

# Measuring Impact & Identifying Future Action

Summary Report

April 2023



## Acknowledgements

### Project Leads

Megz Reynolds  
Executive Director

Lauren Martin  
Board Chair

### Project Consultants

Dr. Bronwynne Wilton, Principal and Lead Consultant  
Dr. Andrea Gal, Consultant  
Krista Kapitan, Consultant  
Claire Coombs, Research Analyst  
Jessica Deveau, Junior Research Analyst

### Farmer Mental Health Expert Advisor

Bonnie Taylor, MSW, RSW  
Bonnie Taylor Counselling & Consulting Services

### Developmental Evaluators

Tanya Darisi, Co-Founder  
Amanda Sunderdas, Researcher

### Advisory Team Members

Catherine Burns – Canadian Federation of Agriculture  
Claire Cowan – North American Plant Genetics  
Dan Wright - Syngenta  
Erin Smith  
France De Montigny – Agricultrices du Québec  
Jade Reeve – Canadian Agricultural Human Resource Council

Heather Watson – Farm Management Canada  
Kim Moffat - Clinician (in Manitoba)  
Lori Robinson – Farm Manager (in PEI)  
Merle Massie – Farmer (in Saskatchewan)  
Stuart Chutter – Rancher (in Saskatchewan)  
Susan-Belle Ferguson – Agriculture and Agri-Food Canada

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## Executive Summary

The Do More Agriculture Foundation (Do More Ag) completed this project to better understand the state of mental health awareness, educational offerings, and resource delivery in the Canadian agricultural industry. The study was undertaken to accomplish three main goals:

- ➔ 1) To complete a developmental evaluation of Do More Ag’s overall contribution and impact through its outreach, engagement, and program offerings.
- ➔ 2) To develop recommendations of collaborative next steps that can be taken to continue to champion the well-being of all individuals within the industry.
- ➔ 3) To present a critical path forward for Do More Ag to consider as it seeks to expand and improve its resource development and advocacy efforts.

The project sought to consider the experiences and needs of traditionally underrepresented groups in the Canadian agricultural sector, including:

- Women
- Youth
- Indigenous Peoples
- 2SLGBTQI+
- Persons with disabilities
- Racialized communities

This report summarizes the current state of knowledge about farmer mental health. The report explores the strengths, challenges, gaps, and opportunities related to knowledge, perceptions and supports for mental health in the agricultural industry. The report also takes a deeper dive into Do More Ag’s role and contributions in this field.

A mixed methods approach was used to conduct the research for this project. This research included:

- An environmental scan of academic and industry literature
- The development of a Theory of Change and the completion of a developmental evaluation<sup>i</sup>
- Engagement activities, including the formation of an advisory team, the completion of key informant interviews, the hosting of focus groups, and the completion of a national survey

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<sup>i</sup> A Theory of Change articulates the relationship between what an organization does and what it hopes to achieve. A Theory of Change helps to guide the organization’s direction for its future contribution and impact.

Through these engagement activities, people involved in the industry identified the strengths, challenges, and gaps related to the state of mental health awareness, educational offerings, and resource delivery in the Canadian agricultural industry (Table 1).

**Table 1.** Strengths, challenges, and gaps related to the state of mental health awareness, educational offerings, and resource delivery in the Canadian agricultural industry.

Strengths	Challenges and gaps
<ul style="list-style-type: none"> <li>✓ Increased conversations and awareness about mental health</li> <li>✓ Decreasing external stigma about mental health</li> <li>✓ Important research initiatives underway</li> <li>✓ Expanded educational opportunities and knowledge of mental health</li> <li>✓ Availability of agriculture-specific mental health programming</li> </ul>	<ul style="list-style-type: none"> <li>• Continued internal stigma about mental health</li> <li>• Difficulties in accessing mental health support</li> <li>• Limitations in the availability of mental health support</li> <li>• Challenges in navigating mental health support and resources</li> <li>• Lack of a systems approach to supports for the agricultural industry</li> <li>• Limitations in the embrace of inclusion, diversity, equity, and accessibility</li> </ul>

People involved in the agricultural industry also provided their feedback about Do More Ag’s roles and contributions to the sector, and identified opportunities for the Foundation to increase its reach and impact.

**Key Takeaways**

- Do More Ag is a leader in increasing mental health awareness and reducing the stigma surrounding mental health in the agricultural industry.
- Opportunities for Do More Ag to expand its reach are ripe.
- Partnerships and collaboration are key for maximizing Do More Ag’s impact.
- Do More Ag’s resources, programs, and workshops are valuable. Updates can be made to Do More Ag’s resources to better support the diversity of individuals within the industry, and programming and workshops can be enhanced to strengthen learning opportunities.

## Recommendations

To continue to advance efforts to support mental health in the agricultural industry, Do More Ag and the industry more generally can consider the following recommendations.

### Recommendations for the Agricultural Industry

- 1.0 Collect more demographical information about traditionally underrepresented groups within both the Canadian farm population and the Canadian agricultural industry.
- 2.0 Shift the messaging from “farmer mental health” to “agriculture-centred mental health” to recognize the diversity of people and roles within the agricultural industry, and to promote inclusivity.
- 3.0 Prioritize efforts to address internal stigma about mental health in the agricultural industry.
- 4.0 Develop a unifying logo to signify support for mental health in the agricultural industry.
- 5.0 Develop a centralized hub for mental health resources.
- 6.0 Continue to advance efforts to support inclusion, diversity, equity and accessibility (IDEA) within the Canadian agricultural industry.

### Recommendations for Do More Ag

- 7.0 Build on the Theory of Change to develop a strategic plan for Do More Ag.
- 8.0 Continue efforts to expand the reach of Do More Ag in the agricultural industry.
- 9.0 Strengthen existing partnerships to better leverage each company or organization’s unique skillsets and networks.
- 10.0 Strengthen and extend collaborations with other individuals and organizations dedicated to mental health in agriculture.
- 11.0 Prioritize a holistic approach to wellbeing within the agricultural industry.
- 12.0 Serve as a connector among the diversity of individuals, companies, and organizations supporting mental health in the agricultural industry.
- 13.0 Continue to enhance the AgCulture Program.



## 1.0 Introduction

The Do More Agriculture Foundation (Do More Ag) completed this project to better understand the state of mental health awareness, educational offerings, and resource delivery in the Canadian agricultural industry. The study was undertaken to accomplish three main goals:

- 1) To complete a developmental evaluation of Do More Ag’s overall contribution and impact through its outreach, engagement, and program offerings.
- 2) To develop recommendations of collaborative next steps that can be taken to continue to champion the well-being of all individuals within the industry.
- 3) To present a critical path forward for Do More Ag to consider as it seeks to expand and improve its resource development and advocacy efforts.

The project sought to consider the experiences and needs of traditionally underrepresented groups in the Canadian agricultural sector, including:

- Women
- Youth
- Indigenous Peoples
- 2SLGBTQI+
- Persons with disabilities
- Racialized communities

Wilton Consulting Group led this project and Openly supported with the development evaluation. Bonnie Taylor, a Psychotherapist and Registered Social Worker in Ontario, served as the Farmer Mental Health Expert Advisor. The project methodology included a literature review and industry engagement through interviews, a survey, and a focus group.

This report summarizes the current state of knowledge about farmer mental health. The report explores the strengths, challenges, gaps, and opportunities related to knowledge, perceptions and supports for mental health in the agricultural industry. The report also takes a deeper dive into Do More Ag’s role and contributions in this field.

This project was funded in part by Agriculture and Agri-Food Canada under the Canadian Agricultural Partnership’s AgriDiversity Program, a federal initiative.

## 1.1 Do More Ag

Do More Ag is the national voice and champion for mental health in Canadian agriculture. The Foundation's mission is to champion the mental wellbeing of those in the Canadian agricultural industry. Do More Ag's vision is a culture of agriculture where all are encouraged, supported, and empowered to take care of their mental wellbeing.

Do More Ag operates under three pillars (Figure 1).

