

**2020-2021 (FRSAN)**  
**Mental Health Resources Toolkit (Social Media Campaign)**  
Provided by: SW Ag Center  
August '20- March '21



**Seasons Change | You Remain**  
**Resources for Seasonal Stress**  
*Let's Manage & Break the Cycle Together.*

**This Mental Health Resources social media toolkit serves the following goals:**

- (1) create a cohesive, clear, understandable message promoting mental health topics and resources for AFF workers during the various seasons
- (2) increase engagement on farm safety and health social media platforms
- (3) disseminate resources about mental health for AFF workers

This material is based upon work that is supported by the National Institute of Food and Agriculture, U.S. Department of Agriculture Southern Farm and Ranch Stress Assistance Network Program, under award number 2019-70028-30434

**Monthly/Seasonal Themes:**

- Summer: August, September
  - hay season, temp control for animals, heat stress
- Fall: October/November
  - harvest season
- Winter: December/January
  - maintenance/repairs on equipment, temp control for animals
- Spring: February/March
  - stress on beef cattle ranchers and crop planting season

**Step 1:**

- Update website and Facebook cover photo with the campaign graphic.
- Post the logo and topics on Instagram and IG stories.

**Step 2:**

- Send out the Seasons Change | You Remain press release.
- Reach out to local, state and national media outlets to share information about the campaign.

**Step 3**

- Post on social media.
- If using a resource from another organization, make sure to tag the organization in the post.
- Consider translating posts into languages common to your region, including Spanish.
- Suggestions for individual platforms:
  - Tweets tend to be short ( $\leq 180$  characters), pithy, need not always include an image or external link, often have 1-3 hashtags, and do best when framed as part of a larger regional/national dialogue.
  - Facebook posts can be longer, include only one general hashtag at most, and tend to go best with graphics that depict a story, such as infographics or pictures of individuals.
  - Instagram posts are centered around an image, do not include external links, and can have many hashtags.

## **Social Media Links:**

<u>Facebook</u>	<u>Twitter</u>	<u>Instagram</u>
@swagcenter	@southwestag95	@swagcenter95

*(insert your own social media handle or others you want to tag to increase visibility)*

## **Hashtags:**

#farmstress #farmaid #findhelpstaystrong #FRSAN #farmstrong #suicideprevention #stressmanagement #farmermentalhealth #SWAGCENTER

## **Topics to include with your monthly posts:**

### Potential Farming Stressors:

- COVID-19
- Familial
- Extrafamilial
- Financial
- Farm-related
- Social
- Migrant Worker
- Suicide Specific

### **Stress Management tips:**

<https://www.ag.ndsu.edu/publications/kids-family/farm-stress-fact-sheets-stress-management-for-farmers-ranchers>

### **Press Release:**

**file:///C:/Users/sp10074/Downloads/Seasons%20Change%20Press%20Release.pdf**

**Post this intro post to social media before beginning campaign:**

Over the next few months, we will be posting relevant seasonal resources including stress management tips for you and your workers overwhelmed by daily tasks or unexpected events like COVID-19.

We know work in agriculture is never easy. You might find yourself weighed down by stressors like

- Health
- Family
- Finances
- Equipment breakdown
- Weather
- Much more

These kinds of things can really bring us down and sometimes leave us unmotivated. This change isn't a reflection on who we are farmers. Mental illnesses like anxiety and depression can affect anyone.

You aren't alone. Find the help you need to get back to feeling yourself again.

Find disaster assistance, essential needs and service providers by calling 2-1-1 or visiting [www.211.org](http://www.211.org)



**Use this image for your Facebook Cover photo:**



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# Suggested Social Media Posts

*Messages are formatted for Facebook. They can be abbreviated for Twitter. Images can be saved and used with any platform.*

**Use this link for the campaign logos:**

<https://www.dropbox.com/sh/j8k7wlupnr6r3ta/AABihrw68VRVlISfgR16649ea?dl=0>

**Use this link to access images (without text overlay) for Instagram or other platforms:**

<https://www.dropbox.com/sh/ebre482dptuoac4/AACf0OmnKjo3rW3oMV7By9zRa?dl=0>

**Use this link to access Facebook cover images:**

<https://www.dropbox.com/home/Seasons%20Change%20Facebook%20cover>

**Use this link to access Instagram/Facebook story images:**

<https://www.dropbox.com/sh/4u5zrz19zora1i/AACS98pltHUQkB9vvk9gLYQ8a?dl=0>

**Use this link to access Facebook monthly images:**

<https://www.dropbox.com/sh/n4icnimgvfuou3z/AADEK3q0froUQHjMaYrd9VtNa?dl=0>

## Summer| August/September: hay season, temp control for animals, heat stress



“From armyworms to gopher holes, a lot can impact your ability to have a successful hay season. We know things on the farm don’t always go according to plan. Farm life is hard work and demands so much of us physically and mentally. Call the 211 hotline or visit [www.211.org](http://www.211.org) for resources and information.”



“Sometimes we just mentally overheat! Besides taking time to rest, there are other ways we can try to prevent burnout.

- Shift your focus from worrying to problem solving.
- Think about how to turn your challenges into opportunities.
- Notice what you have accomplished rather than what you failed to do.
- Set realistic goals and expectations daily. Give up trying to be perfect.

Along with trying out these tips, call the 2-1-1 hotline or visit their website at [www.211.org](http://www.211.org). They have a handful of resources that can help you and your family out during these hard times.”



