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**Purpose**

Rural Missouri is historically strong and resilient while dealing with long work hours, weather, disease and insects, government regulations, machinery breakdowns, crop uncertainty, livestock problems, and commodity prices. Worry, isolation, loneliness, stress, and anxiety are challenges many face. This reminds us of the importance of evaluating personal health and wellbeing during Mental Health Awareness Month.

According to the February 2020 “Growing Stress on the Farm, The Expanding Economic and Mental Health Disparities in Rural Missouri” report, rural Missouri’s behavioral/mental health crisis is more challenging than in urban areas. It may be especially severe in the agricultural community. Recent studies, media coverage and congressional action suggest that farmers and ranchers face a unique set of external challenges. These result in adverse behavioral/mental health outcomes in agricultural communities. Pervasive stigma and geographic barriers to accessing behavioral/mental health care sometimes prevent those seeking behavioral health services for stress, anxiety and depression from receiving it in rural Missouri.

During previous Mental Health Awareness campaigns, messages about behavioral/mental health awareness and suicide prevention have not specifically targeted rural, agricultural communities. In response to this growing concern, MU Extension and the Show-Me Farm Safety partners will participate in the national Mental Health Awareness Month in May.

Please join Missouri’s “Together We Can” movement and national efforts to raise awareness about behavioral/mental health. This toolkit offers practical resources to help strengthen farmer resilience with coping mechanisms to maintain balance and protect their behavioral/mental health.

**Weekly themes**

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<td>Mental Health Awareness</td>
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<td>Referral Resources</td>
<td>Week 2 (May 9 – May 15)</td>
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<td>Recognizing Signs &amp; Symptoms</td>
<td>Week 3 (May 16 – May 22)</td>
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<td>Managing Stress</td>
<td>Week 4 (May 23 – May 29)</td>
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How to Participate

Materials and resources in this promotional toolkit will help you start a conversation in your community about behavioral/mental health. You can participate and show your support by:

- Sharing social media messages, infographics, and resources on Facebook, Twitter, Instagram, and other social media platforms. Like and share the “Show-Me Strong Farm Families” Facebook page and the Show-Me Farm Safety partners and affiliates social media and webpages on pages 7 and 8.
- Sharing articles about behavioral/mental health and wellbeing on your personal, professional, and organizational social media accounts.
- Creating a watch party on Facebook and hosting a live screening of a video over behavioral/mental health and wellbeing.
- Participating in or referring an individual to attend a webinar about behavioral/mental health and wellbeing.
- Referring someone or registering yourself for “QPR Gatekeeper Training”.
- Downloading, listening, and sharing episodes of the “Ag State of Mind” podcast.
- Visiting the Missouri Department of Mental Health website and sharing behavioral/mental health resources.
- Printing resources to share with farmers, ranchers, and their families.
- Coordinating with MU Extension specialists to schedule/host a MU Extension program on behavioral/mental health and wellbeing. See pages 21 & 22 for MU Extension programs on behavioral/mental health and wellbeing.
Mo. – University of Missouri Extension and Show-Me Farm Safety recently released a “Together We Can” toolkit to help rural Missourians access behavioral/mental health resources.

University of Missouri Extension field specialist [name] or [insert partner representative name here] says May is Mental Health Awareness Month.

“In 2021, Missouri farmers, ranchers and their families face tough challenges,” says (last name of specialist). “Economic uncertainties, changes in commodity prices and ongoing weather issues add to the daily stresses of farming and ranching.”

Rural Missourians also sometimes encounter barriers to receiving help in a timely manner because behavioral/mental health services may not be available in all rural counties.

MU Extension covers the 114 counties in Missouri. “In collaboration with the Show-Me Farm Safety partners, the toolkit ‘Together We Can,’ provides resources and tools to support the behavioral/mental health and well-being of our farmers, ranchers and their families,” says Karen Funkenbusch, MU Extension health and safety specialist.

Throughout May, “Together We Can” will join the national Mental Health Awareness campaign to provide resources designed to be useful to farming and rural communities where they live, work and play. MU Extension will offer free one-hour QPR Gatekeeper trainings.

“With increased pressures on today’s farmers, we want to let farmers know there are ways to fight stigma and provide a safe environment to address behavioral/mental health concerns of farmers,” says [insert partner representative name here]. “We want to help our rural communities develop and maintain a support system for our farmers.”

Missouri’s “Together We Can” campaign runs May 1-31. Weekly topics will include Mental Health Awareness, May 2-8; Referral Resources, May 9-15; Recognizing Signs & Symptoms, May 16-22; and Managing Stress, May 23-29.