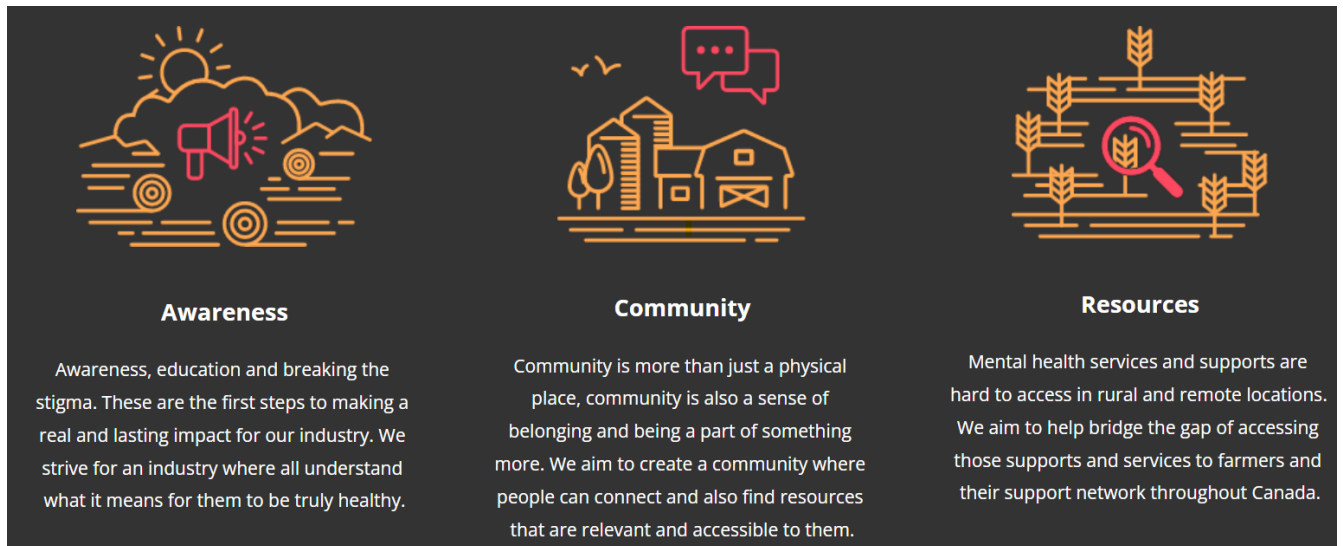
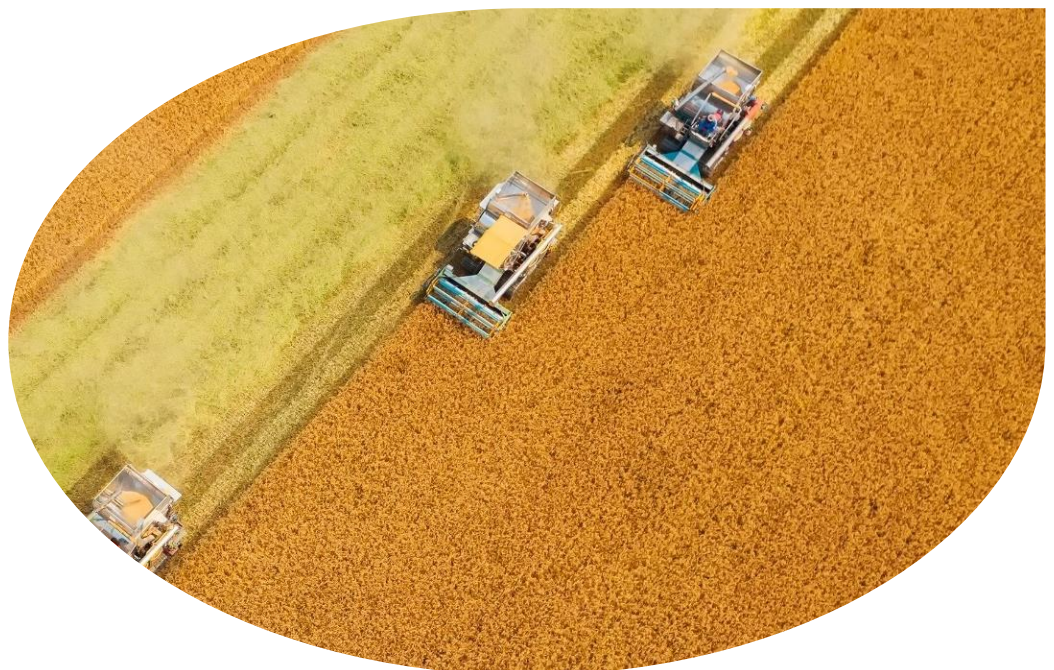


Figure 1. Do More Ag's [three pillars](#).





## 2.0 Context

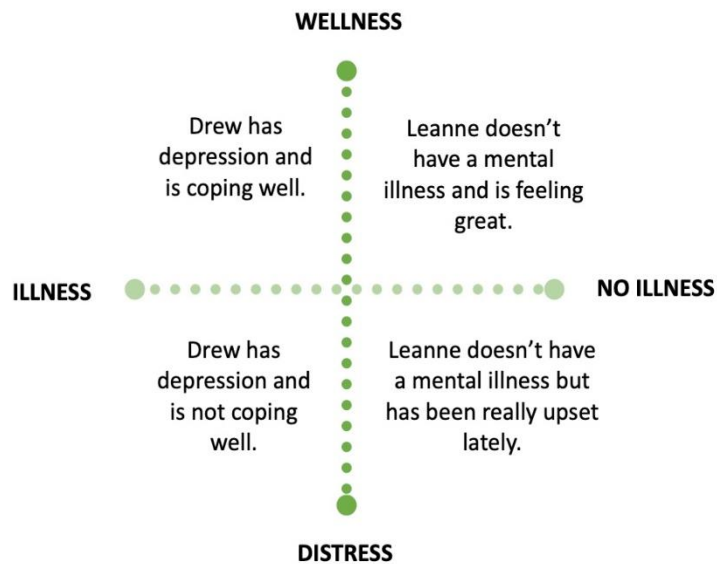
### 2.1 Key Terms

Key mental health terms are presented below (Table 2).

**Table 2.** Key mental health terms used throughout report.

Term	Definition
<b>Mental health or wellness</b>	A continuum that represents a person’s state of well-being. <sup>1</sup>
<b>Mental illness</b>	Disorders or conditions that are diagnosed by medical professionals. For example, major depressive disorder, anxiety disorder and bipolar disorder are mental illnesses. <sup>2</sup>
<b>Burnout</b>	Associated with exhaustion, cynicism, and poor performance, <sup>3</sup> burnout is a crisis in the psychological connection and relationship with one’s work. <sup>4</sup>
<b>Resiliency</b>	The ability to “thrive in the face of adversity.” <sup>5</sup> Resiliency is a skill that is developed or learned over time and can prevent burnout and mental illness.

Mental wellness and mental illness can best be conceived as a continuum (Figure 2).



**Figure 2.** Quadrant of mental wellness and illness. Source: In the Know mental health literacy training program for agriculture, by Jones-Bitton, A., & Hagen, B..

## 2.2 Current State of Knowledge about Mental Health in Agriculture

### 2.2.1 Farmers' Needs & Challenges

Farmers face unique stressors because of their work, including:<sup>6</sup>

- Long work hours in all weather conditions
- Physically demanding and repetitive work
- Fluctuating markets
- Changing weather, which impacts the health of their livestock and poultry, and quality and yields of their crops
- Disease outbreaks in poultry and livestock
- Environmental challenges
- High debt levels
- Changing regulatory frameworks
- Increasing costs of production
- Isolation
- Stigmatization in the media, including social media
- The blurring of home, family and work roles and responsibilities, as farmers typically live where they work
- Unpredictability associated with working with livestock, poultry, and machinery
- Prices for agricultural products are generally dictated by forces outside of farmers' control (i.e., farmers are price takers)

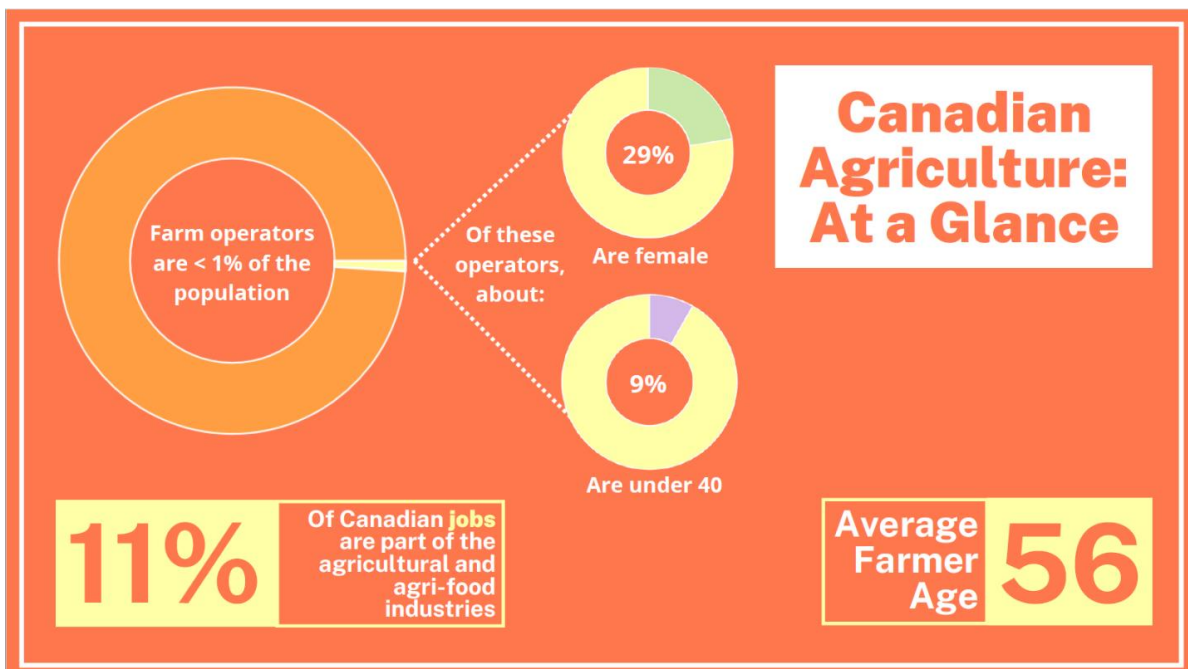


Figure 3. Canadian Agriculture: At a Glance.<sup>7</sup>

Farm families can face challenges accessing mental health care, in terms of the availability of and proximity to service providers. In a July 2015 submission to the House of Commons Standing Committee on Finance, for example, the Canadian Psychological Association estimated that about one psychologist is available for every 28,500 people in rural areas, compared to one psychologist for every 3,848 people in urban areas.<sup>8</sup> The cost of mental health supports is a barrier to accessing services. The time needed to drive to see service providers is another hurdle since farm families have significant demands for their time in their operations. Farmers, their spouses, and/or their dependents with more serious mental illnesses may also need to move into urban areas in the short-term to receive treatment, which means they are removed from their communities.<sup>9</sup>

The challenges surrounding farmer mental health are not unique to Canada; researchers are also studying the topic in many other countries, with a particular focus on depression, stress, and suicide.<sup>10</sup> Globally, the agricultural industry has one of the highest suicide rates and “farming is considered one of the world’s most stressful occupations.”<sup>11</sup>

### **The Benefits of Life on the Farm**

While farmers face many stressors, it is important to also acknowledge some of the strengths and benefits of the industry. The closeness and support of family can be key, as can the connection with the land and the livestock. Some farmers derive a sense of purpose and fulfillment from their work.

