the implementation of suicide prevention identifying key challenges and opportunities at the organisational, industry and community levels with the aim to integrate the latest thinking and best practices in one of the most affected industries in the UK, compared with other occupational groups. The full programme of the Collaborative Forum along with the speakers' bio is available on Appendix I. The rest of the report presents the call to action by speakers of the Collaborative Forum, an overview of key points raised during the Forum and the prevention insights that were shared through an anonymous collection of reflections before and after the Forum. This report was shared with all the participants calling for comments to improve the representativeness and inclusivity of comments. We hope this report will provide food for thought and contribute to the change that the industry is calling for in the field of suicide prevention.



Dr. M. May Seitanidi (FRSA)
Reader in Strategy
Kent Business School
University of Kent



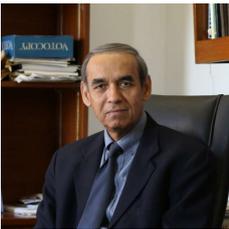
Dr. Krystin Zigan
Lecturer in Strategy
Kent Business School
University of Kent

COLLABORATIVE FORUM PRESENTERS CALL TO ACTION



"No construction worker or their family should be alone in a crisis. We need to surround our workforce with multiple pathways to easily access appropriate support. At the same time, we need to drive a major cultural change programme to overcome the stigma inherent in unhelpful stoic beliefs that prevents individuals, particularly men, seeking help."

- Bill Hill CEO Lighthouse Construction Industry Charity



"In addressing mental health and suicide prevention, organisations need to look at their culture, remembering that an ethically healthy organisation is a mentally healthy organisation".

Prof. Murad Moosa Khan, President, Int. Assn for Suicide Prevention (IASP), Aga Khan University, Pakistan



"This is the first time Mental Health & Prevention are explicitly included in universally agreed goals, i.e. the UN SDGs, as a prerequisite for sustainable economies and societies which presents a call to action and an opportunity for the improvement of mental health and well-being across countries and occupations."

Dr. M. May Seitanidi, Reader in Strategy, Kent Business School, University of Kent



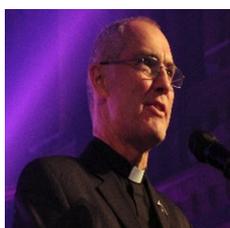
"I think that suicide prevention is practiced collaboratively, this is the only way we will be able to achieve change. No one business, charity or individual can do it alone!"

Lewis Smith-Connell, Project Manager, Zero Suicide Alliance, Mersey Care NHS Foundation Trust



"Having coached construction and trade businesses for the past 7 years, I frequently see the stress caused by the lack of business training available to the sector. Lack of business training often causes financial and other business issues, which leads to extreme stress. Personally, I feel this is one of the key factors as to why the industry has such high insolvencies and suicide. Today's forum was very inspiring and hopefully the first step to making an impact on a wider scale".

Alison Warner, Director, Evolve & Grow Coaching



"A person working in the construction industry is 20 times more likely to die from suicide than from a fatal injury which is why all companies, irrespective of size, who work in the built environment must adopt the guiding principles of the Building Mental Health charter as the core values of their businesses."

Kevin Fear, The Revd. Eur Ing Kevin Fear BSc (Hons), CEng, MICE, CMIHT, CMIOSH, Hon FaPS, Hon FCABE, Health and Safety Policy Lead

The event's introduction session hosted renowned keynote speakers who positioned this topic in theory and practice and presented recent research which highlighted the call for action and for active participation in suicide prevention (SP). In these sessions, initiatives for suicide prevention taking place at global, community and organisational levels were introduced emphasising the need to change workplace culture as a critical factor for improving SP. Further, connectedness and relationships with work colleagues, friends and family were also identified as a vital factor to prevent loneliness, a further significant theme. At the organisational level, the alignment between decisions and actions of senior leaders and key SP decision makers in the organisation's systems and processes and its culture was highlighted. The significance of an integrated approach was presented for occupational SP including legal and ethical mandates which are needed in order to prevent harm and respond to mental health problems. Numerous complementary activities would be needed in order to have a changing influence on mental health.