For more information, go to [www.extension.missouri.edu/xxxxx], “Show-Me Strong Farm Families” Facebook or contact [partner representative] at [partner representative email.]
Interview Talking Points

Suggested talking points for Mental Health Awareness Month.

1. May is Mental Health Awareness Month.
2. Many resources are available to rural Missourians to help with ongoing stresses, but sometimes it is difficult to find them. MU Extension and Show-Me Farm Safety through “Together We Can” are working together to help farmers, their friends and families, and rural communities find practical resources. Resources are found on the MU Extension Show-Me Strong Farm Families webpage as well as the Show-Me Farm Safety partners webpages.
3. Health care resources are not available in rural areas. Factors such as transportation, cost and stigma create barriers to seeking behavioral/mental health resources and/or treatment. Farmers, who are self-employed, may not have insurance coverage for behavioral/mental health issues.
4. Farmers face unique challenges because there are many things beyond their control such as the weather and markets. Planting time is one of the busiest and most stressful times of the year for farmers.
5. The toolkit was developed to help friends and family members identify the warning signs of behavioral/mental and physical stress. It offers tips for managing stress.
6. Behavioral/mental health issues are not unique. 1 in 5 people will experience mental illness during their lifetime. Between 2003 and 2017, the suicide rate among rural Missourians grew by 78%. Hospital emergency department visits for suicide attempts or ideation grew by 177%.

*The last few years have been difficult for farm and ranch families. Many are experiencing financial and emotional stress as a result. To assist farm families during these stressful times, the “Farm and Ranch Family Stress and Depression: A Checklist and Guide for Making Referrals” guide sheet can be helpful.

* To find more Missouri facts and resources, see the Missouri Department of Mental Health “Suicide Infographic 2018” and the American Foundation of Suicide Prevention “Suicide Facts & Figures: Missouri 2020”.
Show-Me Farm Safety Partner Social Media Pages

Below are the Show-Me Farm Safety partner social media accounts we recommend to “like” and “follow”.

<table>
<thead>
<tr>
<th>Website</th>
<th>Facebook</th>
<th>Twitter</th>
<th>Instagram</th>
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<tbody>
<tr>
<td>University of Missouri Extension</td>
<td>@MUExtension</td>
<td>@MUExtension</td>
<td>@MUExtension</td>
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<tr>
<td>Show-Me Farm Safety</td>
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<tr>
<td>Missouri 4-H</td>
<td>@Missouri4H</td>
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<tr>
<td>Missouri AgrAbility</td>
<td>@MOAgrAbility</td>
<td>@MOAgrAbility</td>
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<tr>
<td>Missouri Cattlemen’s Association</td>
<td>@MOCattle</td>
<td>@MOCattle</td>
<td>@MOCattlemens</td>
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<tr>
<td>Missouri Department of Agriculture</td>
<td>@MOAgriculture</td>
<td>@MOAgriculture</td>
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<tr>
<td>Missouri Department of Labor &amp; Industrial Relations</td>
<td>@MOLabor</td>
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<tr>
<td>Missouri Department of Mental Health</td>
<td>@MentalHealthMO</td>
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<tr>
<td>Missouri Department of Transportation</td>
<td>@MODOTStatewide</td>
<td>@MODOT</td>
<td>@MissouriDOT</td>
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<tr>
<td>Missouri Farm Bureau</td>
<td>@MissouriFarmBureau</td>
<td>@MOFarmBureau</td>
<td>@MOFarmBureau</td>
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<tr>
<td>Missouri FFA Association</td>
<td>@MissouriFFA</td>
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<td>@MissouriFFA</td>
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<tr>
<td>Missouri State Highway Patrol</td>
<td>@MOTrooper</td>
<td>@MSHTrooperGHQ</td>
<td>@MSHTrooper</td>
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<tr>
<td>Show-Me Strong Farm Families</td>
<td>@ShowMeStrongFarmFamilies</td>
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## Affiliate Social Media Pages

Below are affiliate social media accounts we recommend to “like” and “follow”.