Source: Briana N. M. Hagen, Alex Sawatzky, Sherilee L. Harper, Terri L. O’Sullivan, and Andria Jones-Bitton. (2021.) [“What Impacts Perceived Stress among Canadian Farmers? A Mixed-Methods Analysis.”](#) *International Journal of Environmental Research and Public Health* 18, no. 14, p. 7366, 9.

### **The Unique Pressures Traditionally Underrepresented Groups Face**

The pressures farming populations face can vary by age and gender, too. Children and adolescents on farms often go with or assist their parents in their work, which can bring both benefits (e.g., a strong sense of purpose) and added stress. In multigenerational farm families, the younger generation – and particularly daughters-in-law – can face higher levels of stress, as the older generations can remain involved in the business longer than in other industries.<sup>12</sup>

Female farm operators may continue to fulfill traditional gender roles within the home, such as preparing meals and caring for children, while working both on and off farm. Known as the “third shift,” this high workload can lead to both fatigue and stress amongst farmers who are women. Some women also highlight the continued challenges with being recognized as farmers within the industry, despite an increase in female farm operators across Canada since 2016.<sup>13</sup>

Farmers who are men may see their identities as connected with the farm; threats or challenges to the success of the operation may impact their sense of self worth. Some men may experience depression or anxiety if they cannot fulfill the traditional breadwinner role because of problems on the farm.<sup>14</sup>

Temporary foreign workers can face challenges in consistently accessing necessary health care services, given their travel between countries. For example, some studies suggest migrant farm workers may be more likely to have depression than their non-migrant counterparts.<sup>15</sup>

## 2.2.2 Farmers' Mental Health

A 2015-16 survey of Canadian farmers found that 12% of farmers were burnt out, and over 40% were at risk of becoming so.<sup>16</sup> Gendered experiences were evident; males experienced higher exhaustion than females until about their mid-30s. After that age, females had higher exhaustion scores and burnout than males. Female farmers may be more willing to seek formal support than males, but they may have access to less peer support.<sup>17</sup>

Canadian farmers have also been found to have higher scores for anxiety, depression, and stress than the general population, and lower scores for resilience.<sup>18</sup> Female farmers scored less favourably than males in all these measures of mental health. Higher levels of stress were associated with:<sup>19</sup>

- Financial stress
- Working in the pork sector<sup>ii</sup>
- “Perceived lack of support from family and industry”
- Anxiety and depression

A 2021 survey suggested that Canadian farmers' mental health is declining compared to the general population. Over three-quarters of farmers “were currently experiencing moderate or high perceived stress,” and “one of four farmers surveyed reported their life was not worth living, wished they were dead or had thought of taking their own life during the past 12 months.”<sup>20</sup>

The differences in experience between male and female farmers increased between the 2015-16 and 2021 surveys; overall, females experienced “more dire” mental health effects than males.<sup>21</sup> The COVID-19 pandemic added to the stressors that farmers faced due to such factors as supply chain disruptions and worker shortages.<sup>21</sup> During the pandemic, farmers experienced worsening symptoms of anxiety and depression.<sup>22</sup> However, the direct cause of these symptoms is uncertain.<sup>21</sup>

In contrast to the general population, farmers are less likely to seek support related to mental health.<sup>23</sup> Reasons for this reluctance include an emphasis on self-reliance, and a belief that mental health concerns do not need support.<sup>24</sup> Ideas of masculinity may also deter male farmers. Stigma about mental health in the agricultural industry remains a barrier.<sup>25</sup>

## 2.2.3 Broader Implications

Poor mental health and mental illness can have ripple effects that extend beyond the individual; a person's mental health can influence their physical health, family, farm business, overall farm safety, livestock and poultry welfare, and even the success of the broader industry.<sup>26</sup>

As the stressors and needs of farmers are unique, targeted supports offered by service providers with at least a basic knowledge of the industry (or “farm credibility”) are key. Farmers are more likely to seek help if the service providers are knowledgeable about agriculture.<sup>27</sup> Generally, farmers

Recognizing the relationship between mental health and farm safety, the Canadian Agricultural Safety Association launched a [Mental Health Hub](#) on its website in March 2023.

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<sup>ii</sup> Shortly before the survey took place, the pork sector experienced a virus outbreak, which may help to account for the higher levels of stress.

want to maintain anonymity when accessing supports and services (i.e., they do not want their peers to know), but also want to feel a sense of familiarity and trust with their service providers.

#### **2.2.4 Key Efforts to Date**

Since the 1970s, people connected to the agricultural industry have developed local initiatives, programs, and policies to support farmer mental health all around the world.<sup>28</sup> These efforts include mental health and crisis literacy training, peer support, crisis hotlines, and clinical interventions.

Although qualitative research data suggests the benefits of many of these initiatives, researchers highlight the need for more thorough evaluations to better understand the impacts of these efforts. More thorough evaluation of existing programming would enable those individuals involved in this work to refine their approaches to better meet the needs of the industry.

In 2018, Do More Ag was founded with the goal to shift the culture of agriculture to encourage, support and empower everyone in the industry to take care of their mental wellbeing.

In 2019, the Standing Committee on Agriculture and Agri-Food released its report [Mental Health: A Priority for Our Famers](#). The committee made 10 recommendations to help support farmer mental health. Of most relevance for this study, the Committee recommended that the federal government should:

- “... invest in educating business partners and other stakeholders who work with farmers to detect the signs of psychological disorders and distress in order to refer them to resources that can help them.”
- “... contribute to building capacity in mental health awareness and prevention so that future farmers are informed of the challenges they may face.”
- “... oversee the national coordination of various research and prevention activities targeting the mental health of farmers.”

In November 2021, the federal, provincial, and territorial ministers of agriculture released the Guelph Statement, which guides the next agricultural policy framework. One of the priority areas is to “support and empower producers and agri-food workers to take care of their mental health.”<sup>29</sup> Additionally, Agriculture and Agri-Food Canada’s proposed Sustainable Agriculture Strategy states that “enhancing resilience of farm operators with mental health support, extension, and training” is a practice that will support adaptation and improve resilience in the industry.<sup>30</sup>

Several provinces, including [Ontario](#), [Manitoba](#), and [Saskatchewan](#), have launched support services specifically for farm families. In Manitoba, for example, farm family members can access six counselling sessions at no cost.

In November 2022, the Canadian Centre for Agricultural Wellness (CCAW) was launched.<sup>31</sup> [The CCAW](#) brings together leaders in the field of agricultural mental health to conduct research to support “evidence-based community-informed programming and education” for Canadian farmers.

Industry advocates continue to push for more mental health supports for Canadian farmers, including stress-management training, targeted initiatives for women, and mental health literacy training in agricultural college and university programs.<sup>32</sup> Industry advocates also highlight the need for



preventative supports (e.g., peer support groups), at-risk supports (e.g., free counselling sessions), and crisis supports (e.g., crisis lines), all of which must be geared to farm families.<sup>33</sup>

### 2.2.5 A Focus on the Farmer & Farm Family

Current efforts, and research, focus mainly on the farmer, or farm family, rather than the broader agricultural industry.<sup>34</sup> Industry professionals, such as veterinarians, also experience work-related stress, affecting their mental health.<sup>35</sup> Similar themes of gender differences, requirements of on-call and after-hours work, and accessible support services, were found in mental health research with veterinarians and the larger farm population. These commonalities suggest a need to broaden mental health research and supports to include the entire agriculture industry, rather than focusing solely on the farmer and farm family. The need for research on, and outreach to, the larger agriculture industry – or an agriculture-centred approach to mental health – was a key theme identified through engagement activities for this project.

### 2.2.6 Social Determinants of Health

Social determinants of health “are the conditions in which people are born, grow, work, live, and age, and the wider set of forces and systems shaping the conditions of daily life.”<sup>36</sup> For example, income, working conditions, and access to health care services all can impact an individual’s health. These social determinants can have both positive and negative impacts. Rural Canadians living far from urban centres, for example, often have poorer health compared to their urban counterparts. Community engagement, in contrast, can benefit health.<sup>37</sup>

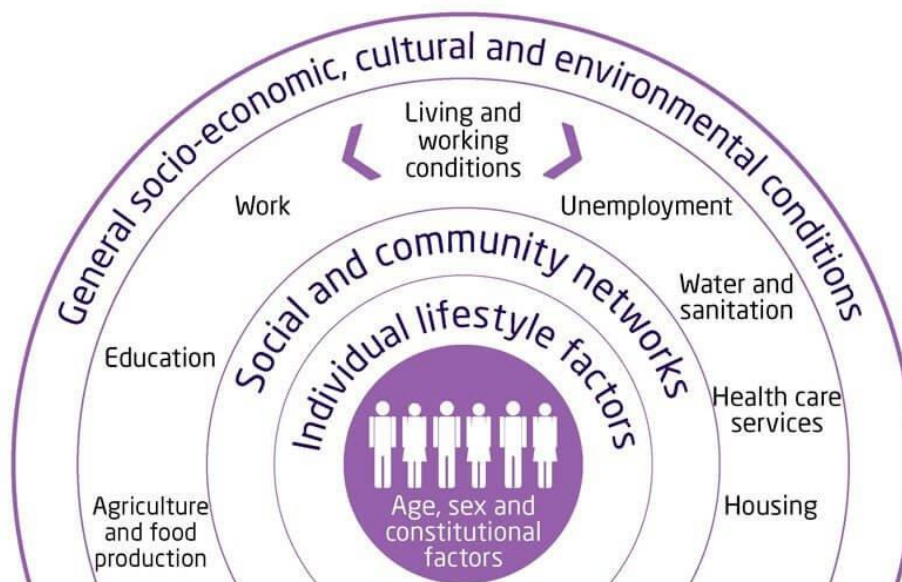


Figure 4. Determinants of health.<sup>38</sup>

The Government of Canada has a [Health Inequalities Data Tool](#) to better understand the implications of the social determinants of health in Canada.