The second session focused on SP in organisations. Abandoning the reactive approach in favour of adopting a proactive approach to SP was put forward suggesting that preventive mental health investment has a higher return than actual health care cost occurring for treatment. Hence, the business case for preventative occupational SP was convincingly put forward by identifying the costs related to mental health. Several non-profit organisations introduced the 'Building Mental Health Charter' which aims at reducing stigma and discrimination through raising awareness and understanding of mental health across the workforce. It comprises steps such as tools to start the conversation, mental health awareness training and the training of well-being champions and mental health first aiders to provide assistance to employees. The vital role of business skills training came to the fore for managing the complex demands of construction businesses, affecting particularly construction micro-business that comprise the majority of Construction & Trades businesses in the UK.

Practical SP approaches were suggested including aligned with cultural change in organisations by allowing time for listening and informal conversations. Moreover, developing provision of an industry task force to coordinate financial and social support, especially for micro- and small businesses which often lack resources such as time, money and training. Large construction companies highlighted their collaboration with charity organisations but also reported associated problems to SP in terms of language, understanding and support. The last session focused on SP across organisations with non-profit organisations presenting their initiatives to provide facilitation and consultation to the construction industry with the aim to enable sustainable change related to SP. During the open discussion, the need for a collaborative, societal approach including the engagement in partnerships across sectors was highlighted in order to allow for cross-sector learning, sharing, and engagement at a societal level. Reference was made to the Sustainable Development Goals that indirectly address SP: SDG 3: Mental health and wellbeing, and SDG 8: Decent work and growth.

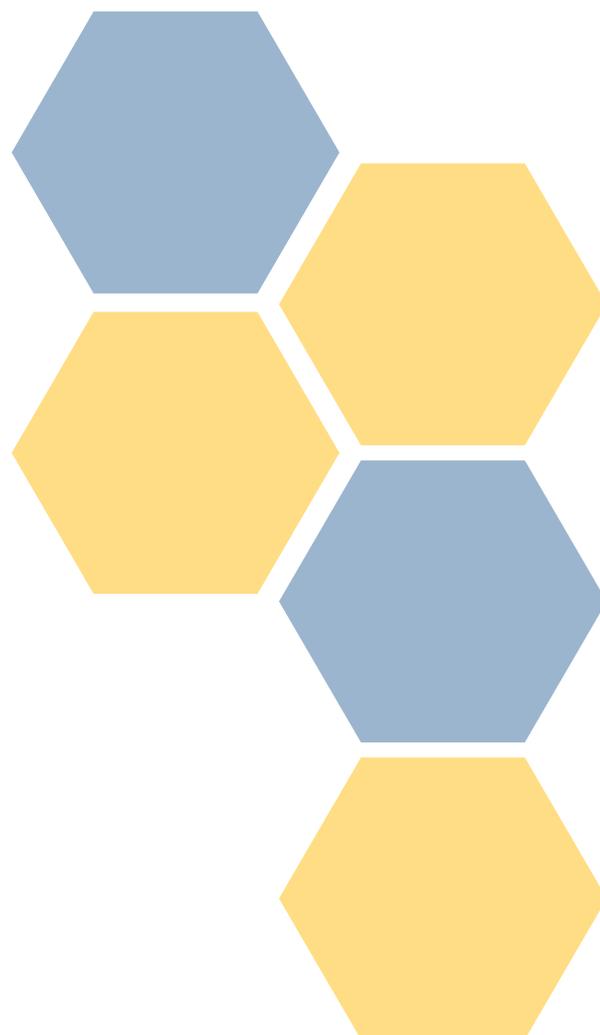
Technical solutions such as apps and websites were recommended as well as a peer driven approach that drives a community of care in workplaces. The development of trust was seen as key to develop a consistent approach, a common language and community across the entire industry with the aim to enable authentic conversations with peers in a trusting environment. Provision of care for those who lost or about to lose their jobs was called for as a silent stakeholder group in the industry. Overcoming the stigma associated with suicide, starting the conversation, trying to address the system drivers, the social causes, and accepting suicide as a real problem were identified as the biggest challenges by the Collaborative Forum participants. The governance of first aiders and their support was also raised. Creating communities of practice across the industry might be a useful approach to overcome isolated approaches and to enable looking after the first aiders as well.