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<thead>
<tr>
<th>Website</th>
<th>Facebook</th>
<th>Twitter</th>
<th>Instagram</th>
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<td>@AgStateofMind1</td>
<td>@AgStateofMind</td>
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<tr>
<td>Great Plains Center of Agricultural Health</td>
<td>@GPCAH</td>
<td>@GPCAH</td>
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<tr>
<td>Missouri Coalition for Community Behavioral Health</td>
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<tr>
<td>Missouri Hospital Association</td>
<td>@MOHospitals</td>
<td>@MOHospitals</td>
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<tr>
<td>Missouri Suicide Prevention Project</td>
<td>@MOsuicideprevention</td>
<td></td>
<td></td>
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<tr>
<td>National Children’s Center for Rural and Agricultural Health and Safety</td>
<td>@nccrahs</td>
<td>@nccrahs</td>
<td>@farmmedicine</td>
</tr>
<tr>
<td>PREVENTS</td>
<td>@WearePREVENTS</td>
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<td></td>
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<tr>
<td>UNCM Central States Center for Agricultural Safety and Health</td>
<td>@unmccscash</td>
<td>@unmc_cscash</td>
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</tr>
<tr>
<td>Upper Midwest Agricultural Safety and Health Center</td>
<td>@UMASHcenter</td>
<td>@UMASHcenter</td>
<td>@UMASHcenter</td>
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Social Media Messaging

Share these messages to engage your community. Our messages can be shared on any social media platform including Facebook, Twitter, and Instagram.

Adapt these messages to add to newsletters during the month.

Each week, plan to select 3-5 messages that relate to your community and your target audience to share on your personal, professional, and/or organizational social media profiles. Customize and edit messages as needed.

Make sure you use the hashtag #MentalHealthAwareness so others can join in on the conversation.

Recommended Hashtags:

#MentalHealthAwareness
#MentalHealthMatters
#BreaktheStigma #TogetherWeCan
#ShowMeStrongFarmFamilies
#ShowMeFarm Safety #2xAg2030
#Committed2MOFamilies
#ShowMeResilience #ExtendMU
Week 1 – Mental Health Awareness

- Suicide is growing at an alarming rate in rural Missouri. Between 2003 and 2017, the suicide rate among rural Missourians grew by 78%, and throughout the last decade hospital emergency department visits for suicide attempts or ideation increased 177%.1
- Farming is a stressful business that typically requires long hours in predominantly isolated working conditions. Farmers tend to live in communities where access to behavioral/mental health care is limited by distance, stigma or cost due to insurance status.1
- Rural communities may have limited access to healthcare services, which can make it difficult for farm and ranch families to receive support when they experience a behavioral/mental health crisis. Poor mental health can make it difficult to manage other common stressors.1
- Stress can affect all aspects of life, including emotions, behaviors, thinking ability, and physical health. No part of the body is immune.2
  - Pair with image: Effects of Stress on the Body
- Over half of rural Americans believe that #ReducingStigma will be an effective means to solving the opioid crisis in farm communities. Learn more at https://farmtownstrong.org/3
- Many rural Missourians and farmers do not seek behavioral/mental health care due to the fear of embarrassment to themselves or their family. This same audience also recognizes the need to #BreaktheStigma surrounding behavioral/mental health care.4
- Stigma may not directly affect you, but it may prevent the 1 in 5 Americans with behavioral/mental health conditions from seeking help. Rural, agricultural communities can be highly influenced by stigma. Take the StigmaFree quiz to see if you might be affected: https://www.nami.org/Get-Involved/Pledge-to-Be-StigmaFree3
- Suicide prevention specialists and behavioral/mental health care providers talk about the importance of suicide prevention among farmers and ranchers: https://youtu.be/rWDSKCnZWDA3
- Everyone has stress and a moderate amount of stress is normal. Read more about the different types of stress and how they can affect you as an individual at: https://extension.missouri.edu/news/when-stress-is-not-normal-3454
- According to the U.S. Department of Health and Human Services Office of Minority Health (HHSOMH), Black Americans are 20% more likely to experience serious mental illness than the general population. 17
**Week 1 Example Images**

We recommend pairing social media messages with an image related to the post. The following images are meant to serve as example promotional images. Many of the images in this toolkit were acquired from Shutterstock. Shutterstock images and images from other websites may not be available for free usage.
Week 2 – Referral Resources