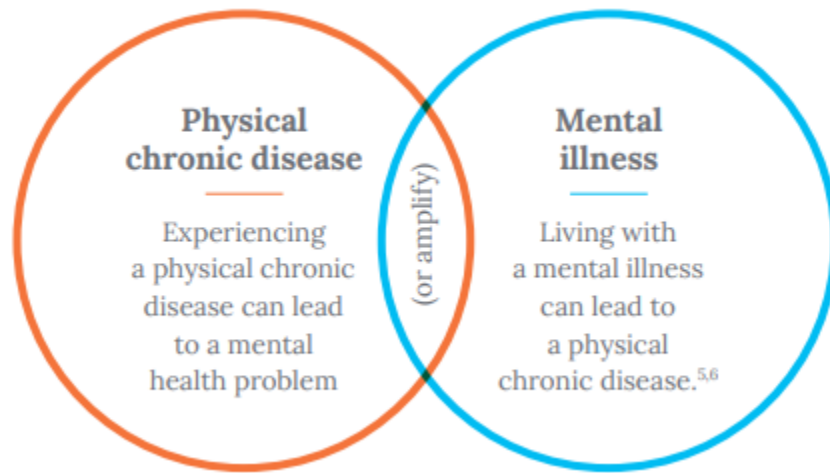
The social determinants of health associated with a rural location can be layered with other determinants of health, including an individual’s ethnicity or race.<sup>39</sup>

As a result of their working conditions, farmers can experience such health impacts as respiratory conditions, musculoskeletal disorders, and hearing loss.<sup>40</sup> In turn, these physical health challenges can impact mental health.

Domestic violence or abuse within the workplace can also impact the mental health of the family and broader farm team. While limited research is available related to domestic violence in rural Canada, findings suggest that the perpetrator is typically a family member (as opposed to a spouse or former spouse).<sup>41</sup> Rural rates of domestic violence also appear to be higher than urban ones.

### 2.2.7 The Connections Between Physical & Mental Health

A person’s physical health can impact their mental health and vice versa. For example, the Mental Health Commission of Canada estimates a quarter to half of Canadians with a chronic disease will also experience depression.<sup>42</sup>



**Figure 5.** The interconnectedness of chronic disease and mental illness.<sup>43</sup>

## 3.0 Our Approach

### Environmental Scan

- Provided a general understanding of the current state of knowledge about farmer mental health
- Identified resources and supports, including for traditionally underrepresented groups, to add to Do More Ag's Find Support page
- Studied academic and industry literature
- Gathered information about existing mental health resources for the agricultural industry

### Theory of Change & Development Evaluation

#### Theory of Change Workshops

July to September 2022

- Developed the Theory of Change
- 3 workshops
- 17 participants

#### Secondary Analysis

- Mapped Do More Ag's existing data against the Theory of Change

#### Sensemaking Workshops

February to March 2023

- Refined the Theory of Change
- Confirmed considerations for Do More Ag's outreach and engagement strategies
- 2 workshops
- 14 participants

### Advisory Team

- 15 advisory team members
- Held 2 advisory team meetings

- Provided insights on the current state of attitudes towards mental health in the agricultural industry
- Supported with industry engagement such as identifying potential participants for the focus groups, and promoting the survey

## Key Informant Interviews

- Provided insight into Do More Ag's capacity, approach, and programs
- Identified opportunities to support mental health in the agricultural industry

November 2022 to January 2023

16 key informant interviews with:

- Partners
- Representatives of farm and commodity organizations
- Mental health researchers
- Mental health practitioners
- Do More Ag staff and board members

## Focus Groups

*Topic: Mental Health Supports in the Canadian Agricultural Industry*

- Highlighted the gaps in the available resources for mental health in the agricultural industry
- Identified actionable items that will support the industry

February 2023

Ran 3 virtual focus groups with 52 participants including:

- Farmers
- Agricultural and commodity organization representatives
- Mental health researchers and practitioners

## National Survey

- Gathered information on the current state of mental health awareness, educational offerings, and resource delivery in the Canadian agricultural industry
- Identified Do More Ag's role and contributions

February to March 2023

340 respondents participated including (see figure below):

- Farmers
- Industry representatives
- Mental health researchers and practitioners
- Partners of Do More Ag

## Focus Group

*Topic: Recommendations*

- Discussed preliminary findings from the project survey
- Discussed and refined a series of recommendations

March 2023

9 participants including:

- Partners
- Representatives of farm and commodity organizations
- Mental health researchers and practitioners
- Do More Ag staff and board members

### 3.1 Additional Context

This study sought to consider the experiences and needs of traditionally underrepresented groups in the Canadian agricultural industry, including:

- Women
- Youth
- Indigenous Peoples
- 2SLGBTQI+
- Persons with disabilities
- Racialized communities

The level of engagement of these different groups in the project activities varied. There was strong engagement throughout the project with women, but more limited engagement with other groups. Please see Recommendations 1 and 2 for key next steps in better understanding and supporting traditionally underrepresented groups.

In terms of the industry survey, Do More Ag, the project consultants, the project Advisory Team, Do More Ag's partners, and other industry participants shared the survey widely through their networks (Appendix A). The survey was available for just under three weeks (from February 16, 2023 to March 8, 2023). In total, 340 people responded to the survey, which was lower than the target response rate. Survey fatigue may have limited participation. Ultimately, the survey still provides a useful dataset, particularly when analyzed alongside the findings from the other engagement activities.

Due to the strengths of Do More Ag's existing network, the project's engagement activities provide the most fulsome insights at the industry level. These insights, and the resulting recommendations, can benefit everyone in the Canadian agricultural industry. Whenever possible, this report also shares insights into the needs of traditionally underrepresented groups.

Through its Theory of Change conversations, Do More Ag highlighted the desire to centre equity and inclusion through its work. (See the Developmental Evaluation Materials.) As Do More Ag moves forward in its work, it will expand and strengthen its networks within traditionally underrepresented groups. In the process, Do More Ag will deepen its understanding of opportunities to support these individuals and communities.



## 4.0 Findings

Throughout the research and engagement, several themes for industry and Do More Ag emerged. This section synthesizes the key themes heard and presents opportunities throughout.

**Table 3.** Overview of findings sections.

Audience	Description
Industry	Strengths, challenges and gaps and associated opportunities for the industry more broadly. These topics are relevant to all people involved in the agricultural industry.
Do More Ag	Key themes for the Do More Agriculture Foundation to consider as it continues its work are presented. This section includes information about the future direction for Do More Ag, as well as opportunities for Do More Ag’s existing programs and resources.



### **OPPORTUNITY**

Opportunities for DMAF are presented throughout this section with orange light bulb icons.



## 4.1 Industry

Through the engagement activities, people involved in the industry identified the strengths, challenges, and gaps related to the state of mental health awareness, educational offerings, and resource delivery in the Canadian agricultural industry. Opportunities were also identified to advance these efforts.

### 4.1.1 Strengths

Five key strengths were identified:

- ✓ Increased conversations and awareness about mental health
- ✓ Decreasing external stigma about mental health
- ✓ Important research initiatives underway
- ✓ Expanded educational opportunities and knowledge of mental health
- ✓ Availability of agriculture-specific mental health programming

#### **Increased Conversations and Awareness**

In the past five years, conversations about mental health in agriculture have become more common. People are more open to listening and discussing the topic, interviewees said. These conversations are happening at agricultural industry events and on social media. These conversations are also occurring throughout the industry and in rural communities, such as amongst producers, within agricultural companies, and in rural schools.

***“The biggest difference (over the past five years) is the overall willingness and acceptance to have the conversations to begin with.”***

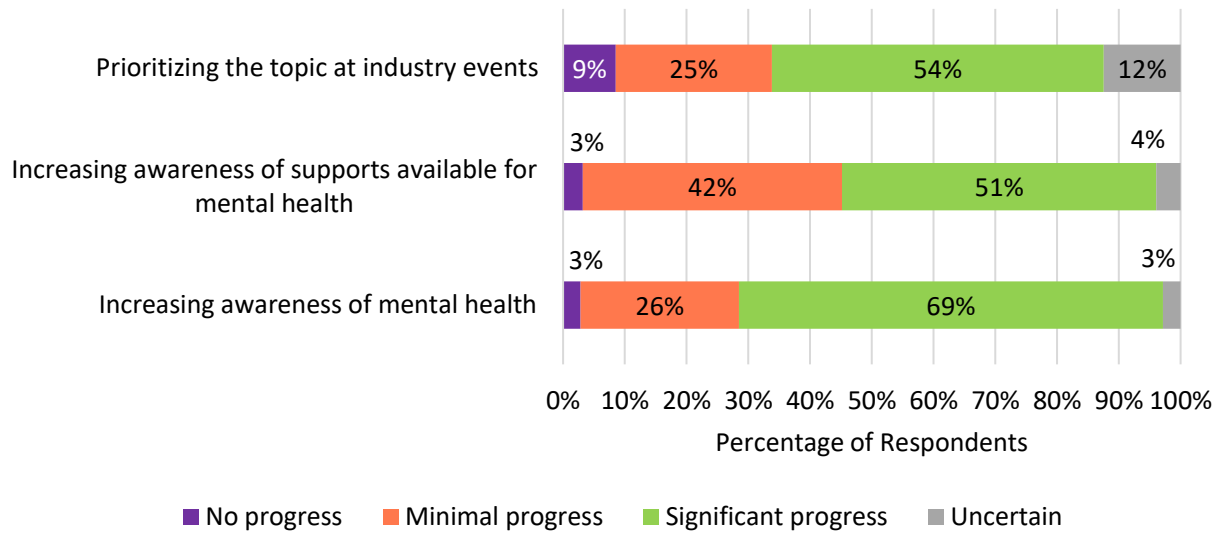
#### **- Do More Ag representative**

People in the agricultural industry suggested demographical differences in the level of openness to have these conversations. A few survey respondents noted that conversations are more common, and stigma is lower, among younger generations. One farmer respondent, for example, said that “The talk around mental health is mostly happening amongst younger farmers, those under say age 50. The older generation of farmers are not having that discussion; and there are fewer farmers under age 50 than there are over age 50...”

