IN THE KNOW: MENTAL HEALTH LITERACY PROGRAM FOR THE AGRICULTURE COMMUNITY

PROGRAM SUMMARY

In The Know is a mental health literacy workshop tailored for farmers, their families, and those working in agriculture. Developed by agricultural and mental health professionals, this program fosters mental health awareness and equips participants with the skills to recognize, understand, and respond to mental health challenges in the agricultural community.

KEY BENEFITS

- **Tailored to Agriculture:** Content is designed with farmers and agriculture workers in mind, addressing industry-specific stressors.
- **Interactive Format:** Includes practical scenarios and open discussions to encourage meaningful engagement.
- **Accessible Delivery:** Offered in person or virtually to make participation flexible and convenient.
- **Evidence-Based Approach:** Backed by research, ensuring the information is accurate, relevant, and actionable.

TARGET AUDIENCE

- Farmers, farm families, and full-time agricultural workers
- Agricultural organizations, businesses, and government agencies supporting rural mental health

PROGRAM GOALS

- Increase mental health awareness in the agricultural community.
- Reduce stigma around mental health conversations.
- Provide strategies to support mental health in everyday life.
- Connect participants to resources for ongoing support.

FARM MENTAL HEALTH STATISTICS IN CANADA

Our research, conducted through the University of Guelph in 2021 and expanded by CCAW, paints a concerning picture of farmers' mental health:

- **76% of farmers** report experiencing moderate or high stress.
- **45% of farmers** say they wouldn't reach out for help due to stigma.
- **1 in 4 farmers** reported thoughts of self-harm or suicide in the past 12 months.
- **Suicide ideation was twice as high in farmers** compared to the Canadian general population.