- #TogetherWeCan prevent suicide. Preventing suicide means being informed and knowing what to do when you or someone you know is having a difficult time. Call the National Suicide Prevention Lifeline at 1-800-273-TALK (8255) for free, confidential assistance 24/7.\(^5\)
- Suicide doesn't have a type; suicide is preventable. If you need someone to talk to, call the National Suicide Prevention Lifeline at 1-800-273-TALK (8255).
- If you are a farmer or rancher who needs to talk to someone directly (or is someone who is worried about a farmer), Iowa Concern is there to listen. You can call the hotline at 1-800-477-1985. Iowa Concern services are available 24/7.
- Having trouble coping after a traumatic event? If you or someone you know experiences any of the following problems, encourage them to call the Prevention Lifeline at 1-800-273-TALK (8255).\(^6\)
  - Pair with image: Having Trouble Coping
- Suicide Safe is a free mobile app that helps providers integrate suicide prevention strategies into their practice and address suicide risk among their patients. Download the app today from the app store. https://store.samhsa.gov/product/suicide-safe\(^7\)
- Five steps to help someone at risk: ask, keep them safe, be there, help them connect, and follow up. Learn more about each of the 5 steps at: https://www.nimh.nih.gov/health/publications/5-action-steps-for-helping-someone-in-emotional-pain/index.shtml
- Comments about suicide should never be discounted. If you or someone you know is contemplating suicide, call the National Suicide Prevention Lifeline at 1-800-273-TALK (8255).\(^3\)
- As we adopt new routines and practice social distancing, talk with your children. Open the conversation to see if they are feeling confused, scared, or sad and let them know it is important to prioritize their behavioral/mental health.\(^8\)
- Missouri AgrAbility helps farmers and ranchers with disabilities, diseases, or chronic health conditions; even mental health. No matter your age, Missouri AgrAbility is able to help at any stage of life. Learn more at: https://extension.missouri.edu/programs/agrability
- “Missouri 2-1-1” is a free referral and informational helpline that connects people with a wide range of health and human services 24/7, simply dial 2-1-1 from any phone.
**Week 2 Example Images**

We recommend pairing social media messages with an image related to the post. The following images are meant to serve as example promotional images. Many of the images in this toolkit were acquired from Shutterstock. Shutterstock images and images from other websites may not be available for free usage.
Week 3 – Recognizing Signs & Symptoms

- Individuals experiencing a behavioral/mental health crisis may not even realize it. Identifiers of someone who may be at risk include: change in routine, decline in the care of animals, increase in illnesses, increase in farm accidents, or decline in appearance of farm.9
- Sometimes you NEED help. Sometimes you ARE the help. Learn about signs and symptoms of stress on the farm or ranch. Addressing stress is important for prevention of anxiety and depression: https://www.youtube.com/watch?v=Jt9Tt3CcJuY&feature=youtu.be 3
- Farm life is a busy lifestyle. If you are trying to care for your mind, body, and soul but still feel like you are struggling with your behavioral/mental health, visit http://www.mhascreening.org to check your symptoms. Screening is free and confidential.3
- Men and women cope with stress differently. Men are less likely to talk about it. Men escape by trying to get away physically or by denying there is a problem. They may cover it up with drugs or alcohol. Men may also get angry and aggressive in response to stress.2
- Men and women cope with stress differently. Women are more likely to "tend and befriend." They reach out to friends and family to talk things through and gain support with their problems.10
- Stress can surface in the form of physical, emotional/mental, or behavioral/relationship changes depending on the person and the situation. Learn more about recognizing stress at: https://dmh.mo.gov/media/pdf/recognize-and-manage-stress-farm-life
- Do you have a loved one who may be experiencing stress on the farm or ranch? Chronic stress can lead to anxiety and depression. It is important to check the signs and symptoms.
  - Pair with image: Signs and Symptoms of Stress
- Know the signs and don't be afraid to ask directly if someone is considering suicide. Help them seek treatment or stay with them and call the National Suicide Prevention Lifeline: 1-800-273-TALK (8255).11
  - Pair with Box image: Suicide Warning Signs
- It is important to know the warning signs of suicide. If you or someone you know experience any of these, call the National Suicide Prevention Lifeline at 1-800-273-TALK (8255).11
  - Pair with image: Suicide Warning Signs
- Be proactive and talk to your health care provider. Ask about potential signs of stress, anxiety, or depression.12
- You know better than anyone else how you are doing emotionally. It is important to check in with yourself and prioritize your behavioral/mental health.8
**Week 3 Example Images**

We recommend pairing social media messages with an image related to the post. The following images are meant to serve as example promotional images. Many of the images in this toolkit were acquired from Shutterstock. Shutterstock images and images from other websites may not be available for free usage.
Week 4 – Managing Stress