SUICIDE PREVENTION INSIGHTS: ANONYMOUS SURVEY REFLECTIONS

The shared insights suggested that in general mental health and suicide prevention were given low priority in the workplace with missing encouragement for engagement with the topic of suicide. Respondents identified a number of challenges regarding suicide prevention, including lack of understanding which arguably influenced organisations' willingness to engage in a suicide prevention strategy. Key reasons offered: 1) fear- that the word suicide may have a negative impact on individuals, and that it would be associated with the organisation raising this issue; 2) lack of training in how to speak about and address suicide; 3) lack of familiarity with suicide due to the stigma association (more popular topics would currently refer to mental health and diversity and inclusion). Another issue related to training of those who had health and safety roles to be able to raise awareness and understanding adequately. The lack of genuine interest in the well-being of employees was mentioned as well as the busyness of line managers. The need for practical actions was emphasised by multiple respondents to effectively target those affected in addition to helplines and counselling services.

Interesting comments related to the industry culture which was characterised as aggressive and associated with bullying resulting in a rather defensive and deflective atmosphere. In addition, it was reported that perceptions of stress, mental health and suicide were often attributed to problems with personal life and not necessarily the workplace. When asked about suggestions, respondents highlighted the importance of key influencers and decision makers such as leadership teams and clients. The support of senior leadership would send important signals for initiatives on suicide prevention. It was felt that construction workers would usually be very supportive of a good cause but needed the encouragement by principal contractors, consultants and clients to develop and support related initiatives. It was further suggested that the industry should be encouraged to make suicide prevention a priority, for example through the development of a related industry performance criterion. In this line, it was suggested that suicide prevention should become an industry objective with leaders driving it.

A framework was suggested that addresses the issue holistically and considers views of key stakeholders. On a more practical level, respondents suggested actions such as regular one-to-one meetings where feelings and emotions rather than hard facts would be discussed as this might make it easier for people to articulate the need for help. Other suggestions referred to highly practical, focused, and personalised safety plans, and measures to design suicide in systems and workplace environment, as well as restricting access to the means of suicide. More opportunities such as counselling services or open fora were welcomed to share experiences and personal stories highlighting the need for a change in culture to one that would be more humane and listening. When asked about how collaboration could help, respondents argued that collaboration with non-profit organisations would be highly useful for providing information, sharing experiences, learning from one another, for example through training, and platforms to raise awareness and to discuss potential causes and solutions for suicide.



To conclude, the Collaborative Forum on Implementing Suicide Prevention in Construction & Trades has identified a number of issues but also demonstrated that some very valuable efforts are already in place. Some valuable suggestions to improve SP referred to: Effective training to both raise awareness and understanding but also improve the skill set of construction workers. Visible support of senior management and external partners to initiate change Change of culture in the construction industry (with focus on trust, social relationships among peers).The development of a framework to make SP an industry objective. The need of a collaborative, societal approach to coordinate SP efforts.

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**Final Programme Collaborative Action Forum
Implementing Suicide Prevention in Construction & Trades
21 July 2020, 09:30-11:45 BST**

9.30 - 10.00

Welcome by Prof. Marian Garcia, Dean of Kent Business School
Introduction by Dr M. May Seitanidi, Reader in Strategy, Kent Business School
Event Moderator, Mark Rice-Oxley, British Journalist, The Guardian
Keynote Speaker 1: Professor Murad Moosa Khan, President, International Association for Suicide Prevention (IASP)
Keynote Speaker 2: Professor Diego De Leo, past director of the Australian Institute for Suicide Research and Prevention (AISRAP), World Health Organization Collaborating Centre on Research and Training in Suicide Prevention at Griffith University in Brisbane, Australia
Keynote Speaker 3: Professor Tony LaMontagne, Professor of Work, Health & Wellbeing at the Centre for Population Health Research in the School of Health & Social Development at Deakin University in Melbourne, Australia

