



# Concrete Paving Association of Minnesota (CPAM)

March 12, 2026

# The “why”

- **Mental health impacts: safety, retention, productivity, long-term workforce strength**
- **Suicide rates in construction are among the highest**
- **Goal: mental health treated with same urgency as physical safety**

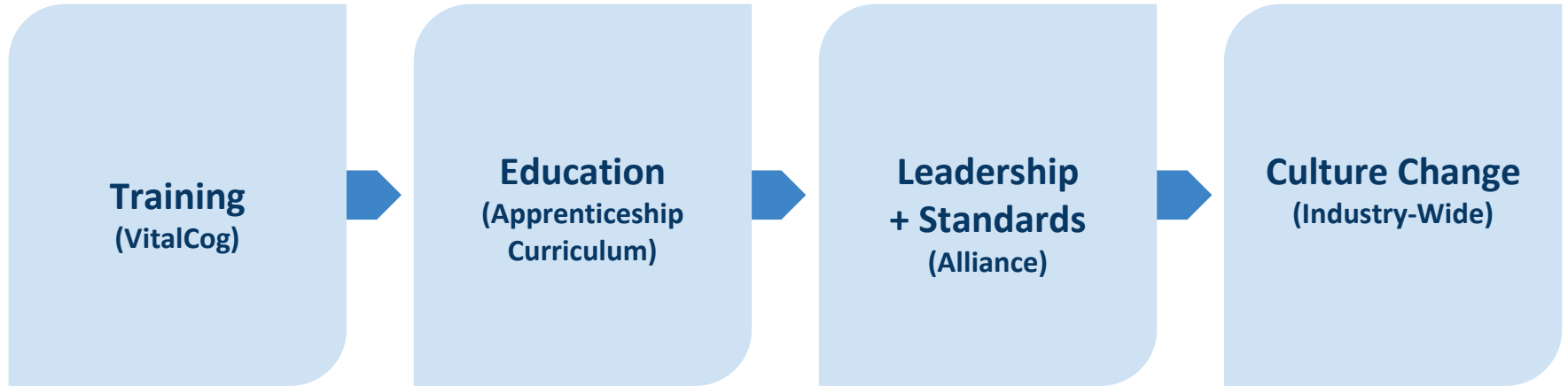
# What makes this approach different

- **Not only awareness + resources**
- **Also: training + education pipeline + leadership alignment = culture change**
- **Includes project owners + labor + contractors + industry associations**

# Department of Labor & Industry Grant: (An accelerator)

- **MN DLI grant: \$450,000 over 2 years**
- **Built through partnership**
- **Funds applied across 3 integrated initiatives that reinforce each other**

# The “pipeline”



## VitalCog in Construction + Culture of CARE

- **How does VitalCog work, and why is it a cornerstone of this effort?**
- **How does Culture of CARE support and align with this effort?**

## Apprenticeship curriculum embedded into training

**What does it mean to embed mental health into apprenticeship training—and why is that a game-changer?**

**What is the Minnesota Construction Mental Health Alliance?**

**How will the Alliance drive culture change?**

## Grant utilization focus

**How is the grant funding being applied across these three initiatives, and how do those investments work together to create statewide impact?**

# What can you do next?

- 1. Bring VitalCog training to your company (field + office)**
- 2. Support apprenticeship integration  
(reinforce it on your jobsites)**
- 3. Engage with the Alliance (scan QR / Get Involved)**
- 4. Lead visibly: treat mental health like safety (talk about it, plan for it, reinforce help-seeking)**

# Thank You



Please visit the [Alliance website](#) or scan the QR code below

