

THE BRIGID RIVOIRE AWARD FOR CHAMPIONS OF AGRICULTURAL MENTAL HEALTH

Messaging Guide

Messaging guide – Industry and Consumers

Mental health is an issue in the agriculture community that isn't receiving enough attention

Farming is a labor intensive industry where producers are often pinning their financial livelihoods to factors they cannot control. Recent surveys have found high reported levels of depression and anxiety in the farming community.

Destigmatisation is essential to getting producers to seek mental health support.

Break the Silence: Farmers have a "cowboy" or "tough guy" image that is not supportive of talking about their struggles or issues. In order for any mental health initiative to find success, farmers need to be willing to talk about their problems without feeling as if this is showing weakness.

Support for mental health initiatives is key.

Wide-range support from various organizations will help build awareness and work to normalize seeking help for mental health issues in the agricultural community.

Nominations for mental health initiatives are open

Nominate your own initiative and spread the word to others working on mental health issues in agriculture. The award provides both publicity for the initiative and financial rewards.

The agriculture community is reporting higher levels of stress and anxiety than the average.

Farmers livelihoods are often tied to factors they cannot control like transportation problems, weather and international trade wars. This lack of control can lead to high levels of stress and mental health issues.