- You can manage and alleviate your stress by taking time to take care of yourself. Set limits on how much time you spend reading or watching news. You can stay up to date on the news, but make sure to take time away to focus on things in your life that you can control.
- Chronic and uncontrolled stress can be detrimental to your health and interpersonal relationships. Learn ways to manage stress in your life: [https://agsafety.extension.org/production-agriculture-and-stress/](https://agsafety.extension.org/production-agriculture-and-stress/)
- Work and life creates stress for all of us and we all manage and cope with stress differently. Here are resources to help you manage stress in your life: [https://extension.missouri.edu/news/personal-resources-to-manage-stress-3456](https://extension.missouri.edu/news/personal-resources-to-manage-stress-3456)
- Farming and ranching are stressful occupations, it is important to know how to manage stress levels and to reduce the effects of unwanted stress: [https://dmh.mo.gov/media/pdf/recognize-and-manage-stress-farm-life](https://dmh.mo.gov/media/pdf/recognize-and-manage-stress-farm-life)
- Stress is inevitable and ultimately unavoidable. Here are some ways to manage.²
  - Pair with image: [Ways to Manage Stress](#)
- Try this simple concept to help yourself and others manage stress. Think BRAIN.¹³
  - Pair with image: [Think BRAIN](#)
- Build fun and relaxation into your daily and long-term plans. Think of something you can do regularly, even if you can only take five minutes a day to do it. Once you have built five minutes into each day, try to increase relaxation time little by little.
- Approaches that focus on relaxation can help a variety of health conditions. Learn about relaxation techniques and which technique is right for you: [https://nccih.nih.gov/health/stress/relaxation.htm#hed2](https://nccih.nih.gov/health/stress/relaxation.htm#hed2)
- Many aspects of farming and ranching can be isolating and stressful. Stay connected with your family and community, find ways to relax, maintain healthy habits, and pursue hobbies you enjoy.
- Physical activity can help to lessen cortisol in the body and protect against negative impacts of stress. What physical activity might you be able to add into your day that you would enjoy? Even taking a short walk can improve our mood and heart health.¹⁴
- Farmers and ranchers often work long hours and eat meals on the go. Healthy, regular eating is essential. Pack fruits and vegetables, whole grain snacks, and plenty of water for long days in the field.
- Take care of your physical health to help lower your stress. Take a break to focus on positive parts of your life, like connections with loved ones.¹⁵
- Research shows the benefits of exercise go beyond just physical well-being. Physical activities, like walking, biking and tai chi, can help reduce feelings of depression and stress, enhance mood and overall emotional well-being, increase energy levels, and improve sleep.¹⁶
- Tai Chi practice helps to reduce stress. Tai Chi is a mind body exercise, which improves the serenity and relaxation of the mind and thus reduces pain and stress.
**Week 4 Example Images**

We recommend pairing social media messages with an image related to the post. The following images are meant to serve as example promotional images. Many of the images in this toolkit were acquired from Shutterstock. Shutterstock images and images from other websites may not be available for free usage.
Infographics

- Covid-19 & Your Mental Health
- Covid-19: 6 Tips for Coping with the Stress
- Common Warning Signs of Mental Illness
- How to Deal with Stress and Anxiety
- It’s Okay to Talk About Suicide
- Getting the Right Start: Student Guide to Mental Health
- Mental Health Issues Facing the Black Community
- Suicide Prevention Facts and Resources in Missouri
- Taking Charge of Your Mental Health
- Want to Know How to Help a Friend?: Student Guide to Mental Health

Videos

- Agriculture Mental Health Motion Graphic from Ag Health and Safety Alliance
- Ask Carey: How Do You Get Through the Roller Coaster of Depression from Carey Portell – National Speaker
- Easy & Effective Ways to Reduce Stress from Melissa Cotton, MU Extension
- Gratitude: “Taking Care of You” Wellness Breaks from John Fuller, James “Kale” Monk, and Jeremiah Terrell, MU Extension
- Suicide Prevention in Rural Communities from I-CASH Iowa Ag Safety
- The Surprising Rate of Farmer Suicide | Listen to America from HuffPost
- Understanding Key Stresses in Farming & Ranching from NDSU Extension
Classes/Webinars

**Question, Persuade, Refer (QPR)**

“QPR (Question, Persuade, Refer)” is a one-hour online program. A certified QPR Gatekeeper instructor with MU Extension will help participants recognize the warning signs for suicide, and learn how to intervene by using the three-step QPR method. Participants will become certified QPR Gatekeepers prepared to “Ask a question, save a life.” Click [here](#) for more information and to register.

