

Principle Evaluation Criteria

Criteria	Description	Scoring
1. General Fit	Initiative is appropriate for the selected category (see next section for specific criteria). Initiative description provides necessary details and an overview that focuses on the elements outlined in each category description and highlights the award-winning qualities of the initiative.	<5
2. Defined Need & Impact	Initiative is based on clearly defined need in its respective community/context, and has identified intended clear outcomes and impacts that have addressed this need. If appropriate, the description should include a reflection on the achievements of the initiative in terms of the intended goals.	<25
3. Knowledge Transfer/ Destigmatizing	Knowledge exchange and/or destigmatizing of mental health issues is identified as a key component of the initiative (doesn't need to be referred to as such).	<15
4. Replicability, Scalability & Longevity	Initiative is most likely replicable and/or scalable, or has been replicated or scaled up. Initiative will be monitored, maintained, and enhanced.	<15
5. Innovation	Initiative demonstrates relative innovation ¹ , according to the nominee, and the nominee provides evidence for this assessment. Nomination form documents why and how those involved choose to innovate, demonstrating uniqueness of the initiative in an agricultural context, practice or technology.	<10
6. Producer Involvement	Initiative is producer-led and/or can demonstrate direct producer engagement in its governance and oversight.	<5
Total		

Maximum of 80 points awarded in the Principle Evaluation Criteria section

¹ Innovation is defined as the development of new knowledge, practices or technologies; the application of current or emerging technologies or practices; or the adoption of an advanced technology, knowledge or practice in a region, sector or organization in which it has not been applied before.

Category-Specific Evaluation Criteria:

All initiatives must demonstrate a clear linkage and focus on an agricultural community or industry segment within their nomination form.

Category	Description	Criteria	Scoring
Community Capacity Building	Initiatives that strengthen the capacity of community-based mental health services to meet identified community needs, foster recovery and well-being for clients, and for their support networks.	Extent to which the target community participated/are participating in the initiative, and description of this participation and their contribution.	<10
		If applicable, that the target audience was involved in the development of the initiative (i.e. peers, seniors etc.)	<10
Workplace Initiatives	A project or program led by a public, private or non-profit sector organization within the agricultural industry that uses innovative approaches and tools to promote mental health within the organization.	Extent to which people in the target population participated/are participating in the initiative.	<4
		Extent to which people in the workplace are likely to be, or confirmed to be, affected by the initiative.	<8
		How have workplace psychological health and safety risks changed as result of this initiative?	<8
Research Projects	Initiatives that have developed innovative approaches to research in mental health and that provide practical guidance for those who work in the mental health field and people with lived experience.	Does the initiative involve people with lived experience throughout the project lifecycle?	<10
		Overview of the project's demonstrated impact or, if still underway, key indicators to demonstrate potential impact?	<10
Social Innovations	Initiatives that have delivered important economic and social benefits for people in communities living with mental health problems and illnesses.	Could the initiative be replicated in other communities, including rural/remote locations.	<10
		Is there a clear focus on agricultural populations?	<10