“Tips for managing stress on the farm:

- Tune into your body. Notice any early signs of stress and let them go.
- Shake away tension as you work by vigorously shaking each of your limbs.
- Take a break. Climb down from your tractor and do a favorite exercise.
- Take three deep breaths – slowly, easily. Let go of unnecessary stress.

Find yourself needing additional help? You call the 2-1-1 hotline or visit their website at [www.211.org](http://www.211.org).

### Additional resources and post ideas: Temperature for Farm Animals

Website: <https://www.agdaily.com/livestock/tips-animals-cool-summer-heat-stress/>

Podcast: <http://umash.umn.edu/wp-content/uploads/2020/07/heat-stress-podcast-06152020-podcast2.mp3>

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## Fall| October/November: harvest season



“Remember when droughts and pests were your biggest concerns? Then along came a pandemic. COVID-19 has affected thousands of farmers through labor shortages, additional costs, sickness, or even economic impact. We know this is a trying time for many. Call the 211 hotline or visit [www.211.org](http://www.211.org) for resources and information.

Looking for places to sell your harvest or products?  
Use this link to view a national farmer's market directory  
<https://www.ams.usda.gov/local-food-directories/farmersmarkets>”



“Use this link to access stress management resources for the farm:  
[https://www.youtube.com/watch?time\\_continue=5&v=lsvRTsUyFes](https://www.youtube.com/watch?time_continue=5&v=lsvRTsUyFes).

National Suicide Prevention Lifeline  
Hours: Available 24 hours. Languages: English, Spanish.  
1-800-273-8255

Do it for your family. Call the 211 hotline or visit [www.211.org](http://www.211.org) for resources and information.”



“You work really hard. Sometimes it isn't enough to make ends meet. Are you a migrant worker and need help paying bills, buying food or housing your family?

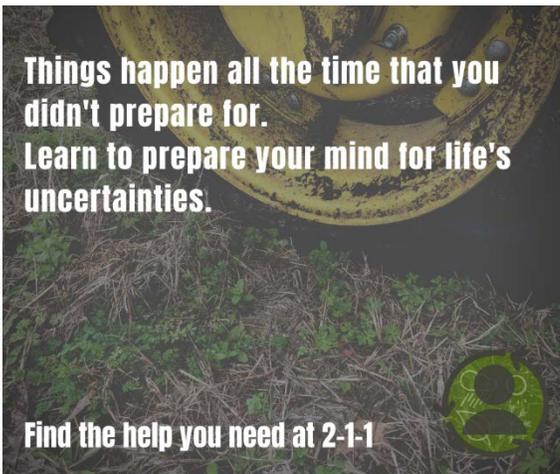
<http://www.migrantfarmworkersaf.org/>

You can also call the 211 hotline for additional resources or visit the website at [www.211.org](http://www.211.org).”

## Winter| December/January: maintenance/repairs on equipment, temp control for animals



“Our equipment will break down if it doesn't get the attention and care it needs to continue running strong. Our minds are the same way. Call the 211 hotline or visit [www.211.org](http://www.211.org) for resources and information on resiliency.”



“There are ways we can practically prevent stress from consuming our minds.

- Plan ahead. Don't procrastinate. Replace worn machinery parts during the off season.
- Before the harvest, discuss who can be available to run for parts, care for livestock, etc.
- Set priorities about what has to be done today and what can't wait until tomorrow. Plan your time.

When it does feel overwhelming, call the 211 hotline or visit [www.211.org](http://www.211.org) for resources and information.”

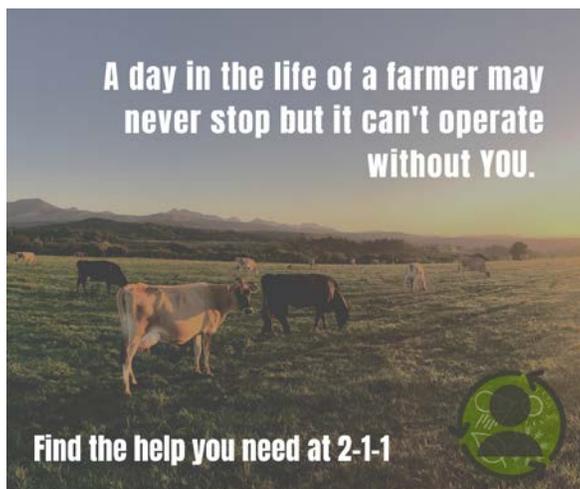


“As if winter wasn't harsh enough, equipment maintenance and temperature control for animals can take a toll not only financially but mentally too. Call the 211 hotline or visit [www.211.org](http://www.211.org) for resources and information.”

Tips for wintering cattle:

<https://www.purinamills.com/cattle-feed/education/detail/wintering-cattle-tips-to-keep-them-warm>

## Spring| February/March: stress on beef cattle ranchers and crop planting season



“There is so much work to be done on the ranch in the spring. We want to make sure you are there for every moment of it. Your farm and your family can't operate without you. Find the help you need by calling the 211 hotline or visiting [www.211.org](http://www.211.org) for resources and information.”



“The beautiful thing about spring is that it's a time for growth and new life. Yet, there are so many things to manage on the farm from crops to calves. As you get ready to prep and plant your fields think about how you can prepare your mind for another season of work.

- Look for the humor in things that you do.
- Balance your work and your play. Do both well.
- Find someone with whom you can talk about your worries and frustrations.
- Seek help when you need it. There are times when all of us can benefit from professional help or support.

Need extra assistance? Call the 211 hotline or visit [www.211.org](http://www.211.org) for more resources and information.”