**Mental Health First Aid for Adults**

This training gives you the skills you need to reach out and provide initial support to someone who may be developing a mental or substance use challenge and help connect them to the appropriate care. The course will teach you how to apply the ALGEE action plan: Assess for risk of suicide or harm, Listen nonjudgmentally, Give reassurance and information, Encourage appropriate professional help, Encourage self-help and other support strategies. Click [here](#) for more information and to register.

**Cultivating Resilience for Women in Ag Coffee Chats**

These 60-90 minute sessions are free and interactive to help women in agriculture cultivate resilience by focusing on what they can control in these challenging times and connecting them with resources. Click [here](#) for more information.

Podcasts

**Ag State of Mind**

“Ag State of Mind” focuses on mental health and how it affects those involved in agriculture. Jason Medows holds conversations with both professionals and producers about addressing mental health in agriculture and show how to adequately remedy the stresses. Click [here](#) to listen to the podcast.
**Articles**

- Adopt an Attitude of Gratitude
- Chronic Stress Leads to Health Problems
- Come Together to Manage Stress on the Farm
- Have You had 15 Laughs Today?
- Maintain Farmer Health Like You Would Farm Equipment for Success
- Mental Health First Aid: ‘So Much of it is Just Being Willing to Ask the Question’
- Mental Health Issues Facing the Black Community
- New Research Identifies Behavioral Health Crisis in Agriculture
- Personal Resources to Manage Stress
- Suicide Prevention for Men
- When Stress is Not Normal
- Worries Within

**Print Handouts**

- [Coping with Stress During Infectious Disease Outbreaks](#) from SAMHSA
- [Emotional Health & Wellbeing for Health Providers, First Responders & Those on the Front Lines](#) from MU Extension
- [Farm and Ranch Family Stress & Depression: A Checklist and Guide for Making Referrals](#) from MU Extension
- [Farm Families and Mental Health](#) from Texas A&M AgriLife Extension
- [Helping Children Cope Emotionally with the Coronavirus](#) from MU Extension
- [How Stress Affects Your Health](#) from American Psychological Association
- [Missouri Ask Listen Refer](#) from Missouri Department of Mental Health
- [My Coping Strategies Plan – At Home and on the Farm](#) from NDSU Extension
- [My Farming Resource Network](#) from NDSU Extension
- [Signs & Symptoms of Stress](#) from MU Extension, Missouri Department of Agriculture, and Upper Midwest Agricultural Safety and Health Center (UMASH)
- [Stress Management & the Challenge of Balance](#) from MU Extension
- [Suicide Lifeguard](#) from Missouri Institute of Mental Health
- [Suicide-Proofing Your Home](#) from MU Extension
- [Supports for Farmer Mental Health](#) from University of Guelph
- [Take Care of Your Emotional Health](#) from MU Extension
- [When Generations Farm/Ranch Together](#) from NDSU Extension
- [Where Are You in the Farm/Ranch Stress Zone?](#) from NDSU Extension
MU Extension Programs

Research-based programs developed or provided by MU Extension with resources about mental health and stress to help maintain a healthy lifestyle.

Communicating with Farmers Under Stress

“Communicating with Farmers Under Stress” is a free program designed for agribusiness professionals, loan officers, family members, and others who directly interact with farmers on a regular basis. The workshop provides an overview of current stressors for farmers and shares best practices for connecting farm families with resources. It looks at the current financial situation for farmers today. The workshop also unpacks the detrimental impact of stress on the body and state of mind, providing information on how to recognize some of the signs of stress and suicide in the farming community, and how to connect people with resources they need.

Focus on Kids

The purpose of the “Focus on Kids” (FOK) program is to help parents learn how to nurture and support their children through the divorce/separation process, and to help parents develop ways to effectively work together as co-parents.

Health Information for Men

“Health Information for Men” (HIM) program aims to help change life expectancy for American men. Through lessons that cover the latest finding on health-related topics ranging from hypertension to sleep, HIM provides the information needed to improve their health.

Mental Health First Aid Training

“Mental Health First Aid” is a course that teaches you how to identify, understand and respond to signs of mental illnesses and substance use disorders. The training gives you the skills you need to reach out and provide initial help and support to someone who may be developing a mental health or substance use problem or experiencing a crisis.
Question, Persuade, Refer (QPR)

“QPR (Question, Persuade, Refer)” is a one-hour online program. A certified QPR Gatekeeper instructor with MU Extension will help participants recognize the warning signs for suicide, and learn how to intervene by using the three-step QPR method. Participants will become certified QPR Gatekeepers prepared to “Ask a question, save a life.”

