

Farm State of Mind[®]
Mental Health
Awareness Month
Promotional Toolkit

#FarmStateOfMind
FarmStateOfMind.Org



Headline Messages

- This Mental Health Awareness Month, remember that a healthy farm or ranch starts with a healthy you. Farmers are experts at checking in on their crops, livestock and equipment, but checking in on your own personal wellbeing is just as important.
- This Mental Health Awareness Month, the American Farm Bureau is unveiling a new resource dedicated to helping farmers and ranchers consider how to respond when stress becomes overwhelming and they don't know what to do. It's called the Farm State of Mind Checklist: Weathering the Storm.
- Farmers and ranchers don't have to weather the storm alone. For nearly a decade since its inception, the Farm State of Mind initiative has focused on reducing the stigma around mental health and providing tools to help farmers, ranchers and their families.
- Farmers and ranchers have it hard right now, and things can easily feel out of control. The Farm State of Mind Checklist: Weathering the Storm is a new resource dedicated to helping farmers and ranchers consider what to do when they don't know what to do.
- The Farm State of Mind Checklist: Weathering the Storm is informed by the experiences of farmers, with suggestions from mental health professionals and outreach specialists. The checklist is meant to be a set of simple actions that farmers, ranchers and even their family members can take to manage overwhelm, prevent burnout and find clarity.
- In May and throughout the year, we'll encourage farmers, partner organizations, and rural advocates to make the checklist available, share how they fit the recommendations into their



daily routines, and tell the story of what helps them weather the storm.

The Farm State of Mind Checklist At a Glance:

- ✓ **Nourish:** Give your body the nutrition, hydration and rest it needs.
- ✓ **Move:** Incorporate exercise into your daily routine on the farm.
- ✓ **Unplug:** Step outside your fencerows for time away from the farm or ranch.
- ✓ **Pause:** Take time for meditation, prayer or a breathing exercise.
- ✓ **Connect:** Help a friend, invite someone over, or hold a farm meeting.
- ✓ **Share:** Access no-cost resources, consult professionals and tell your story.

Farm State of Mind Messaging:

- Farming is a highly rewarding occupation, but it's also stressful. Unpredictable weather, markets, and in many cases isolation, can make things feel out of control. While the checklist can't fix everything a person might be facing, we're encouraging farmers and ranchers to take steps toward wellbeing, informed by others who have been in their shoes.
- During Mental Health Awareness Month, we are bringing attention to the stress that farmers face, and to no-cost resources. However, our hope is that the message will resonate all year, and that in their busiest or most uncertain moments,



more farmers will remember they are supported, there are steps they can take, and that they can access help 24/7.

- If you or someone you know is struggling emotionally or has concerns about their mental health, visit the Farm State of Mind website at FarmStateOfMind.Org. Here you can find hotlines, treatment locators, tips for helping someone in emotional pain, ways to start a conversation and resources for managing stress, anxiety or depression.
- The Farm State of Mind Alliance, which includes some of the largest membership organizations serving the farm community nationwide, makes available several no-cost resources to farmers and farm families. These include online peer-to-peer support, and access to counseling and consultation services.
- Togetherall is an anonymous peer-to-peer online community that empowers farmers and their families to get and give support. Signing up is easy and anonymous, ensuring your privacy and confidentiality throughout your journey.
 - Supportive Community: Using an anonymous profile, connect and share in a safe space with others who understand. Join the Agricultural Group.
 - Immediate Access: Whatever's on your mind, you can access Togetherall in minutes, 24/7.
 - Wellbeing Tools: To better understand what you're going through, access self-help resources, or explore tools like guided courses and assessments.
 - No-Cost External Resources: PAS personal wellbeing and life event support services are available through Personal Assistance Services and accessible through Togetherall. These services include no-cost family and individual counseling provided by agriculturally competent rural mental health professionals.



Weathering the Storm Checklist

Farm State of Mind CHECKLIST Weathering the Storm

NOURISH

MOVE

UNPLUG

PAUSE

CONNECT

SHARE

FarmStateOfMind.Org





Farm State of Mind CHECKLIST

Weathering the Storm

NOURISH

Give your body the nutrition, hydration and rest it needs.

MOVE

Incorporate exercise into your daily routine on the farm.

UNPLUG

Step outside your fencerows for time away from the farm or ranch.

PAUSE

Take time for meditation, prayer or breathing exercises.

CONNECT

Help a friend, invite someone over, or hold a farm meeting.

SHARE

Access no-cost resources, consult professionals and tell your story.

FarmStateOfMind.Org





Social Media Messages

- You wouldn't skip a maintenance check on your tractor or your fields. When was the last time you checked in on yourself? This #MentalHealthMonth, @FarmBureau and partners are introducing the Farm State of Mind Checklist: Weathering the Storm. It's designed to help you deal with stress if you don't know what to do. ✓ <https://bit.ly/3maQxdr>
- A healthy farm is nothing without a healthy you. The new Farm State of Mind Checklist: Weathering the Storm, gives tips on how to respond if stress becomes overwhelming and you don't know what to do. Learn more: <https://bit.ly/3maQxdr>
- You prioritize your farm's health every day. This #MentalHealthMonth, make sure you're prioritizing your own health, too.

