

# The Brigid Rivoire Award for Champions of Agricultural Mental Health

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## The Award

The Brigid Rivoire Award for Champions of Agricultural Mental Health annually recognizes a specific initiative 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 website, and through other partners' publications, determined prior to the nomination window each year. For example, the first annual award was promoted by the Canadian Agricultural Human Resource Council and Farm Management Canada through their social media and respective newsletters.

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/video. 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 **specific initiative** has 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 evaluation of the award are required to disclose potential conflicts and recuse themselves from that year's evaluation process. Any evaluation panelist with a direct relationship to any potential candidate will not participate in the evaluation of any candidates.

## Basic Eligibility Criteria

- Ongoing activities within the specified initiative have been running for at least 12 months before the date of the nomination submission deadline.
- Initiatives 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.
- Candidates must provide either a video submission or text submission through Survey Monkey which answers the questions outlined below

## Required Information for Nominations

Candidates must answer the following questions in their video or text submission:

- Name of the person or initiative
- When the initiative started
- Why the initiative was started
- How does it involve or help farmers?
- Concrete examples of what the person/initiative has done/accomplished
- Does it address gaps in services?
- What other initiatives or programs do you feel are needed in this space of agricultural mental health?
- How would the money from the award help further work on agricultural mental health?

## Principle Evaluation Criteria

Criteria	Description	Scoring
<b>1. Clarity of Description</b>	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
<b>2. Defined Need &amp; Impact</b>	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
<b>3. Producer Involvement</b>	Initiative is producer-led and/or can demonstrate direct producer engagement in its governance and oversight.	<5
<b>4. Award's Impact</b>	Impact of the prospective donation on agricultural mental health is clearly articulated.	<5
<b>Total</b>		

Maximum of 40 points can be awarded.

## **Nomination & Evaluation Process**

### **Nominations:**

Candidates can submit either a video or text submission. Both text and video submissions will be treated equally.

### **Video Submission**

Candidates can submit a video submission, with a maximum length of 2 minutes and 20 seconds (maximum length allowable by Twitter), by tweeting their video and tagging @CFAFCA. The video must answer the questions outlined above.

If the applicant is willing, CFA will also post their submission on the CFA YouTube channel.

Videos will be evaluated by CFA staff to create a short-list. CFA will then reach out to those on the short-list to provide a letter of reference for their work/initiative.

Once those are complete, the evaluation panel will compare submissions to determine the winner and finalists for the award.

### **Deadlines**

Video submissions have a deadline of October 11<sup>th</sup>, 2022.

Short-listed applicants will be contacted by October 25<sup>th</sup> to provide letters of reference.

### **Text Submission**

A nomination form through Survey Monkey is [available here](#), and can also be found on the CFA website.

Candidates must fill out the nomination form answering all the questions provided. These submissions will be evaluated by CFA staff to create a short-list, who will then be contacted to provide a letter of reference.

### **Deadlines**

Text submissions have a deadline of October 11<sup>th</sup>, 2022.

Short-listed applicants will be contacted by October 25<sup>th</sup> to provide letters of reference.

### **Evaluation:**

#### *Stage 1*

Stage I will consist of an eligibility review to determine whether video and text submissions have answered all the questions asked of them, and that the submissions comply with all eligibility requirements. CFA will confer with the interested party if there is a discrepancy on the eligibility of specific applications after the initial review. At the conclusion of this stage, a short-list of candidates will be finalized, and requests for letters of reference will be sent out.

#### *Stage 2*

Stage 2 will consist of a scoring of each short-listed application by 3 members of the Evaluation Panel on the basis of the evaluation criteria. Adjudicators will send their scores and review notes by December 6<sup>th</sup>, 2022 to the appropriate CFA staff. Based on the compilation of these scores, candidates will be ranked and the top 3 scoring applications will be identified as the winner and finalists. CFA staff will then reach out to inform the winner and finalists, and also to begin writing a profile of their work/initiative.

*Tie-breakers: In instances where applicants have the same score, preventing identification of either the 3 short-listed candidates or the final recipient, the evaluation panel will be brought together to discuss the respective applications and seek a consensus-based decision. Where consensus is not possible, panelists will be asked to vote on each of the tied applications, relying on the majority of panelist votes to break ties in application scoring.*

**Partner Organizations:**

Do More Agriculture Foundation – Do More Ag

Canadian Agricultural Human Resource Council – CAHRC

Farm Management Canada – FMC

Canadian Agricultural Safety Association – CASA