

#FarmNeighborsCare Media Kit



#FarmNeighborsCare

Thank you for using our Media Kit! In this media kit, you are welcome to use and edit all suggested posts, press release and images. What you cannot edit is the official logo. You may use it and lay it over another image, but please do not edit it.

In this Media Kit you will find:

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Press Release: For full press release visit
<http://www.marshfieldresearch.org/nfmc/farmneighborscarekit>

FOR IMMEDIATE RELEASE
May 1, 2021

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#FarmNeighborsCare during national Mental Health Awareness Month

May is national Mental Health Awareness Month and [\[insert your org name here\]](#) has joined Wisconsin Farm Bureau Federation and a coalition of other agricultural organizations to support rural residents in looking after their farm neighbors who might be struggling with increased stress.

Through its #FarmNeighborsCare campaign, this coalition will be hosting webinars, promoting resources on social media, and running a campaign called “Heroes of Hope” to highlight rural heroes who have instilled hope in farmers and farm-related businesses with acts large and small.

[You may use the following paragraph verbatim if want, you may use the quote and insert your own spokesperson's name, or you can feel free to provide an entirely different quote.]

"Mental health is a serious topic in rural Wisconsin," said Wendy Kannel, senior director of Member Relations at Wisconsin Farm Bureau Federation. "Farm Bureau is committed to giving farmers the resources and opportunities they need to reach out if they are struggling, or to help family and friends in need of mental health support."

Did you know?

- Studies over the past few decades have consistently found farmers and farmworkers at a higher risk of death by suicide compared to other occupational groups.
- 91 percent of rural adults say mental health is important to them and their family.
- 31 percent of rural adults have personally sought help for a mental health condition, and 24 percent have a family member who has sought care for a mental health condition.

Mental Health Webinars are scheduled for May 12, 19, 26 from noon to 1. To participate in the social media campaign and register for the webinars, visit our #FarmNeighborsCare webpage <https://wfbf.com/farm-neighbors-care-campaign/>.

To nominate a Hero of Hope, visit [www https://wfbf.com/farm-neighbors-care-campaign/heroes-of-hope/](https://wfbf.com/farm-neighbors-care-campaign/heroes-of-hope/). Who's a hero? Somebody who helped another person through a tough time, perhaps assisting with harvest, delivering meals and generally "being there" to listen. Nominations will be accepted May 1 through May 21. One nominee will be recognized as the grand prize winner, and four nominees will be named runners-up, with prize packages provided by local sponsors.

The #FarmNeighborsCare coalition includes producer groups, Extension, health care providers and other organizations. Farm Neighbors Care was initiated by the Wisconsin Farm Bureau Federation and has become a collaborative effort between many agricultural organizations in the state. Partnering groups include but are not limited to: [AgrAbility of Wisconsin](#), [Dairy Business Association](#), [Dairy Farmers of Wisconsin](#), [Edge Dairy Farmer Cooperative](#), [Farmer Angel Network](#), [Insight FS](#), [National Farm Medicine Center](#), [Professional Dairy Producers](#), [Rural Mutual Insurance Company](#), [Southwestern Wisconsin Community Action Program, Inc.](#), [Wisconsin Cattlemen's Association](#), [Wisconsin Christmas Tree Producers Association](#), [Wisconsin Corn Growers Association](#), [Wisconsin Farm Bureau Federation](#), [Wisconsin Farm Center \(DATCP\)](#), [Wisconsin Farmers Union](#), [Wisconsin Pork Association](#), [Wisconsin Potato and Vegetable Growers Association](#), [Wisconsin Soybean Marketing Board](#) and the [Wisconsin State Cranberry Growers Association](#).

When loved ones, neighbors or others you care about are experiencing mental health challenges, they may not even realize it. Visit [\[insert your preferred mental health resources here\]](#) for tips on how to identify someone who might be at risk.