10.00 - 10.45

Session 1: Suicide Prevention in Organisations: presentations from organisations in the private, non-profit & public sectors
Elizabeth Hampson, Director, Health and Life Sciences Strategy Deloitte
Bill Hill, CEO, The Light House Construction Industry Charity
Andy Stevens, Eclipse Property Consultants Ltd
Carl Wales, Safety, Health and Environmental Manager, The Wates Group

10.45 - 10.55

Alison Warner, Director Evolve and Grow Coaching

- Q&A
- BREAK

10.55 - 11.00

Session 2: Suicide Prevention across Organisations: presentations from associational forms of organising
Kevin Fear, Health and Safety Policy lead, Construction Industry Training Board
Lewis Smith-Connell, Project Manager, Zero Suicide Alliance

- Q&A

11.15 - 11.45

Session 3: Open Questions, Discussion & Closing Remarks
Sally Evans, UK Wellbeing Lead, PwC
Prof. Rob van Tulder, Professor of International Business-Society Management, RSM Academic Director Partnerships Resource Centre, Erasmus University
Chris Lockwood, National CEO for MATES in Construction, Mining and Energy

- Open Q&A
- Closing Remarks by **Dr. Krystin Zigan**, Lecturer in Strategy, Kent Business School

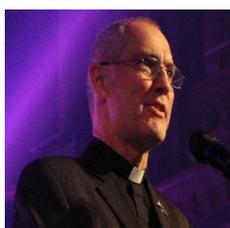


Dr. Diego de Leo is Emeritus Professor of Psychiatry at Griffith University in Brisbane. He is Emeritus Director of the Collaborative Center of the World Health Organization (WHO) for Research and Training in Suicide Prevention. He was the founder of the Life Promotion Clinic, a research center that also represents the only clinical service in Australia that deals exclusively with suicidal patients, and also the creator and ex-convener of the Master Courses of Suicidology at Griffith University. Professor de Leo was President of the International Association for Suicide Prevention (IASP) and co-founder and Past-President of the International Academy for Suicide Research (IASR) of which he is also co-founder of the journal Archives of Suicide Research. Prof. De Leo was the initiator (2003) of the World Suicide Prevention Day (10 September). Member of the editorial board of numerous international journals, he is the Emeritus Editor of CRISIS magazine. Professor de Leo has published extensively, with more than 450 peer-reviewed articles, 180 book chapters, 42 volumes and over 350 conference presentations. Winner of numerous national and international awards, in 2007 he was given the title of Doctor of Science (Scientia Professor) by Griffith University for his research on suicide and psychogeriatrics.

On January 26, 2013 Queen Elizabeth II awarded him the title of Officer of the Order of Australia. On November 5, 2017 he received the Morselli Award in Las Vegas from the International Academy for Suicide Research. With this award, Prof De Leo has won all international awards in the area of suicide research (Stengel Award, Dublin Award, SPA Award, Commonwealth Award). Prof De Leo is Director of the Department of Psychology at Primorska University, Slovenia, and director of the Slovenian Center for Suicide Research. He is Vice-President of the Italian Association of Psychogeriatrics and promoter of the national day to fight loneliness. His research interests include definitions and data quality in suicide statistics (he is head of the IASP Task Force on Nomenclatures), suicidal behaviors in different cultures, and mourning from suicide and other traumatic deaths. He made grants and donations for research in excess of 20ML dollars. His scientific works have attracted over 44,000 citations on SCOPUS, with an h-Index of 65 (11 March 2020). The foundation in the name of its children, De Leo Fund Onlus with headquarters in Padua, today stands as a national and international reference for assistance to people who have suffered traumatic mourning.



