



Mental Health Month

May 2023

Promotional Toolkit

#FarmStateOfMind
FarmStateOfMind.org



Headline Messages:

- May is Mental Health Month, which presents us with another opportunity to reach out to those around us and share our story. Farm Bureau is encouraging farmers and ranchers to use small gestures to make a big impact.
- This year, Farm Bureau is focusing on the power of relationships, both as a preventative tool for helping farmers cope with stress and anxiety and as a lifeline for those struggling with depression, suicidal thoughts or substance misuse.
- In the most recent Morning Consult poll conducted for Farm State of Mind, rural adults who have abused or been addicted to opioids rank friends as the people they felt most comfortable talking to about their addiction, higher than siblings, parents and faith-based organizations.
- After five years of outreach and education by farm groups, a new poll shows increased awareness and willingness to talk about the opioid crisis among rural adults, compared to 2017. 60% say adults in their community are more aware of the crisis than they were five years ago, and nearly 8 in 10 adults (77%) report feeling comfortable having a conversation about opioids.
- With more farmers willing to talk about mental health, we want to be sure we're empowering all rural Americans with tools and resources for these tough but important conversations.
- For the five weeks in May, Farm Bureau is challenging members to reach out to friends, neighbors, and fellow farmers in the following ways, with each activity corresponding to a week in May:
 - Week 1: Send a text
 - Week 2: Give a card
 - Week 3: Take a ride
 - Week 4: Deliver a treat
 - Week 5: Make a call



- Farm State of Mind continues to be a leading resource for training and local information to help you or a friend or family member get critical support.
- Mental health challenges aren't unique to the young or old, rural or urban. Mental health challenges affect many of us in different seasons of life. But there is no shortage of people who care and want to help. Taking the first step of reaching out for help or offering help to someone you love can make a significant impact on your community.
- If you or someone you know is struggling emotionally or has concerns about their mental health, visit the Farm State of Mind website at farmstateofmind.org where you can find crisis hotlines, treatment locators, tips for helping someone in emotional pain, ways to start a conversation and resources for managing stress, anxiety or depression.

Sample Social Media Messages:

- **General Mental Health Messages:**
- We all go through tough times, but there is no shortage of people who care and want to help. No one can do it all. It's OK to not be OK. But it is not OK to go at it alone. #FarmStateOfMind
- This #MentalHealthMonth, remember that small gestures and checking in with those in your network can make a big impact. Learn more at <https://bit.ly/2LiG9xX>
- A healthy farm or ranch is nothing without a healthy you. If you, or someone you know, are struggling with anxiety, depression or another mental health challenge, check out the #FarmStateOfMind resources: <https://bit.ly/2LiG9xX>
- Conversations around mental health and substance misuse are tough to have, but they are vital for maintaining the vibrancy of our rural communities. #MentalHealthMonth: <https://bit.ly/2LiG9xX>
- **Small Gestures, Big Impact Messages:**
- Let's all take a few extra minutes to make those small gestures this month—and every month—and see what an impact we can make together. Join us for our #MentalHealthMonth five-week challenge:

Send a text



- ✓ Give a card
- ✓ Take a ride
- ✓ Deliver a treat
- ✓ Make a call

Learn more HERE: <https://bit.ly/2LiG9xX>

- Week one of the #MentalHealthMonth five-week challenge. Send a text to a friend today. Find out more here: <https://bit.ly/2LiG9xX>
- It's week two of the #MentalHealthMonth five-week challenge. Who can you give a card to this week? <https://bit.ly/2LiG9xX>
- Could you or someone you know benefit from conversation and a ride? Personal connection can serve as a preventative tool for coping with anxiety and stress. Look to connect with a friend during week three of the #MentalHealthMonth five-week challenge. <https://bit.ly/2LiG9xX>
- Who doesn't love a good treat? For the fourth week of the #MentalHealthMonth five-week challenge, look to surprise someone you know with an unexpected gift. <https://bit.ly/2LiG9xX>
- There is power in relationships. Recent polling shows rural adults are more willing to discuss their struggles and addictions with friends. For the final week of the #MentalHealthMonth five-week challenge, call a friend today to check-in on them. <https://bit.ly/2LiG9xX>

Promotional Materials:

- Suggested Hashtags
 - #FarmStateOfMind
 - #MentalHealthMonth
- Access All Promotional Material:
https://www.dropbox.com/sh/g792ilyr6ep7z7g/AAAqOq_osTgOs1Ac_P2Lc77la?dl=0
- #FarmStateOfMind Resources:
 - FB.Org/FarmStateOfMind
 - Mental health resource directory featuring national, state and local resources
 - Information on how to help someone in emotional pain