**Most survey respondents (89%) agreed or strongly agreed that, in the past five years, conversations about mental health in agriculture have become more common.**

As the conversations about mental health have increased, so too has progress on awareness activities, including (Figure 6):

- Increasing awareness of mental health
- Increasing awareness of supports available for mental health
- Prioritizing the topic at industry events



**Figure 6.** Level of progress in the agricultural industry in the past five years for awareness activities associated with mental health (n=281).

Relatedly, people in the agricultural industry are making investments into mental health awareness initiatives, including such activities as partnering with Do More Ag and [creating video campaigns](#).

### Decreasing External Stigma

Two key types of stigma can hinder discussions about mental health: internal and external (Table 4).

**Table 4.** Types of stigma.<sup>44</sup>

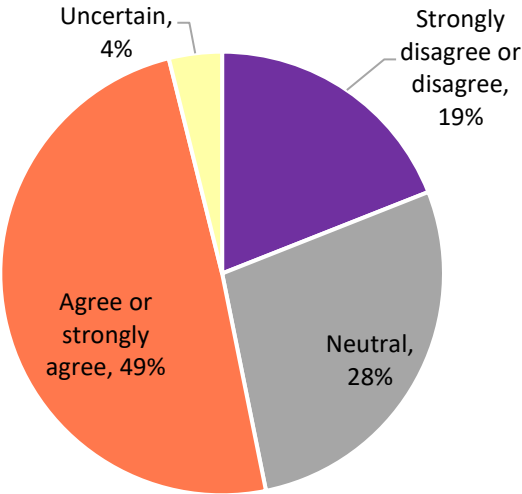
Type of stigma	Alternate names	Definition	Example
<b>Internal</b>	<ul style="list-style-type: none"> <li>• Felt stigma</li> <li>• Self-stigma</li> </ul>	<ul style="list-style-type: none"> <li>• “The shame and expectation of discrimination that prevents people from talking about their experiences and stops them seeking help”</li> </ul>	An individual does not acknowledge they have poor mental health and will not ask for help.
<b>External</b>	<ul style="list-style-type: none"> <li>• Enacted stigma</li> <li>• Discrimination</li> <li>• Public stigma</li> </ul>	<ul style="list-style-type: none"> <li>• “The experience of unfair treatment by others”</li> </ul>	A co-worker belittles a colleague when they learn that individual has depression.

As the conversations about mental health have increased, the stigma has decreased. For example, almost half of survey respondents (49%) agreed or strongly agreed that, in the past five years, stigma surrounding mental health in agriculture has decreased. Respondents who are mental health researchers and practitioners were slightly more optimistic than other respondents; 67% of mental health researchers and practitioners agreed or strongly agreed with this statement.

While stigma surrounding mental health in the agricultural industry has decreased, this stigma has not been eliminated. People involved in the industry say that the external stigma has decreased more than internal stigma. (See Section 4.1.2.)

The endurance of stigma about mental health might vary by demographical grouping and area. For example, an industry survey respondent said, “The rate that the stigma decreases depends on the area you live in, and the age and cultural background of the people in each community. The farming community where my family lives in Ontario is very conservative.”

An opportunity exists for further research into demographic differences regarding stigma about mental health within the agricultural industry. A study of Canadians found a complex relationship between age, stigma, and help-seeking attitudes. While older adults experienced “less stigma of seeking help and more positive help-seeking attitudes,” those “older adults who do perceive stigma are especially likely to internalize it as self-stigma and to have that internalized stigma negatively influence help-seeking attitudes.”<sup>45</sup>



**Nearly half of survey respondents (49%) agree or strongly agree that, in the past 5 years, stigma surrounding mental health in agriculture has decreased.**

**Figure 7.** Survey respondents’ level of agreement with the statement that, in the past five years, stigma surrounding mental health in agriculture has decreased (n=288).

### Important Research Initiatives

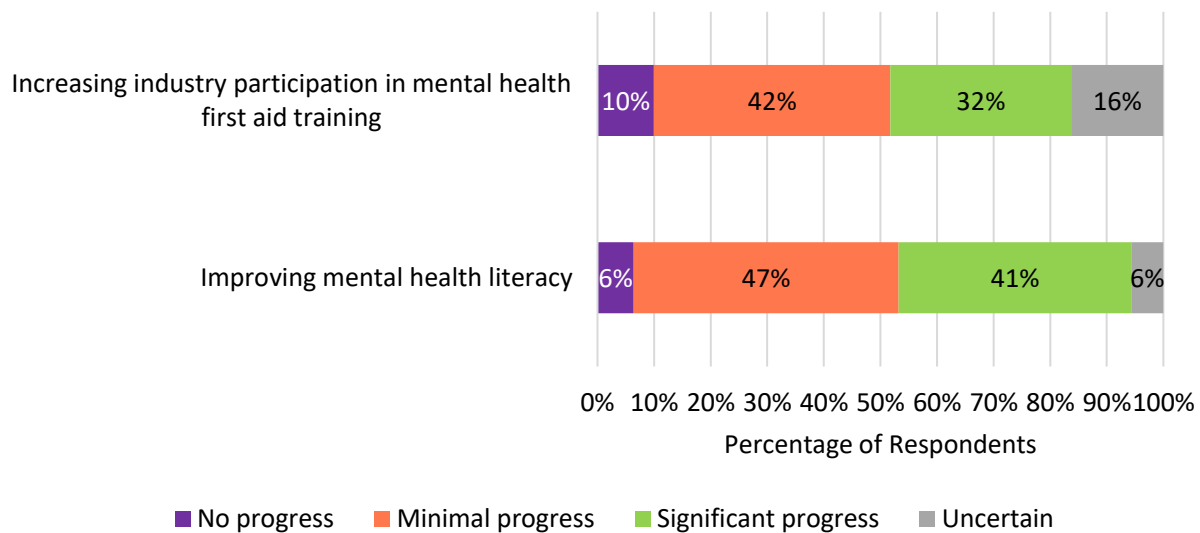
As underscored in Section 2.2, research is underway to better understand mental health in the agricultural industry. People in the agricultural industry acknowledge that progress has been made on this front in the past five years; 41% of survey respondents (n=282) classified this progress as minimal, while another 35% classified it as significant. Mental health researchers or practitioners who responded to the survey (n=16) had a slightly more optimistic view of the progress; half said significant progress has been made in this field.

### Expanded Educational Opportunities & Knowledge

Educational opportunities such as workshops are available to support mental health in agriculture. For example, Do More Ag's [Talk, Ask, Listen Workshop](#) is a half-day workshop that seeks to increase awareness of mental health within the agricultural industry. The Canadian Mental Health Association (CMHA), Ontario, delivers In the Know, which is a mental health literacy program for the agricultural industry.

Through these educational opportunities and increased conversations, the industry is making progress in its knowledge about mental health. For example, most survey respondents said, in the past five years, the agricultural industry has made progress related to each of the following educational activities associated with mental health (Figure 8):

- Improving mental health literacy (i.e., awareness of signs and symptoms of mental health conditions, treatment options, supports, and management of mental health) (88%)
- Increasing industry participation in mental health first aid training (74%)



**Figure 8.** Level of progress in the agricultural industry in the past five years for educational activities associated with mental health (n=282).



## Availability of Agriculture-Specific Mental Health Programming

Across Canada, a range of farm-specific programming exist (Table 5). Most provinces have one or more farm-specific mental health programs.

**Table 5.** Sample list of farm-specific programming and services.<sup>iii</sup>

Province	Program	Overview
British Columbia	<a href="#">AgSafe Mental Wellness Resources</a>	Webpage offering a link to resources, and a directory of service providers who will offer no-cost counselling services to people in the agricultural industry.
Alberta	Alberta Farm Mental Health Network – <a href="#">AgKnow</a>	Website offering information about mental health, agriculture-specific resources, links to upcoming events, and ways to connect with therapists.
Saskatchewan	<a href="#">Farm Stress Line Saskatchewan</a>	Phone line and email correspondence available 24/7 for anyone in crisis.
Manitoba	<a href="#">Manitoba Farmer Wellness Program</a>	Six sessions of free counselling delivered by mental health practitioners with backgrounds in agriculture.
Ontario	<a href="#">Farmer Wellness Initiative</a>	Free counselling sessions that are available in French or English over the phone, virtually, or in person. The services are also available to immediate family members.
Quebec	<a href="#">Farmer Assistance Program (PAPA)</a>	A virtual platform that helps farmers access primary health care and mental health and stress management services.
Nova Scotia	<a href="#">Farm Family Support Center</a>	Call service available 24/7 where farmers and their families can access up to three hours of service at no cost.
Prince Edward Island	<a href="#">Farmers Talk</a>	Website containing resources and a phone number to call to talk to a mental health practitioner and set up a time for face-to-face counselling, free of charge.