[You may also consider sharing any of these resources]

- Wisconsin Farm Bureau Federation <https://wfbf.com/mental-health-resources/>

- WI Farm Center (DATCP)
https://datcp.wi.gov/Pages/Growing_WI/FarmerMentalHealthWellness.aspx
- UW-Madison Extension <https://farms.extension.wisc.edu/farmstress/>
- Michigan State University Extension
https://www.canr.msu.edu/managing_farm_stress/how-to-talk-with-farmers-under-stress.pdf

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Images: For all images including logos and social media graphics/sharables and videos visit www.marshfieldresearch.org/nfmc/farmneighborscarekit or download the zip file from www.wfbf.com/farm-neighbors-care-campaign

Mental Health Awareness **Events** for promoting:

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- Tuesday May 4th from noon to 1 PM CST Professional Dairy Producers (PDPW) Dairy Signal. Hear from Dr. Josie Rudolphi studying how farm youth are affected by Mental Health and Amy Myrdal Miller, Founder & President, Farmer's Daughter Consulting, Inc., who will address healthy eating and sleeping habits to help reduce stress in your life to stay mentally healthy.
<https://pdpw.org/programs/TheDairySignal/details>
 - Wednesday May 12 for our first #FarmNeighborsCare Webinar of 2021. "Breaking the Stigma Surrounding Mental Health" Wisconsin farmers will share their stories about mental health, how they have coped and where they found resources to help.
 - Wednesday May 19 for our second #FarmNeighborsCare Webinar of 2021. "Farmer Mental Health Research and Results" Staff from Central WI and beyond will share recent research and results surrounding agricultural and rural mental health.
 - Wednesday May 26 for our final #FarmNeighborsCare Webinar of 2021. "Farmer Mental Health Resources" Staff from the Wisconsin Department of Agriculture, Trade and Consumer Protection will share free and confidential resources that are available to farmers in Wisconsin.
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Example **Facebook** Messages:

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- Join us Wednesday May 12 for our first #FarmNeighborsCare Webinar of 2021. “Breaking the Stigma Surrounding Mental Health” Wisconsin farmers will share their stories about mental health, how they have coped and where they found resources to help.
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- Tune into the @ProfessionalDairyProducers Dairy Signal on Tuesday May 4th from noon to 1 PM CST to hear from Dr. Josie Rudolphi studying how farm youth are affected by Mental Health and Amy Myrdal Miller, Founder & President, Farmer’s Daughter Consulting, Inc., who will address healthy eating and sleeping habits to help reduce stress in your life to stay mentally healthy. <https://pdpw.org/programs/TheDairySignal/details>
- Talking about depression is not attention seeking. Literally millions of people have depression and don't talk about it. It's a silent killer, it's okay to talk about it. #FarmNeighborsCare <https://farms.extension.wisc.edu/farmstress/>
- #FarmNeighborsCare is a campaign to support our farmers who are facing stress due to low market prices, poor weather, and crop conditions, etc. <http://wfbf.com/farm-neighbors-care-campaign/>
- Due to concerns around the COVID-19 pandemic, farm neighbors are encouraged to utilize alternative means to check in on those around them. It is now more important than ever to make sure friends, family members, and neighbors are ok and that they have someone to check-in, but we must also protect those who are vulnerable to illness. #FarmNeighborsCare https://datcp.wi.gov/Pages/Growing_WI/FarmCenterOverview.aspx
- We all go through tough times, both personally and professionally. Do not let a difficult period define you or your dreams. If you believe in something, keep pushing and reaching out when you need assistance. You will find that, oftentimes, when you push yourself, others will be there to push you forward towards your goals, too. #FarmNeighborsCare <https://wfbf.com/mental-health-resources/>
- Language matters! Decades of research summarized in the Suicide Prevention Resource Center safe messaging reference guide encourage those who are giving public communications about suicide to follow these suggestions. <https://www.irmi.com/articles/expert-commentary/language-matters-committed-suicide>

- The mission of Marshfield Clinic Health System is “We Enrich Lives.” Enriching lives happens in different ways, including improving the health of our communities, beyond clinical walls. If you need support for your mental health visit <https://communityhealth.marshfieldclinic.org/> to learn more.
- Are you, or do you know someone who is suffering from a substance abuse condition? The Northwoods Coalition is dedicated to substance use prevention. It provides support through funding, training, and advocacy to the county and tribal nation coalitions. Learn more at <https://communityhealth.marshfieldclinic.org/en/Northwoods-Coalition>.