Sally Evans is the UK Wellbeing Lead at professional services firm PwC. Her role focuses primarily on development of the strategy and approach for PwC employees in the UK, although Sally also sits on PwC's global wellbeing centre of expertise. Under Sally's leadership, ground-breaking work on resilience at the firm has been followed by a widely recognised leading mental wellbeing programme, with more recently the establishment of a global wellbeing approach for the entire PwCnetwork - 'Be Well, Work Well'. Sally's career has spanned a range of roles in people change, across financial services and retail, before joining PwC.



The Revd. Kevin Fear is the H&S Policy Lead at CITB. He has worked in the industry for over 40 years. He is a Chartered Civil Engineer, a Chartered Member of the Institution of Highways and Transportation and a Chartered member of the Institution of Occupational Safety and Health. Kevin is an active member of the Construction Industry Advisory Committee (CONIAC). Since 2017 he has been a passionate supporter of an industry initiative called Building Mental Health to provide free resources to construction companies so that they can provide support and guidance to their workers and supply chain who are suffering from poor mental health and who present a risk of suicide. This has included the allocation of a £1million CITB grant to train over 200 mental health first aid instructors, who in their turn are training thousands of managers, supervisors and workers as mental health first aiders. He is currently part of a steering group to support the work of the Samaritans to develop a wellbeing hub that is be aimed at supporting 250,000 SMEs to help build skills and resilience. This is supported by the allocation of a £500k CITB grant. In 2019 he was awarded an Honorary Fellowship of the Charter Association of Building Engineers in recognition of his work with them to help guide and develop their professional values.



Bill Hill gained over 20 years' experience holding senior positions in blue chip giants Hewlett-Packard and Sage PLC. He has a passion for customer service and has a wealth of experience across the major business disciplines of marketing, sales, operations and finance. Bill trained as an accountant and holds diplomas from INSEAD, Cranfield University as well as CIMA qualifications. Most recently Bill qualified as a Mental Health First Aid instructor. Bill is the Chief Executive of Lighthouse Construction Industry Charity. He joined the Lighthouse Construction Industry Charity in 2013 and since then has played a major role in significantly growing the profile and significance of its charitable work within the construction community. The charity now operates a 24/7 Industry Helpline, it has also developed a construction focused Health and Wellbeing APP and plays a central role in Building Mental Health, the construction industry's key mental health awareness and support programme.



Dr. Murad M Khan, MBBS, MRC Psych, CCST, PhD is Professor Emeritus, Dept. of Psychiatry at the Aga Khan University, Karachi, Pakistan. He is also Associate Faculty at the Center for Bioethics & Culture (CBEC), Karachi. He received his psychiatric and research training in the UK. He is a member of the Royal College of Psychiatrists & obtained his PhD from King's College, University of London. Dr. Khan is current President of the International Association for Suicide Prevention (IASP) and leads organisation's global suicide prevention strategy. He has published widely on suicidal behavior in Pakistan and developing countries, focusing on epidemiology and socio-cultural factors in suicide and self-harm. His other research and clinical interests include mental health of women and elderly, medical and organisational ethics and narrative medicine.



Professor Tony LaMontagne leads the Determinants of Health research domain in the Institute for Health Transformation at Deakin University. His broad research interest is in developing the scientific and public understanding of work as a social determinant of health, and translating this research into policy and practice to improve workplace and worker health. Specific areas of interest include workplace mental health, improving job quality and psychosocial working conditions, and evaluating government policy interventions. Intervention research studies have included process and effectiveness studies, quantitative and qualitative methods, and study designs ranging from case studies to large-scale cluster randomized controlled trials. His research and 250+ publications have influenced policy & practice in workplace health from the local to the international level.



Chris Lockwood has led initiatives for the last 10+ years to reduce the incidence of suicide and poor mental health through workplace-based initiatives. As the National CEO for MATES in Construction, Mining and Energy, Chris works to affect change every day in our workplaces. MATES are a leading evidence-based suicide prevention program delivered through the workplace and across industry in Australia. Having delivered face to face programs to over 200,000 workers, MATES improves the mental health of workers through trusted workplace development programs, on site workshops, individual case management and helpline services.