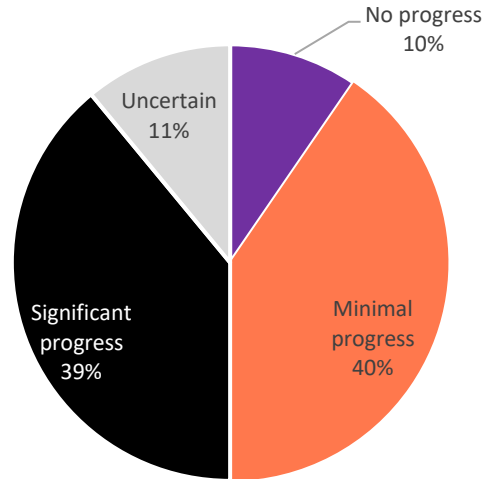
<sup>iii</sup> This is a sample list. Increasingly, more programs are being offered across Canada. For example, in the Yukon, funding is available through the [Sustainable Canadian Agriculture Partnership](#) to support mental health initiatives in the agri-food industry. In New Brunswick, an initiative by the [Agricultural Alliance of New Brunswick is set to launch in 2023](#) to support mental health and farm safety.

In total, 79% of survey respondents feel that progress has been made over the last five years in offering agriculture-specific mental health programming.

Industry participants highlighted the strengths of the existing programming and supports, including:

- ✓ Understands the unique needs in the agricultural industry
- ✓ Accessibility (in terms of cost, delivery format [e.g., telephone line, online, and in person], and operating hours)
- ✓ Affiliated with trusted farm organizations

**79% of survey respondents feel that progress has been made over the last five years in offering agriculture-specific mental health programming.**



**Figure 9.** Survey respondents' perceptions of the level of progress in the past five years in offering agriculture-specific mental health programming (n=282).



### **Vignette: Au Cœur Des Familles Agricoles**

Through the engagement activities, Quebec was highlighted as a leader with the range of mental health programming and services available for people in the agricultural industry. One crucial organization in this field is [Au Coeur Des Familles Agricoles](#), which is a not-for-profit organization. Since 2003, this organization has been improving the well-being of Quebec farmers and farm families by connecting them with preventative and crisis supports.

Au Coeur Des Familles Agricoles offers several resources for farmers and farm families. For example, *travailleuses de rang* offer front-line psychosocial services. These *travailleuses de rang* are located across Quebec. They develop relationships with the farm families within their communities and strive to destigmatize mental health and asking for help. These *travailleuses de rang* also work with people to develop individualized plans to support their mental health needs. Free and confidential supports are available for individuals, couples, and families. The delivery method is flexible; services are offered in-person, via telephone, or via virtual meeting.

Au Coeur Des Familles Agricoles also has Maison ACFA, which is a physical location in St. Hyacinthe, Que. Individuals can have short-term stays at this facility as a respite from the farm and receive mental health services.

Au Cœur Des Familles Agricoles began with a donation for a pilot project from le Ministère des Affaires municipales, des Régions et de l'Occupation du Territoire. Today, the organization operates on contributions from the Ministère de la Santé et des Services sociaux, along with donations from industry and community sponsors.

#### **Key Takeaways**

- Respite opportunities that are accessible and targeted to farm families are impactful
- Individuals providing mental health supports should have regular touchpoints and connections with the farm community

"Au Coeur Des Familles Agricoles and its respite home have made giant strides in mental health in the agricultural community. Respite workers provide quick, discreet and sometimes life-saving intervention, all free of charge."

– Farmer and industry stakeholder survey respondent



## 4.1.2 Challenges and Gaps

Six key challenges and gaps exist:

1. Continued internal stigma about mental health
2. Difficulties in accessing mental health support
3. Limitations in the availability of mental health support
4. Challenges in navigating mental health support and resources
5. Lack of a systems approach to supports for the agricultural industry
6. Limitations in the embrace of inclusion, diversity, equity and accessibility

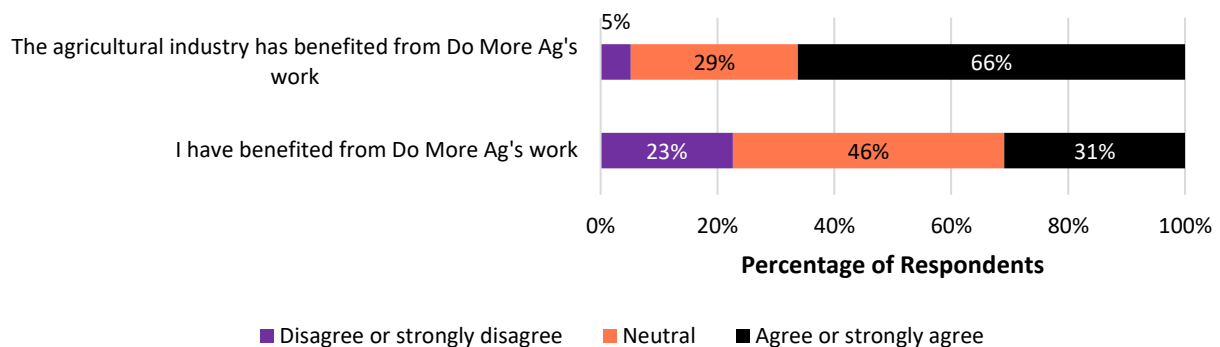
### Internal Stigma

People agreed that general conversations about mental health are becoming more common, but hesitancy and stigma still surrounds asking for help. “Much more work needs to be done,” a survey respondent said. Individuals involved in the industry value the fact that more people are talking about mental health in agriculture but people are still hesitant to ask for help for themselves and to use existing resources. Internal stigma remains a barrier.

*“I think discussing the topic is less stigmatized. However, admitting you need help or being able to ask for help hasn’t moved much.”*

- Farmer and industry stakeholder survey respondent

Most (66%) survey respondents agreed or strongly agreed that Do More Ag has benefited the agricultural industry, but just under a third (31%) of respondents felt that they have personally benefited from Do More Ag’s work (Figure 10). While it is possible survey respondents do not need the resources provided by Do More Ag, it is also possible that an internal stigma is preventing them from tapping into these resources.



**Figure 10.** Survey respondents’ level of agreement with how Do More Ag’s work has benefited the agricultural industry and themselves (n=252).

*“We still see stigma around getting help. At industry events, I hear a lot of people say ‘Mental health is such a priority, but I would never need help.’ How do we break down the internal stigma that prevents people from identifying and accepting that they need support?”*

- Focus group participant

Some survey respondents pointed specifically to the challenges associated with the first steps in getting help. One farmer and industry member, for example, noted that people can be “unwilling” or “nervous” to seek help. Relatedly, people may not know “when and how to request help,” another industry member said. Throughout the engagement, the message was clear: to help overcome these challenges associated with the first steps, people in the agricultural industry must continue to destigmatize mental health.



## **OPPORTUNITY**

### **Continue to reduce the stigma of mental health in agriculture with the goal of increasing willingness to seek help.**

The industry should build on progress to date and continue to educate people about mental health and grow awareness about mental health supports in agriculture. Specifically, an opportunity exists to build targeted campaigns to help address the internal stigma that persists. Such targeted campaigns should draw on industry stories and lived experience when possible.

The industry should create more opportunities for informal touchpoints between mental health practitioners and people in the industry to help break down stereotypes about practitioners and open conversations. For example, mental health practitioners can attend trade shows to have informal discussions with people in the sector.

### **Accessibility of Mental Health Support**

Individuals in agricultural communities still face challenges in accessing mental health resources and services. Over half (56%) of survey respondents identified access to mental health supports as one of the top three gaps in supports for mental health in agriculture.

Accessing both in-person and online supports can be difficult for individuals in rural communities more generally. Driving to a larger population center to see a medical professional can be time consuming, and farm families often face pressing, seasonal demands in their operations. The lack of public transportation can serve as an additional barrier for individuals, such as youth or temporary foreign workers, without drivers’ licenses or access to automobiles. Although online resources and programs are becoming more widely available, Internet and cellular connectivity remains a challenge in some rural areas. As a result, some people in rural communities cannot easily access online supports or resources.

**56% of survey respondents identified access to mental health supports as one of the top three gaps for the industry.**

Factors impacting access to mental health services and resources:

- ✓ Distance to mental health professionals
- ✓ Internet connectivity
- ✓ Cellular connectivity



## Availability of Mental Health Support

Much of rural Canada lacks mental health practitioners.<sup>46</sup> Rural and remote communities also lack sufficient medical professionals and healthcare services.

The desire for anonymity can also limit options. Given the interconnectedness of small communities, it may be difficult for an individual to find a mental health professional who does not know them.<sup>47</sup> People in the agricultural industry may also worry about other people in their community recognizing their vehicles at the office buildings of mental health service providers, focus group participants said. Ultimately, this concern over a lack of anonymity can be a barrier to seeking help.

“Getting that support in a confidential way is hard. And when you go to get help, there’s a feeling that everyone in your small town might know about it.”

- Focus group participant

## Supports for People throughout the Agricultural Industry

Many people shared that the communications around existing mental health supports in the agricultural industry are often targeted to the farmer or farm manager, rather than everyone involved in the industry.

In the agricultural industry, stress and struggles from work can easily spill over into family life and add strain on other family members (e.g., spouse, children). In many cases, family members are “born into the company,” as one focus group attendee said. The family and business management dynamics can add additional layers of complexity to accessing mental health supports.