Example **Twitter** Messages:

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- How and why #farm #stress affects #decision making, #health and your long-term outlook on #farming and life? #FarmNeighborsCare <https://bit.ly/BasicsofFS>
- Nearly 1 in 5 American adults will have a diagnosable #mentalhealth condition in any given year. <https://www.mhanational.org/mentalhealthfacts>
- 46% of Americans will meet the criteria for a diagnosable #mentalhealthcondition sometime in their life, and 1/2 of those people will develop conditions by the age of 14. <https://farms.extension.wisc.edu/farmstress/>
- #Ask: Asking the question “Are you thinking about #suicide?” communicates that you’re open to speaking about suicide in a #nonjudgmental and supportive way. <https://www.dhs.wisconsin.gov/prevent-suicide/index.htm>
- Through the counseling #voucherprogram, #farmers and #farmfamilies can obtain counseling #services from a participating #mentalhealth provider in their local area at no cost. #FarmNeighborsCare https://datcp.wi.gov/Pages/Growing_WI/FarmerMentalHealthWellness.aspx
- 24/7 Farmer Wellness Hotline (1-888-901-2558) #FarmNeighborsCare: Whether you are exhibiting symptoms of #depression or #anxiety, having #suicidal thoughts, or just need a welcoming ear to talk to. https://datcp.wi.gov/Pages/Growing_WI/FarmerMentalHealthWellness.aspx
- #Stress, #suicide, and #mentalhealthconditions impact #agricultural communities, where #economic, #social, and #environmental forces #challenge the health and safety of farmers. #FarmNeighborsCare <http://umash.umn.edu/stress/>
- Know the signs and #symptoms of Stress. Help your family, workers, and neighbors. #FarmNeighborsCare <http://umash.umn.edu/wp-content/uploads/2020/01/Stress-Signs-and-Symptoms-Poster-Branding-Here.pdf>

Example **Instagram** Messages:

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- #DYK: 91% of rural adults say mental health is important to them and/or their families. A healthy farm or ranch begins with the people who own, work on, and manage them. #FarmNeighborsCare
- You must take care of yourself before you can take care of others -- and that includes the farm! Do not hesitate to take a moment to recharge and reset from the daily grind; it's necessary. #FarmNeighborsCare
- #DYK: 82% of farmers and farm workers say mental health is important to them and/or their family. If you are struggling, you are not alone. We are here, we care, and so do so many others! It is time to #BreakTheStigma surrounding mental health in agriculture. #FarmNeighborsCare
- Growing as individuals can be a time-consuming process, and it is okay to be frustrated with the time it takes to achieve our goals. Take some time to look back at how far you have come and give yourself credit for the steps, even the small ones, you have taken thus far. #FarmNeighborsCare
- According to John Hopkins University, an estimated 26% of adults ages 18 and older struggle with mental health at some time in their lives. The American Farm Bureau found that 31% of rural adults have personally sought care and 24% have a family member who has sought care for a mental health condition. #FarmNeighborsCare
- If you or someone you know is struggling with chronic stress, anxiety or depression, there are free, confidential resources available to every farmer in our state through the Wisconsin Farm Center. #FarmNeighborsCare
- Growing, healing and living with mental health challenges is not a solo gig. Lean on your family, neighbors and friends in times of struggle; you will be surprised by the power in your support system. #FarmNeighborsCare
- It is very likely you know someone struggling either on the farm, personally or mentally. What are some ways to check on your neighbors, start the conversation and show that #FarmNeighborsCare? Check out our conversation starters below to get the dialog going.

Example **LinkedIn** Messages:

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- How can you show that #FarmNeighborsCare in your own community? It does not have to be complicated! Simply grab a snack or cup of coffee, visit

