

The Brigid Rivoire Award for Champions of Agricultural Mental Health

The Award

The Brigid Rivoire Award for Champions of Agricultural Mental Health annually recognizes an individual, organization, or group that has made outstanding contributions in raising awareness, addressing stigma, and supporting mental health for farmers in their local community. This annual award includes a \$2,000 donation to a mental health initiative of the recipient's choice, along with an invitation to attend the Canadian Federation of Agriculture's (CFA) Annual General Meeting in February with all expenses paid.

The recipient will also be profiled by the Canadian Federation of Agriculture through a written profile highlighting their work in the community and sharing the good work they have done. This profile will be published on the CFA and Do More Agriculture Foundation websites, and through other partners' publications, determined prior to the nomination window each year. For example, the first annual award will be promoted through CAHRC's AgriHR Toolkit, employer tools and training, social, and their newsletter.

To share knowledge and experience more widely, CFA will publish profiles for three short-listed finalists on its website as well, based on a written overview of their work provided in the nomination form. Additionally, CFA will explore opportunities to nominate the winner for other award programs to broaden the publicity for their contributions to mental health in Canada.

Potential Recipients

While the award criteria will be focused on the extent to which a particular individual, organization or group have contributed to the support of mental health for Canadian farmers and the broader agricultural community, the award will be made available to a broad range of stakeholders, including (but not limited to):

- Farmers;
- Service providers;
- Community organizations;
- Media;
- Parliamentarians;
- Researchers; and
- Youth.

To avoid potential conflicts of interest, partner organizations associated with the promotion and evaluation of the award cannot be nominated for the award.

Basic Eligibility Criteria

- Ongoing activities have been running for at least 12 months before the date of the nomination submission deadline.
- Activities that have concluded, with a defined end date, will have taken place within two years of the nomination submission deadline.
- The initiative or activity is focused on agriculture and based in Canada.
- The nomination form is signed by the nominee endorsing the accuracy of the information provided and accompanied by a third party reference letter.
- The nomination form is submitted by a provincial farm organization, signifying their endorsement.
- Each provincial farm organization can only submit one nomination during each annual nomination period.

Principle Evaluation Criteria

Criteria	Description	Scoring
1. Clarity of Description	Initiative description provides necessary details and an overview that focuses on the elements outlined in each category description and highlights the key qualities of the initiative.	<5
2. Defined Need & Impact	Initiative is based on clearly defined need amongst primary producers and their respective communities, and has identified intended 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).	<20
4. Replicability, Scalability & Longevity	Initiative has adopted impactful practices previously employed in other sectors or domains. Initiative is most likely replicable and/or scalable, or has been replicated or scaled up. Initiative will be monitored, maintained, and enhanced.	<20
5. Producer Involvement	Initiative is producer-led and/or can demonstrate direct producer engagement in its governance and oversight.	<5
6. Award's Impact	Impact of the prospective donation on agricultural mental health is clearly articulated.	<5
Total		

Maximum of 80 points awarded in the Principle Evaluation Criteria section

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. That help to meet producers' needs, foster their recovery and well-being, and that of 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 producers and their communities were involved in the development of the initiative.	<10
Workplace Initiatives	A project or program led by a public, private or non-profit sector organization within the agricultural industry that uses tools to promote mental health within farm workplaces.	Extent to which producers and farm workers are participating in the initiative.	<4
		Extent to which producers and farm workers 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 approaches to research in mental health. Initiatives 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, on-farm 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 producers 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 producers or the broader agricultural community?	<10

Nomination & Evaluation Process

Nominations:

CFA will open an expression of interest submission window in October 2018, at which time applicants will submit an expression of interest form to CFA by no later than November 16th, 2018. At that point, each Provincial General Farm Organization will then be sent a package of all the expressions of interest and asked to select an individual nominee from that selection and contact them by no later than November 28th, 2018. Moving forward, this expression of interest submission window will remain open year-round, with a specified closing date for that given year's award. This will allow for submissions throughout the year.

Final nomination forms for the *Brigid Rivoire Award for Champions of Agricultural Mental Health* must then be submitted by December 14th, 2018 for consideration by the Evaluation Panel.

A nomination form is posted on the CFA website for applicant's reference and a fillable version shared with each provincial general farm organization so that they can assist their nominee in completing their application forms by the December 14th deadline

CFA will also raise awareness of the nomination window through its website, social media and other communication channels, directing prospective applicants to reach out to their respective provincial general farm organizations. Other partner organizations (listed on the following page) will also promote this opportunity at their discretion.

Evaluation:

Stage 1

Stage I will consist of an eligibility review to determine whether expressions of interest comply with all of the eligibility requirements, asking questions of clarification to ensure applications are complete. Upon receipt of each expression of interest, CFA staff will immediately undertake the eligibility review and will confer with the interested party if there is a discrepancy on the eligibility of specific applications after the initial review.

Stage 2

Stage 2 will consist of a scoring of each eligible application by at least 3 members of the Evaluation Panel on the basis of the evaluation criteria. Adjudicators will send their scores by January 18th to the appropriate CFA staff. Based on the compilation of these scores, 3 applications will be short-listed as potential recipients and their nomination forms will be sent to the entire Evaluation panel for their review.

Stage 3

The evaluation panel will meet via teleconference the following week to discuss the three finalists and review each nomination based on the evaluation criteria. Given the breadth of potential applications and the difficulties in making direct comparisons, the evaluation panel will be asked to make a consensus-based decision to select the final recipient for the award. Following this stage, the CFA will contact the recipient and relevant provincial general farm organization.

Partner Organizations:

Do More Agriculture Foundation – Do More Ag

Canadian Agricultural Human Resource Council – CAHRC

Farm Management Canada – FMC

Canadian Agricultural Safety Association – CASA