- Research on rural mental health and opioid misuse
- Rural Resilience Training
 - Created by Michigan State University with funding from AFBF, Farm Credit and National Farmers Union, this free training is dedicated to helping individuals who interact with farmers and ranchers to understand sources of stress, identify effective communication strategies, reduce stigma related to mental health and learn the warning signs of stress and suicide.
- Additional Mental Health Resources:
 - News Release: [National Poll Reveals Promising Trends in Rural Opioid Misuse; More Work Needed](#)
 - The Zipline: [Elevating the Farm State of Mind](#)
 - Podcast: [Mental Health Matters in Rural America](#)
 - Focus: [Why I'm Sharing My Story During Mental Health Month](#)
- Promotional Video: <https://youtu.be/QH2vZlQr0lw>





Social Media Graphics :

Twitter, LinkedIn, Feature:





Small Gestures, Big Impact

Participate in Mental Health Month



GIVE A CARD

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Small Gestures, Big Impact

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TAKE A RIDE

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DELIVER A TREAT

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MAKE A CALL

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Facebook, Instagram Feed:

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✓ SEND A TEXT

✓ GIVE A CARD

✓ TAKE A RIDE

✓ DELIVER A TREAT

✓ MAKE A CALL

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DELIVER A TREAT



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MAKE A CALL

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MAKE A CALL

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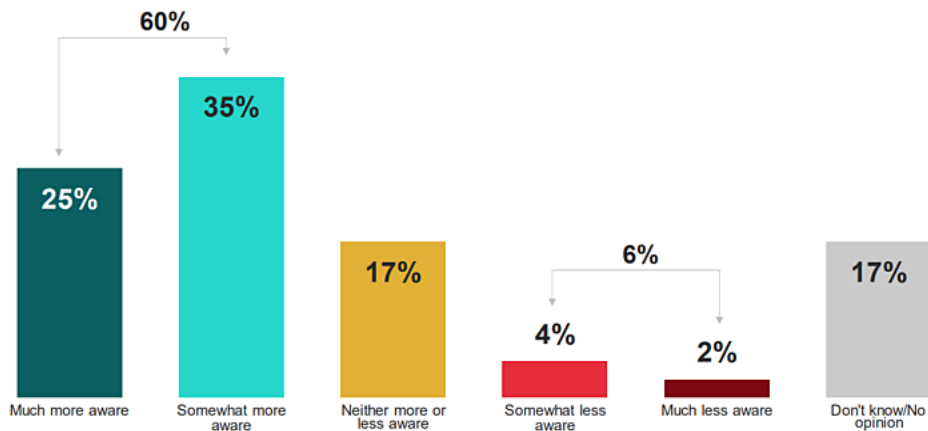


Research :

PERCEPTIONS OF OPIOID ABUSE

Compared to 5 years ago, rural adults say adults in their community are more aware (60%) of the opioid crisis.

Compared to 5 years ago, would you say adults in your community are more or less aware of the opioid crisis, or neither?

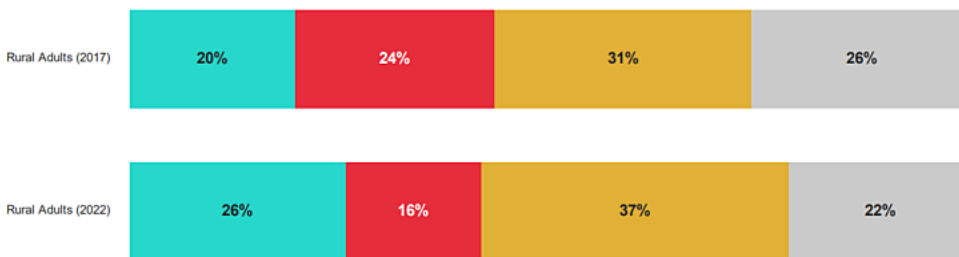


PERCEPTIONS OF OPIOID ABUSE

Rural adults in 2022 are more likely than in 2017 to say that compared to the rest of the country, there is more (+6) or about the same amount (+6) of opioid abuse in their community.

For the following questions, the term 'opioid crisis' will be used to describe both the larger issue of 'abuse of prescription painkillers containing opioids' (such as fentanyl, oxycodone (OxyContin), hydrocodone (Vicodin), morphine, and methadone) and 'heroin abuse.' Compared to the rest of the country, would you say there is more opioid abuse in your community, less opioid abuse in your community, or about the same amount?

● More in my community ● Less in my community ● About the same amount ● Don't Know/No Opinion



**In 2022 the question pre-text was modified to add specificity. In 2017, the question pre-text was: "For the following questions, the term "opioid crisis" will be used to describe both the larger issue of "abuse of prescription painkillers containing opioids" and "heroin abuse.""