- your neighbors or friends and check in. <https://wfbf.com/mental-health-resources/>
- Asking questions, sharing resources, and showing support can make all the difference to our neighbors who are struggling. Do not hesitate to be a part of the conversation or reach out when you need to talk it out. #FarmNeighborsCare <https://farms.extension.wisc.edu/farmstress/>
 - Make sure you take care of yourself as much as you are taking care of the crops this spring. No different than the corn and beans, we need water and nourishment, too. Eat, drink plenty of water, and do not hesitate to stop and breath when you're feeling stressed. #FarmNeighborsCare https://datcp.wi.gov/Pages/Growing_WI/FarmerMentalHealthWellness.aspx
 - #DYK: 58% of farmers or farm workers think people in their community attach at least a fair amount of stigma to mental health. It's time to break that stigma that surrounds mental health, especially in lifestyles as mentally taxing as agriculture. #FarmNeighborsCare https://datcp.wi.gov/Pages/Growing_WI/FarmerMentalHealthWellness.aspx
 - The same rain cloud that ruins an outdoor outing provides the same nutrients needed to hydrate our crops. Out of the storm comes sunshine, and the same can be said about ourselves. Even on our darkest days, good times lie ahead. #FarmNeighborsCare <https://farms.extension.wisc.edu/farmstress/>
 - We all know that life on the farm can be extremely hectic; but our best work on the farm comes when we feel like ourselves. Take a moment to breath, call a friend or enjoy some time with your family - our best work comes when we have had time to work on ourselves and recharge. #FarmNeighborsCare <https://farms.extension.wisc.edu/farmstress/>

Hashtag Suggestions

- #FarmNeighborsCare
 - #StampOutStigma
 - #MentalHealthMonday
 - #WellnessWednesday
 - #MentalHealthAwareness
 - #MentalHealthAwarenessMonth2021
 - #MentalHealthSupport
 - #MentalHealthMatters
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Agricultural Organizations engaged in campaign

	Webpage	Facebook	Twitter	Instagram	Linked In
AgrAbility of WI	https://agrability.bse.wisc.edu/	@agrabilityofwi	@AgrAbilityWI		AgrAbility of WI
Dairy Business Association	https://www.dairyforward.com/	@DairyForward	@DairyForward		Dairy Business Association
Dairy Farmers of Wisconsin	https://www.wisconsin-dairy.org/	@AmericasDairyland	@WIDairyland	@americasdairyland	Dairy Farmers of Wisconsin
Edge Dairy Farmer Cooperative	https://www.voiceofmilk.com/	@VoiceOfMilk	@VoiceOfMilk		Edge Dairy Farmer Cooperative
Farmer Angle Network	https://www.facebook.com/Farmer-Angel-Network-103755350973375/				
Insight FS	https://www.insightfs.com/	@InsightFSWI	@Insight_FS	@insight_fs	Insight FS
National Farm Medicine Center	https://www.marshfieldresearch.org/nfmc	@Farmmedicine	@FarmMedicine	@FarmMedicine	National Farm Medicine
Professional Dairy Producers	https://pdpw.org/	@ProfessionalDairyProducers	@dairypdpw	@dairypdpw	Professional Dairy Producers
Rural Mutual Insurance Company	https://www.ruralmutual.com/	@RuralMutual	@RuralMutual	@rural.mutual	Rural Mutual Insurance Company
Southwestern Wisconsin Community Action Program, Inc.	http://www.farmwellwi.org/				
Wisconsin Cattlemen's Association	https://www.wisconsin-cattlemen.com/	@WisconsinCattlemensAssociation			
Wisconsin Christmas Tree Producers Association	https://www.christmastrees-wi.org/				
Wisconsin Corn Growers Association	https://wicorn.org/	@wicorngrowers	@wicorngrowers		
Wisconsin Farm Bureau Federation	https://wfbf.com/	@WIFarmBureau	@WIFarmBureau	@wifarmbureau	Wisconsin Farm Bureau Federation
Wisconsin Farm Center	https://datcp.wi.gov/Pages/Growing_WI/FarmCenterOverview.aspx	@widatcp	@widatcp	@wisdatcp	DATCP
Wisconsin Farmers Union	https://www.wisconsinfarmersunion.com/	@WIFarmersUnion	@wifarmersunion	@wifarmersunion	Wisconsin Farmers Union
Wisconsin Pork Association	https://www.wppa.org/	@WIPork	@WI_Pork		
Wisconsin Potato and Vegetable Growers Association	https://wisconsinpotatoes.com/	@WPVGA	@WI_Spudmobile	@wisconsinspudmobile	
Wisconsin Soybean Marketing Board	https://wisoybean.org/	@WIBeanGrowers	@WISoybean		
Wisconsin Cranberry Growers Association	http://www.wiscranberry.org/	@WisCranberries	@WisCranberries	@wiscranberries	



Thank you for using our Media Kit for the #FarmNeighborsCare Campaign. If you have questions or concerns, please contact [Melissa Ploeckelman](#).

