

TOUGH ENOUGH

TO TALK ABOUT IT

**BUILDING STRONGER WORKPLACES
THROUGH REAL CONVERSATIONS**



**TOUGH ENOUGH TO TALK ABOUT IT IS A PROGRAM OF
THE RESOURCE CENTRE FOR SUICIDE PREVENTION (RCSP)**

FROM CONCEPT TO IMPACT

1999 – Local agencies collaborate in Northern Alberta – the creation of *Men at Risk*.

2006 – Program expands provincially with standardized resources & mentorship.

2008 – Independent evaluation by Meyers Norris Penny LLP confirms impact.

2014 – *Men at Risk* receives Canadian Champions of Mental Health Award in Halifax.

2016 – Rebranded as *Tough Enough To Talk About It*; partnership with NAIT launches Train-the-Trainer program, adding 15 facilitators.

2020 – Virtual workplace presentations and seminars launched.

2023 – Second evaluation led by Dr. Connie Korpan; program licensed internationally with 17 facilitators in the U.S.

2024 – Inaugural Canadian Oil & Gas Mental Health Summit held in Grande Prairie, AB.

2025 – Second Summit in Fort McMurray; partnership with CDN Controls strengthens cross-border mental health training.

THE VALUE WE BRING

Tough Enough To Talk About It provides practical mental health tools for real workplaces—on job sites, in shops, offices, and the field. Designed for trades, oil & gas, and agriculture, the program addresses high-risk work, long hours, and isolation. By encouraging open conversations and equipping teams with coping strategies, it reduces stigma, improves safety, and builds stronger workplace culture.

Proven Impact

98%

Learned how to seek help for themselves or others in real situations.

98%

Gained skills to support someone going through a tough time.

98%

Became more likely to reach out to someone showing signs of struggle.

98%

Gained greater awareness of mental health stressors and suicide.

Testimonials:

"In our industry, safety means both physical and psychological. We all share the responsibility to invest in mental health, our people, and our communities."

– Dean Fraser, CEO, CDN

WORKPLACE PRESENTATION

Trades, Industry, and Energy face some of the highest suicide rates in North America. In these male-dominated fields, workplace culture often discourages tough conversations. By prioritizing mental health, companies can change the narrative—creating spaces where open dialogue is encouraged. When employees feel safe to speak up and connect, workplaces become stronger: improving productivity, reducing safety incidents and isolation, and increasing resilience across teams

This 90 minute innovative, facilitated presentation builds understanding and confidence in:

How to
check in,
listen, and
find help

Understanding mental
health, potential decline,
and workplace stressors

The employee's role
in building supportive
workplace culture

Recognizing
warning
signs in
co-workers

Testimonial:

"I came here skeptical and looking for insight as to why my brother took his life. I get it and realize I need help too. Thank you." – Workplace Presentation Participant

TOUGH LEADERS

The toughest teams aren't the ones that stay silent. They are the ones that look out for each other—and talk when it counts.



The 4-hour Tough Leaders session builds awareness, skills, and confidence for supporting workplace mental health. Purpose-built for trades, industry, and energy, it equips teams with practical, relevant, and impactful tools, including:

Mental health basics

Fundamentals, early intervention, and reducing stigma.

Workplace pressures

Stress, declining mental health, and suicide.

Communication skills

Checking in, listening, and navigating tough conversations

Leadership actions

Knowing when to step in, guiding others, preparing and following up

Culture change

Promoting open dialogue and healthier workplaces

Testimonial

"The Tough Leaders course provided invaluable insights for the oil and gas industry. It gave me confidence to address mental health issues on-site and build a safer environment for my team. Essential training for leaders committed to well-being." – Tough Leaders Participant

FIELD TRAINING PROGRAM

Train and empower employees to deliver the Tough Enough program—ensuring consistent, high-quality facilitation for your employees, on your schedule, when and where it works best for your organization.

Cost-Effective – Reduce costs by eliminating per-session fees and external facilitation, creating lasting savings for your organization.

Internal Delivery by Trusted Staff – Trained staff deliver sessions with trust and consistency.

Flexible Scheduling – Conduct workshops at times that suit your teams and projects best, free from third-party limitations.

24/7 Access to Program Materials – On-demand access to facilitation resources, videos, and training guides.

Direct Support – Ongoing mentoring and facilitation guidance.

Access to All Updates and Revisions – Access new enhancements and revisions.

Seamless Content Delivery – Consistent training across offices and worksites.



FACTS BEHIND THE FRAMEWORK



Evaluations of Tough Enough To Talk About It show participants gained confidence in recognizing when co-workers struggle and in having supportive conversations. They reported stronger knowledge of mental health resources and high satisfaction with the program, recommending it across more worksites. Follow-up workshops were encouraged to reinforce learning. The program is comprehensive, addressing suicide prevention through evidence-based approaches grounded in psychological theories such as Bystander Intervention, Social Cognitive Theory, Experiential Learning, and the Social-Ecological Model.

– Dr. Connie Korpan, PhD., MSc., BSc., BA., Lead Researcher, Community Enhancement & Social Innovation, Northwestern Polytechnic

Testimonial:

"We know this work isn't easy. Long hours, high stakes and pressure. It takes a toll on people. Finally, someone is talking about it " – Program participant

TOUGH ENOUGH

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☎ 780-539-0210
✉ toughenough@sp-rc.ca
🌐 toughenoughtotalk.org

Resource
Centre
FOR SUICIDE
PREVENTION