In addition to ensuring mental health supports and resources are accessible for the diversity of people involved in the agricultural industry, supports and resources should also be available for the families and caregivers of individuals with poor mental health and mental illnesses.

### Farm families face unique pressures

Focus group participants identified the unique pressures and challenges that farm families face when it comes to mental health. The list included:

- Lack of privacy and anonymity
- Challenges related to divorce and separation, which have implications for business and family
- Managing staff who are also family members
- The intergenerational nature of farming (e.g., succession planning)



## OPPORTUNITY

**Expand messaging around mental health to be more inclusive to a diverse set of roles within the agricultural industry.**

Transitioning language from “farmer mental health” to “ag-centred mental health” can be more inclusive of the diversity of roles within the agricultural industry. Within the farming household, too, some individuals can be more hesitant to self-identify as a farmer if they are not regularly involved in primary production.

### **Vignette: The Rural Adversity Mental Health Program**

The Rural Adversity Mental Health Program (RAMHP) is managed by Grand Pacific Health and funded by the New South Wales (NSW) government in Australia. RAMHP takes a holistic approach to mental health, providing mental health training, and resources for farmers and other individuals living in remote locations. The program is based on four strategies to support those “living and working across regional, rural and remote NSW:”<sup>48</sup>

1. **Link:** Provide the appropriate services and resources to individuals in need of assistance.
2. **Train:** Provide training to individuals to build capacity within the community to support mental health.
3. **Inform:** Provide information to those living in rural and remote areas through a variety of channels.
4. **Partner:** Work with other agencies and organizations to ensure appropriate responses to priority concerns in the area.

The RAMHP website includes links and phone numbers for crisis lines. Additionally, 20 coordinators, who are employed by Local Health Districts, are located across the state. These coordinators can provide individuals with resources, educational activities, and links to local services. The website includes links to factsheets on a range of topics, including rural adversity, biosecurity, and coping with grief. RAMHP coordinators will support individuals and communities in the recovery phases after natural disasters, such as a bushfire, drought, or flood.

#### **Key Takeaways**

- Collaboration can lead to improved accessibility of mental health supports in rural and remote communities
- Targeted supports after natural disasters are crucial



## Navigating Mental Health Support and Resources

Throughout the engagement activities, people involved in the agricultural industry were clear: existing programs and resources are fragmented, navigating through them is difficult and can be time consuming, which presents a risk for individuals in a state of crisis or in need of support.

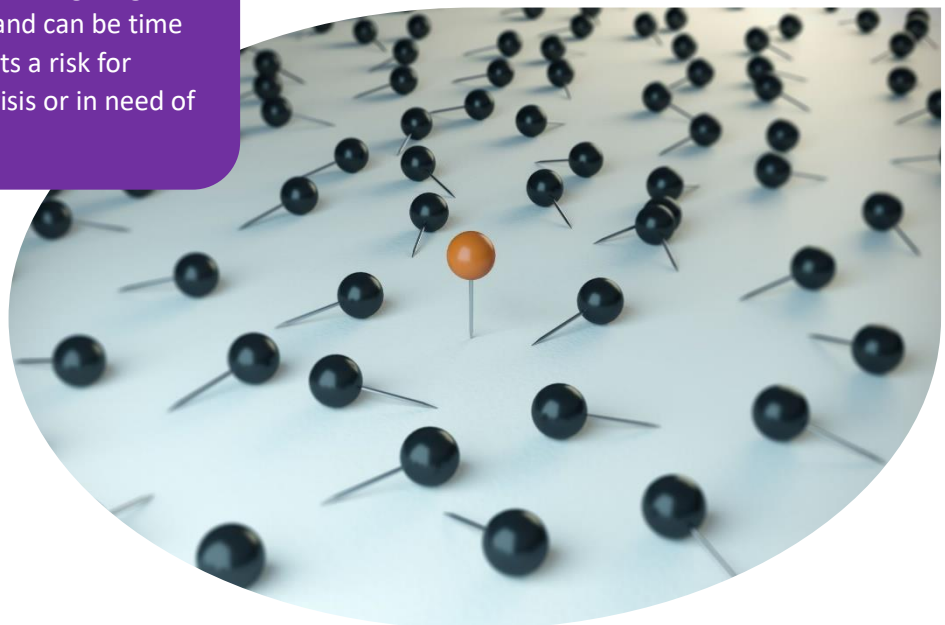
About half (49%) of survey respondents identified knowledge of how to find the necessary resources (e.g., finding the right practitioner) as one of the top three gaps in supports for mental health. Interviewees also underscored the lack of understanding of the different types of service providers, and of the types of questions to ask when looking for a mental health practitioner.

Increasingly, Canadian agricultural organizations are developing listings of resources to promote awareness and ways to access mental health resources and supports. For example, [Do More Agriculture](#), the [Canadian Agricultural Safety Association](#), [National Farmers Union](#), and [Farm Credit Canada](#) all have helpful navigation pages. While these listings are a positive move, risks exist in the duplication of efforts between agricultural organizations, or some lists being more fulsome and up to date than others. Most of these resources too, focus on crisis contacts.

“I don't think it's easy to find resources that fit the necessary needs at the time. ... We need to do a better job at pointing to research-based resources and programs and to get these resources in front of individuals before they're in a crisis. ... We need to be more proactive than reactive.”

- Survey respondent

Existing mental health programs and resources are fragmented. Navigating through them is difficult and can be time consuming, which presents a risk for individuals in a state of crisis or in need of support.





## **OPPORTUNITY**

### **Develop a unifying logo to signify support for mental health in the agricultural industry.**

As more organizations and companies become involved in conversations and initiatives related to mental health in agriculture, the messaging can become fragmented. A logo could be developed to help “unite” the range of work underway in this space, and to show that a given organization or company supports mental health in agriculture. The logo could be used on relevant educational materials, posted on the entranceways to agricultural and rural businesses, etc.

Similar types of unifying initiatives exist to support other vital topics in the agricultural industry. In Ontario, for example, many partners collaborated to develop the Soil for Life initiative, which serves as an “umbrella” for the promotion and education about soil health.

Note: the term “safe space” should be avoided in this messaging, as all members of the industry are at different stages in their journey of mental health literacy and knowing how to support others.



## **OPPORTUNITY**

### **Develop a centralized hub for mental health resources that others can link to.**

Increasingly, Canadian agricultural organizations are developing listings of available mental health resources. It takes time and resources to ensure these listings are up to date. A risk also exists that individuals seeking support may feel overwhelmed by long listings and may not know where to begin.

Through the national roundtable of organizations dedicated to supporting mental health in agriculture (see Section 4.2.3), participants could identify a “host” organization responsible for maintenance of the hub. These participating organizations could develop memorandums of understanding to each link back to this centralized hub.

Participating organizations could explore opportunities to use filtering questions and artificial intelligence to help streamline the user experience. For example, the hub could use location services to automatically narrow the scope of resources. A questionnaire could be built into the hub to help users identify their topic of interest, directing them to the most appropriate resources.

## Need for a Systems Approach

People involved in the agricultural industry highlighted the need for a systems approach – both in helping to address the underlying stressors (e.g., business, financial, family) in the industry, and in terms of the provision of supports.

Several individuals highlighted the stress associated with finances and business operations, and the toll this type of stress can take on mental health. Previous research also underscores the connections between farm business management and mental health.<sup>49</sup>

Helping to address financial stresses can help to support mental health, people in the industry said. For example, mental health and well-being should be part of the business planning process to ensure that the farm team is cared for, a farmer said.

“There are a lot of other issues that compound mental health (challenges) – mental illness, trauma, financial problems, domestic violence, and succession planning. It really needs to be a systems approach with other community supports (i.e., health care).”

– Farmer & industry stakeholder survey respondent

## Sustainable Farm Families

Sustainable Farm Families is a health and wellness initiative offered in Alberta. The program, which focuses on health, well-being, and safety, consists of activities and peer learning opportunities. The initiative seeks to equip farm families with the tools and techniques to help manage overall health. Workshops cover such topics as mental health, stress management and farm safety.



## OPPORTUNITY

### Help to facilitate a systems approach to supporting the Canadian agricultural community.

Mental health can influence, and be influenced by, many other components of life in the agricultural industry, including:

- Farm safety
- Farm business management
- Family relations

An opportunity exists for increased conversations about the interconnectedness of mental health and other aspects of life in the industry. An opportunity exists, too, to help ensure people are connected to the range of supports (e.g., mental health supports, financial literacy training, farm safety training, etc.) that can help improve their wellbeing.

### **Vignette: The Farming Community Network**

The [Farming Community Network](#) (FCN) is a volunteer and charity organization based in England and Wales. The FCN runs a national helpline and e-helpline that provides confidential support to farmers and farm families. FCN was founded in 1995, under the name the Farm Crisis Network, and has been a key support during crises, including the foot-and-mouth disease outbreak in 2001 in England and Wales.<sup>50</sup>

FCN has 400 volunteers across England and Wales. The network has helped over 6,000 people a year deal with a variety of issues – including farming, business, health, and family – affecting the farm community. The network provides a holistic approach to physical and mental health. Volunteers can help with all aspects of farm life, including supporting with legal or family issues and linking to professionals in the area.

#### **Areas in which the Farming Community Network can support:**

- Farming: Animal health and welfare, arable farming (e.g., dealing with disease, drought, floods, or frost)
- Business: Banking relationships, business partnerships
- Family: Succession, relationship break-ups
- Health: Stress or depression, accidents, long-term illness



In 2019, FCN launched [FarmWell](#). This resource hub provides information about keeping individuals and businesses resilient through change. The hub also provides tips and programs related to physical health, and guidance for accessing additional help.