Taking Care of You

“Taking Care of You” is a stress management program developed by an interdisciplinary MU Extension team. This research-based, multi-session program offers practical strategies and experiences to help you deal with stress in your life. Managing life’s challenges in a healthy way allows you to take better care of yourself and your overall health. Each session week you will explore topics through small group discussion, self-reflection, and activities.

Tai Chi for Arthritis and Falls Prevention

“Tai Chi for Arthritis and Falls Prevention” is designed to improve multiple aspects of health through slow, gentle movements that can be practiced almost anywhere. The degree of exertion can be easily adjusted, making this program suitable for adults of all levels and abilities. You will learn warmup exercises, six basic and six advanced moves and a cooldown during 16 one-hour classes. Harmon of inner and outer self comes from integrating mind and body, which can be achieved through the ongoing practice of tai chi.

Weather the Storm: A Farm Stress Workshop

“Weather the Storm: A Farm Stress Workshop” is a free program that teaches you how to learn and identify common stressors, recognize the symptoms of stress and ways in which to manage stress.

Youth Mental Health First Aid Training

“Youth Mental Health First Aid” teaches you how to identify, understand, and respond to signs of mental illness and substance use disorders. This training gives adults who work with youth the skills they need to reach out and provide initial support to adolescents (ages 12-18) who may be developing a mental health or substance use problem and help connect them to the appropriate care.
Missouri Referral Resources

Access Crisis Intervention (ACI) Hotline

“ACI” provides access to services for individuals experiencing a behavioral health crisis. Callers will have access to behavioral health crisis services. The hotline provides free, confidential assistance 24/7. Visit the [website](#) to find the “ACI” hotline number for your county.

Iowa Concern

Iowa Concern provides stress counselors, an attorney for legal education, information, and referral services for a variety of services that Missourians can access through MU Extension and a North Central Region Farm and Ranch Alliance Network federal grant. The toll-free number, live chat, and website are available 24/7.

- 800-447-1985

Missouri 2-1-1

“Missouri 2-1-1” is a free referral and informational helpline that connects people with a wide range of health and human services 24/7. Simply dial 2-1-1 from any phone.

Missouri Suicide Prevention Network (MSPN)

MSPN’s goal is to coordinate and develop implementation of the Missouri Suicide Prevention Plan, based on the National Strategy for Suicide Prevention.

- Find the Missouri 24/7 Crisis Lines for your county [here](#).

MU Psychological Recovery Telepsychology Services

The MU Psychological Services Clinic is offers Skills for Psychological Recovery (SPR) Telepsychology services to help adults and children cope with anxiety and stress related to the COVID-19 crisis. To request services, call 573-882-5808 or visit the [website](#). View the Skills for Psychological Recovery (SPR) for Farm Stress flyer [here](#).
National Referral Resources

Behavioral Health Treatment Services Locator

The Behavioral Health Treatment Services Locator is a confidential and anonymous source of information for persons seeking treatment facilities in the United States for substance use/addiction and/or mental health problems. Visit the [website](#) to find a treatment facility in your area.

Boris Lawrence Henson Foundation

The Boris Lawrence Henson Foundation’s vision is to eradicate the stigma around mental health issues in the African-American community.

Crisis Text Line

“The Crisis Text Line” provides access to free support 24/7 to anyone in any type of crisis.

- Text HOME to 741741

DeafLEAD Deaf Crisis Line

“DeafLEAD” is committed to providing a safe place to get you the help you need 24-hours a day.

- 321-800-3323
- Text HAND to 839863

Disaster Distress Helpline

The Disaster Distress Helpline is a free, confidential, multilingual, 24/7 national hotline dedicated to providing immediate crisis counseling for people who are experiencing emotional distress related to any natural or human-caused disaster.

- 1-800-985-5990
- Text TalkWithUs to 66746
- For Spanish speakers: 1-800-985-5990 and press 2
- Text Hablanos for Spanish to 66746
The National Suicide Prevention Lifeline

The lifeline provides 24/7 free and confidential support for people in distress, prevention and crisis resources for you or your loved ones, and best practices for professionals.

- 1-800-273-TALK (8255)
- For Spanish speakers: 1-888-628-9454
- For deaf and hard of hearing:
- Video Relay Service – Dial 800-273-8255
- TTY – Dial 800-799-4889
- Voice/Caption Phone – Dial 800-273-8255

Sunshine Behavioral Health

Sunshine Behavioral Health discusses mental health issues facing the black community and providing resource links to free or low-cost sources for mental health treatment of the Black community.