Mark Rice-Oxley is a British journalist working in international news for 25 years. He is an editor and columnist at The Guardian newspaper, whose credits include award-winning work such as WikiLeaks, Qatar's World Cup Slaves and the Shirt on Your Back. Currently head of the Guardian's special projects team, investigating global trends and themes, and creator of the Guardian's 'Upside' solutions journalism series. Rice-Oxley is the author of *Underneath the Lemon Tree*, an autobiography that describes his journey through depression and recovery. Also author and mental health advocate.



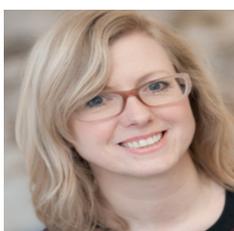
Dr. M. May Seitanidi (FRSA) is Associate Professor of Strategy at Kent Business School, University of Kent. She is a Visiting Professor in CSR at LUISS Business School, Rome, Italy. The research of Dr Seitanidi is within the broad field of Corporate Social Responsibility, Business Ethics and Sustainability focusing on the changing roles and responsibilities of the public, private, and non-profit sectors. She is interested in the enabling conditions, the governance and the types of outcomes pluralistic institutional environments deliver on multiple levels when aiming to address complex social issues such as poverty alleviation, social exclusion and healthcare. Recent research focuses on the role of cross-sector collaboration as an institutional ‘change agent’ in mental health issues, such as in suicide prevention, within and across organisations in the UK and India. She was the founder of the Hellenic Sponsorship Centre (1994), the magazine “Sponsors and Sponsorships” (1995) and the “Annual Review of Social Partnerships” (2006) promoting cross-sector collaboration for the social good. In 2007 she founded the International Symposia Series on “Cross- Sector Social Interactions” organised at leading universities around the world. She has served as a consultant and trainer for many private, public, and non-governmental organizations. Books include: *The Politics of Partnerships* (2010, short-listed for the SIM 2013 Best Book Award), *Social Partnerships and Responsible Business. A Research Handbook* (2014, co-authored with Andrew Crane) and *Creating Value in Nonprofit-Business Collaborations: New Thinking & Practice* (2014, co-authored with James E. Austin and received the 2014 Finalist ‘Terry McAdam’ Best Book Award Book of the Alliance for Nonprofit Management).



Professor van Tulder is co-founder of RSM's Department of Business-Society Management, a world-leading department on the global issues surrounding sustainability. The department offers a highly successful master's specialising in sustainability. He is founder and academic director of The Partnerships Resource Centre, an expert centre bringing together leading NGOs, firms and governments in the study and management of cross-sector partnerships for the social good. He supports the creation of other expert centres around the world that try to help companies improve their sustainability strategy together with other societal stakeholders. His recent initiative has been the creation – together with the University of the Philippines – of an expert centre around ‘inclusive value chains’ (the C4C centre in Manila).



Andy Stevens runs his own building company, Eclipse Property Solutions Ltd and his own consultancy, Eclipse Property Consultants Ltd. He is still on the tools so is still very much hands on. His company has won several awards for their outstanding craftsmanship and end product – extension of the year in 2010 and bathroom of the year in 2015. Before this he was developing for many years. He was also Vice President of the London region of the Federation of Master Builders where he was on the board for many years. He has presented his own radio show, filmed for media companies and currently presents a weekly live show for OnTheTools, who have 4 million subscribers. He has nearly finished a book on how to get the best out of your builder which is being published soon, he writes for national press, property magazines including Homebuilding and Renovating Magazine as their expert builder and also films their 'How to' videos, which looks at how to build an extension from the initial planning application all the way through to the final coat of paint. He has worked on the BBC and Channel 4 in building related programmes. He is also an expert speaker at the property and building exhibitions up and down the country including Grand Designs Live and Ideal Home Exhibition. His hobbies include golf, travelling, Welsh rugby and making play houses, kid's dens, bespoke furniture etc. He is a strong advocate for mental health, especially in the construction industry and has presented a series interviewing people in the industry who have struggled. He has not just spoken of his own difficulties and how he overcame them, but also speaks at exhibitions and conferences on mental health in construction and now advises companies in America, Canada and the UK.