Introducing the Farm State of Mind Checklist: Weathering the Storm. This resource is designed to help you:

- ✓ Manage overwhelm
- ✓ Prevent burnout
- ✓ Find clarity during stress

A healthy farm starts with a healthy you. Download the resource at FarmStateOfMind.Org



- Check in with yourself this #MentalHealthMonth. Try these 6 steps:
 - ✓ Nourish
 - ✓ Move
 - ✓ Pause
 - ✓ Unplug
 - ✓ Connect
 - ✓ Share

Download the Farm State of Mind Checklist: Weathering the Storm: <https://bit.ly/3maQxdr>

- If you or someone you know is facing anxiety, depression or any mental health challenge, you are not alone. Farming and ranching are rewarding, but highly stressful occupations. Remember this #MentalHealthMonth, a healthy farm or ranch is nothing without a healthy you. Check out #FarmStateOfMind resources: <https://bit.ly/3maQxdr>
- It's easy to feel overwhelmed, but you are not alone. Sign up for Togetherall this #MentalHealthMonth to connect anonymously with a peer-to-peer agriculture support community. Find out more: <https://bit.ly/3maQxdr>



Email Marketing Messages

- A healthy farm starts with a healthy you. This Mental Health Awareness Month, it's important to remember that checking in on our own wellbeing is just as important as our daily chore checklist. The American Farm Bureau has launched the Farm State of Mind Checklist: Weathering the Storm—a practical new resource to help farmers and ranchers manage overwhelm and find clarity. Explore the guide and other free resources at FarmStateOfMind.Org.
- You don't have to weather the storm alone. This Mental Health Awareness Month, Farm State of Mind is launching a new resource to help farmers and ranchers manage stress and overwhelm — offering a guide for when you don't know what to do. Explore the guide and other FREE resources at FarmStateOfMind.Org.

Engagement Guide

This Mental Health Awareness Month, Farm Bureau hopes you'll show us, and other farmers who need support, how you use the new Farm State of Mind Weathering the Storm Checklist. Whether you've tucked the printed copy into your visor or you're checking in digitally while in the field, we want to see how you're taking action.

- **Nourish:** Share a photo or a quick video of your "go-to" healthy farm meal. What's the recipe that keeps you full and fueled during a long day? How you prioritize hydration and rest?
- **Move:** Post a "cab-stretch" video or a photo of how you get moving to clear your head during the workday. This could be as



simple as walking the fence line, taking a jog or throwing a ball with the farm dog between chores.

- **Unplug:** Share a video or photo of your favorite hobby outside of farming. What do you do to step outside the barn gate and recharge your mind?
- **Pause:** Show us your "peaceful spot." Where is the place on your farm you go to take a breath, reflect on what you're thankful for, or just find a moment of quiet? This could be as simple as practicing the 4-7-8 breathing exercise in your favorite spot on the farm.
- **Connect:** Post a video telling us how you combat isolation on the farm. This could be as simple as helping a neighbor, inviting a friend over, holding a farm meeting, or attending church or participating in a community organization.
- **Share:** Post a video talking about the mental health and professional resources that have been helpful to you. Feel free to share what has worked for you when the storms of life have come your way.

Suggested Prompts:

- "When I start to feel the 'emotional storm' building, the first thing I check off my list is..."
- "My favorite spot to keep my Weathering the Storm checklist is [on the dash/in the barn/on my phone] because..."
- "This Mental Health Month, I'm using the checklist to help me find clarity when things feel out of control."



General Video Recording Guidelines:

- Setting Up Recording –
 - Record vertically
 - Opt for a clean, uncluttered background
 - Record facing the light, avoid shadows and fluorescent lighting
 - Opt for natural lighting, filming outside on your farm if possible
 - Avoid background noise
 - Don't forget to clean your camera lens before recording
- While Recording –
 - Start recording a few seconds before you begin talking and record for a few seconds after you finish
 - Look into the camera to make eye contact with viewers
 - Don't be afraid to shoot the video multiple times
- For more information on recording videos:
 - [Photo & Video Guide](#) ○ [Short Form Video Guide](#)

Promotional Materials

- Suggested Hashtags:
 - #FarmStateOfMind
 - #MentalHealthMonth
- Access All Promotional Assets [HERE](#)
- Farm State of Mind Resources:
 - [FarmStateOfMind.Org](#)
 - Mental health resource directory featuring national, state and local resources.



- Information on how to help someone in emotional pain.
- Research on rural mental health and opioid misuse.
- **Rural Resilience Training**
 - Created by Michigan State University with support from AFBF, Farm Credit and National Farmers Union, this free training is dedicated to helping individuals who interact with farmers and ranchers to understand sources of stress, identify effective communication strategies, reduce stigma related to mental health and learn warning signs of stress and suicide.
- **Togetherall**
 - An anonymous peer-to-peer online community that empowers farmers and their families to get and give support. PAS counseling and consultation services are available through the resources section free of charge. Signing up is easy and anonymous, ensuring privacy and confidentiality. It's made possible at no cost to farmers and farm families, through our partners in the Farm State of Mind Alliance.
- **Additional Promotional Resources**
 - News Release: [Farm Bureau Welcomes Next Era of Supporting Farmer Mental Wellbeing](#)
 - The Zipline: [Farm State of Mind Alliance: A New Chapter in Taking Care of Our Own](#)
 - Focus: [Darkest Before Dawn – Steve Breeding's Story](#)
 - Promotional Video: <https://www.youtube.com/watch?v=KUEHdHQYWXk>