Talkspace

Benefits of Talkspace:

- 24/7 access — reach out whenever you need
- Eliminate commute time and scheduling hassles
- Flexible plans to meet your needs and lifestyle
- Seamlessly switch therapists, at no extra cost
- Save money while receiving high-quality care

Therapist Locators

These databases allow you to find and connect with therapists that are dedicated to providing quality health care for a broad range of mental health issues.

- American Association for Marriage and Family Therapy (AAMFT)
- American Psychological Association
- NetworkTherapy.com
- Psychology Today
Trans Lifeline

Trans Lifeline is a trans-led organization that connects trans people to the community, support, and resources they need to survive and thrive.

- 877-565-8860

The Trevor Project

The Trevor Project is the leading national organization providing crisis intervention and suicide prevention services to lesbian, gay, bisexual, transgender, queer and questioning (LGBTQ) young people under 25.

- 1-886-488-7387
- Text START to 678-678
- Online Chat

Veterans Crisis Line

The lifeline provides 24/7, free and confidential support for all veterans, all service members, National Guard, and their family members. Their caring responders are specially trained and experienced in helping veterans of all ages and circumstances.

- 1-800-273-TALK (8255), Press #1
- Text 838255
2021 Mental Health Awareness Toolkit Team

Kathy Dothage, Content Specialist
Education Director, Home and Family, MU Extension

Karen Funkenbusch, Content Specialist
Specialist, Human Development & Family Science, MU Extension

Linda Geist, External Reviewer
Senior Strategic Communications Associate, Agriculture, Food, & Natural Resources, MU Extension

Levi Sherman, Graphic Designer
Senior Media Producer, Human Environmental Sciences, MU Extension

Tevin Uthlaut, Author
Communications Coordinator, Human Environmental Sciences, MU Extension

Kelsey Weitzel, Content Specialist
Assistant Extension Professor, Nutrition & Exercise Physiology, MU Extension

2021 Mental Health Awareness Toolkit Advisory Team

Karen Funkenbusch, 2021 Show-Me Farm Safety Chair
Specialist, Human Development & Family Science, MU Extension

Taylor Burks
Division of Labor Standards Director, Missouri Department of Labor & Industrial Relations

Leon Busdieker
Director of Agricultural Education, Missouri FFA Association State Advisor, Missouri Department of Elementary & Secondary Education

Barbara Brendel
Rural Health Manager, Missouri Department of Health and Senior Services

Maura Browning
Strategic Communications Director, Missouri Department of Labor & Industrial Relations

Chris Chinn
Director, Missouri Department of Agriculture

Mike Deering
Executive Vice President, Missouri Cattlemen’s Association
Sami Jo Freeman  
Communications Administrator, Missouri Department of Agriculture

Jonathan Garoutte  
Administrator of the DHSS Section for Environmental Public Health, Missouri Department of Health & Senior Services

Sarah Goellner  
Communications Coordinator, Missouri Department of Agriculture

John Hotz  
Director of the Public Information & Education Division, Missouri State Highway Patrol

Anna Hui  
Director, Missouri Department of Labor & Industrial Relations

Chris Klenklen  
Deputy Director, Missouri Department of Agriculture

Mandy Kliethermes  
Grants Manager, Missouri Department of Transportation

Casey Muckler  
Suicide Prevention Specialist, Missouri Department of Mental Health

Greg Onstott  
Ag Manager, Missouri Department of Agriculture

Tylan Peckman  
Assistant Extension Professor, 4-H Science of Agriculture, MU Extension

Jennifer Poindexter  
Director of Promotion & Education, Missouri Farm Bureau

Mark Ritchey  
Statistical Analysis Center Director, Missouri Department of Labor & Industrial Relations

Daniel Stark  
Assistant Director, Missouri Department of Labor & Industrial Relations

Angie Stuckenschneider  
Director of Prevention and Mental Health Promotion, Missouri Department of Mental Health

Shantell Taylor  
Executive Assistant to the Director & Deputy Director, Missouri Department of Agriculture
Jessica Walker  
Administrative Analyst, Missouri Department of Labor & Industrial Relations

Jeff Wenzel  
Senior Epidemiology Specialist, Missouri Department of Health & Senior Services

Stacey Williams  
Suicide Prevention Coordinator, Missouri Department of Mental Health

For Questions About the Toolkit Contact

Karen Funkenbusch, FunkenbuschK@missouri.edu  
Specialist, Human Development & Family Science

Tevin Uthlaut, UthlautT@missouri.edu  
Communications Coordinator, Nutrition and Health

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Endnotes


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