

# Newsletter

## It's Time to Redefine "Man Up"

In construction over 85% of the workforce is male and sadly the suicide rates is 3x higher than the national average. It's an industry filled with grit and graft but inside, so many men are silently struggling and when they do finally have the courage to speak up they hear the dreaded 2 words...

MAN UP, which really means to:  
Be strong. Stay silent and Push through.

That version of masculinity is not strength, it's survival and it's us costing lives. In the UK, 11 men die by suicide every single day. These aren't just numbers. They're Dads. Sons. Brothers. Mates. Partners. Men who didn't feel allowed to ask for help.

The old "Man Up" told us:

- Don't cry
- Don't talk
- Don't show weakness

And the result?

Shame. Silence. Suffering.

But what if we gave "Man Up" a new meaning?

What If The New "Man Up" Means:

- Speak your truth
- Feel what you feel
- Ask for help
- Be honest, be real, be human

That's real strength.

That's **bravery!**

What Change Looks Like On Site?

- Toolbox talks that ask "How are you really doing?"
- Posters that say "Man Up = Speak Up"
- Managers who listen without judgment
- Workers supporting each other, not just with labour, but with compassion

This isn't about making men soft.

It's about keeping men alive.

Let's teach boys and men that courage isn't pretending you're okay. Courage is saying "I'm not okay and I want to get better."

If no one has told you this lately:

**You matter.**

**Your story matters.**

**The world is better with you in it!**

**Question:**

**What would change in your life and on your site if "Man Up" meant being honest, not silent?**



## New Episode

### OUT NOW!

How Steroids Almost  
Killed me with Zac  
Wilkinson!

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