Liz Hampson is a Director in Monitor Deloitte where she leads health policy and innovation strategy projects. For over 5 years she has been leading work in the Mental Health and Employer space including authoring a number of reports on the cost impact of MH on employers.



Alison Warner is the Founder of Evolve and Grow Ltd, a business coaching and consultancy firm based in London, UK. Her passion is in developing untapped potential in both people and businesses. She is one of the UK's leading business coaches, with unique expertise in the trades and construction industry. With Fortune 500 experience under her belt, she has delivered outstanding growth for small businesses and is an industry thought leader featuring on the BBC, national press and in sector publications. Her client base includes plumbers, electricians, glaziers, builders, air-conditioning, gardeners, painters and decorators and windowcleaners. It is the same systems and processes she used within large organisations that have helped her create the BUILD system, a 5-step process that helps Construction and Trade business owners move into a position where they can grow their business. In 2017 Alison published 'Build and Grow – How to go from Tradesperson to Managing Director in the Construction and Trade Industries', which quickly became an Amazon Number One Best Seller. In the same year Alison won the Key Person of Influence 'Pitchfest'.



Carl Wales is a highly knowledgeable Safety, Health and Environmental Manager proudly working for Wates Group for over 10 years. Carl has more than 30 years' experience in the construction industry and has introduced innovative and creative solutions to support the company's many campaigns, including their suicide prevention campaign and supporting projects throughout the UK to raise awareness around suicide. As a parent bereaved by suicide, Carl volunteers for the charity Papyrus (prevention of young suicide) and has very successfully merged the two, integrating his volunteer work and professional life, promoting suicide safer communities within the Wates group and the wider construction community. In 2019, Carl won a prestigious award for his efforts in supporting the charity and was commended by Wates Group for his work in the field.



Dr. Krystin Zigan is Lecturer in Strategic Management at Kent Business School, University of Kent and has graduated with a PhD in strategic hospital management from the University of Surrey. In her research, she focuses on various strategic management areas such as the management of intangible resources and performance measurement through online reviews. She has also researched on various leadership topics such as implicit leadership theories as well as social and caring leadership. More recently, she has developed high interest in social issues and explored the social responsibility of faith-based organisations. Currently, she is part of the research team that investigates the role of cross-sector collaboration in preventing mental health issues in the UK and Indian setting. She has published her work in peer-reviewed high- ranked journals and presented her work at international conferences. At Kent Business School, she is also the Director of Studies for the undergraduate programme Business and Management and before joining Kent, she was the managing director of a German research institute.



Lewis Smith-Connell, Project Manager Zero Suicide Alliance has worked within the health sector for over 10 years focussing on mental health and wellbeing promotion, with a particular focus on the social element of the Bio-Psycho-Social model of psychiatric care. Before joining the Zero Suicide Alliance Lewis worked in a leading role within an Asset Based Community Development and Social Inclusion service. He also set up and ran the Lancashire Recovery College, a county wide model of recovery learning, available for any member of the public, as an upstream health and wellbeing promotion approach. As well as this Lewis has led a public health behaviour change service covering the county of Lancashire. Since joining the ZSA Lewis has spearheaded the development of technology and business engagement for the Alliance, working with experts in IT development and Communications and Marketing to achieve a new model of membership of the Alliance, with specific focus on engaging and facilitating change within the construction industry, a high risk sector for suicide incidence.



European
Citizen Science
Association | Member
2020

Citizen Science: We see the event as an opportunity to involve people with lived experience of suicide prevention who can and do make important contributions to studying this issue. Today, in the UK Citizen Science is an important methodology for research funders, charities, and healthcare. Our research embraces the aims of the European Citizen Science Association (ECSA), including sustainability, environmental and societal, participation of disadvantaged and marginalized, dissemination of best practices and excellence, policy makers on a local to a global scale to be informed and provided expertise, research on citizen science, and community building in civil society.