#### **Key Takeaway**

- Given the interconnectedness of mental and physical health with other challenges in the agricultural industry (e.g., business, agronomy, poultry and livestock health, family, etc.), a holistic approach to supports is beneficial



## Embracing Inclusion, Diversity, Equity and Accessibility

Through engagement, people acknowledged a lack of acceptance of diversity within the agricultural industry. Although efforts are underway to support inclusion, diversity, equity, and accessibility (IDEA), ableism, homophobia, sexism, racism, and xenophobia endure. People underscored that feeling unsafe or feeling like an outsider in the agricultural industry negatively impacts mental health. The industry must increase IDEA so that everyone feels safe and welcome. A diverse and inclusive culture within the industry will benefit individuals, agricultural communities, and the sector more generally.

Through the focus groups, people involved in the agricultural industry identified some of the unique pressures and challenges that traditionally underrepresented groups face (Table 6).

**Table 6.** Sample list of unique pressures and challenges that traditionally underrepresented groups face (topics identified through engagement).

Traditionally underrepresented group	Unique pressures or challenges
Temporary Foreign Workers	<ul style="list-style-type: none"> <li>• Language barriers (e.g., English or French as a second language)</li> <li>• Access to transportation to attend counselling sessions</li> </ul>
Youth	<ul style="list-style-type: none"> <li>• Family dynamics (e.g., parents might not have mental health literacy, parents might be creating an unsafe space)</li> <li>• Isolation (e.g., the individual might be unable to remove themselves from dangerous situations)</li> <li>• Access to transportation to attend counselling sessions</li> </ul>
Women	<ul style="list-style-type: none"> <li>• Lack of access to childcare or respite</li> </ul>
2SLGBTQIA+	<ul style="list-style-type: none"> <li>• Lack of representation in the industry</li> </ul>



## OPPORTUNITY

### Host a summit focused on IDEA in the agricultural industry.

Increasingly, organizations throughout the agricultural industry are implementing initiatives to support IDEA (Table 7).

**Table 7.** Sample initiatives in the agricultural industry to support IDEA.

Organization	Initiative
Canadian Agricultural Human Resources Council	<u>AGRI Diversity</u> initiatives to support workplace diversity
Farmers for Climate Solutions	<u>Equity Framework</u> to guide its work
Beef Farmers of Ontario	<u>Statement of Values on Diversity, Equity, and Inclusion</u> , and associated actions

An opportunity exists to amplify and extend the efforts underway throughout organizations across Canada. A summit could be organized so agricultural organizations committed to IDEA could exchange lessons learned through initiatives to date, and explore opportunities for collaboration (e.g., the formation of a working group) to advance this work.



## OPPORTUNITY

**Revisit existing mental health programming and supports, and develop new programming and supports, with an IDEA lens.**

As organizations and companies advance agriculture-centred mental health resources and supports, they should ensure these resources and supports are accessible to the diversity of people within the industry. For example, organizations and companies can:

- ✓ Ensure mental health educational resources (e.g., infographics) are available in different languages and resonate with different cultures (e.g., traditional healing practices for Indigenous Peoples)
- ✓ Develop outreach initiatives to ensure people (e.g., Temporary Foreign Workers, youth, new Canadians) know how to access mental health supports
- ✓ Offer mental health supports in different formats (e.g., in-person, video calls, and telephone calls) and at different times of day (e.g., in the evenings)
- ✓ Offer peer support programs and peer networks (e.g., for people experiencing the poor mental health or mental illness and for caregivers)



## OPPORTUNITY

**Increase demographic data collection to gain a better understanding of underrepresented groups in the Canadian farm population and agricultural industry.**

To empower mental health advocates and partners to develop impactful resources and supports, the industry must develop a clearer understanding of the extent of involvement of traditionally underrepresented groups in agriculture. The industry can use this data to track changes over time in the diversity of the sector, too. Finally, the availability and accessibility of this data must be increased. (See Appendix B for a summary of the relevant information currently collected about the Canadian farm population, as well as opportunities to expand this data collection.)



*“English may be a second language for some Temporary Foreign Workers, and they would be more comfortable accessing supports in their native language. Additionally, mental health literacy varies by culture. So, we must work with these groups to meet people where they are at.”*

- Focus group participant

## 4.2 Do More Ag

Through engagement activities, people involved in the agricultural industry provided their feedback about Do More Ag's role and contributions to the sector. People also identified opportunities for Do More Ag to increase its reach and impact.

### 4.2.1 A Leader in Mental Health Awareness & Reducing the Stigma

Do More Ag is described as a leader in increasing awareness about mental health in the agricultural industry and reducing the stigma surrounding mental health. For example, interviewees shared what they see as Do More Ag's greatest impacts:

- ✓ **Normalizing** the conversation about mental health – particularly by leveraging social media
- ✓ Working towards **breaking the stigma**
- ✓ Being a **voice** for mental health in the agricultural industry
- ✓ **Encouraging** people not to be silent about their struggles

Over a quarter of the survey respondents (29%) said that the best way for Do More Ag to help champion the mental wellbeing of all in the agricultural sector is to increase their communication and advertising. Many respondents enjoy Do More Ag's social media accounts, and they would like to see Do More Ag have more social media campaigns highlighting mental health. People would also like to see Do More Ag's digital content gain more exposure.

**Most (84%) of the survey respondents who were familiar with Do More Ag said that the organization provides good or excellent quality of work for their awareness pillar (e.g., including education and breaking the stigma).**



## OPPORTUNITY

**Do More Ag should continue to play a leadership role in reducing the stigma surrounding mental health in the agricultural industry. Do More Ag can prioritize efforts to help address internal stigma.**

As part of the developmental evaluation work for this project, the following materials were also developed:

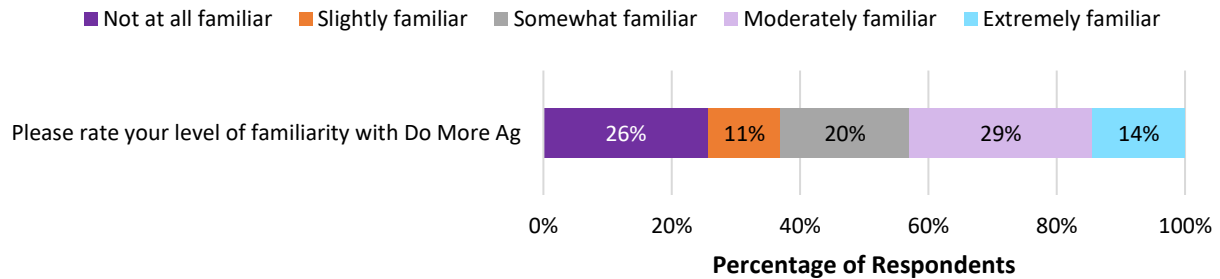
- ✓ Theory of Change
- ✓ Contribution Snapshot
- ✓ Tools for Ongoing Evaluation

These materials are available in the Developmental Evaluation Materials package.

## 4.2.2 Opportunities for Do More Ag to Expand its Reach are Ripe

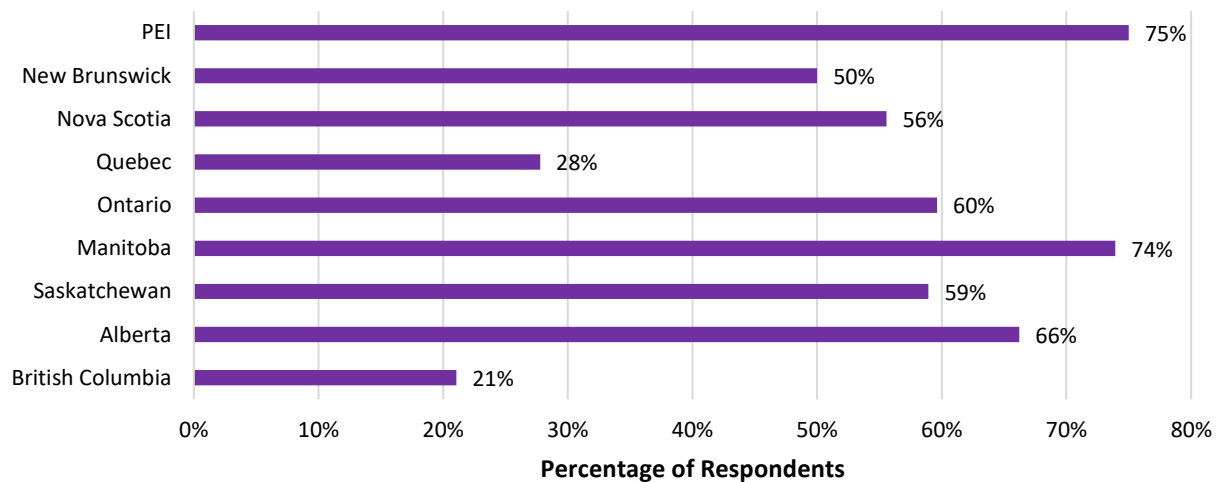
While people in the agricultural industry know of Do More Ag, they do not engage fully. Just under half (43%) of the survey respondents were moderately to extremely familiar with Do More Ag (Figure 11). Farmers were the least familiar with the Foundation, as 40% of farmer respondents were not at all or just slightly familiar with Do More Ag and its work.

**40% of farmers surveyed were not at all or slightly familiar with Do More Ag.**



**Figure 11.** Survey respondents' level of familiarity with Do More Ag (n=249).

Respondents from British Columbia and Quebec were the least familiar with Do More Ag. Of the 38 survey participants from British Columbia, only 21% had any level of familiarity with Do More Ag. Quebec was only slightly higher; of the 18 respondents from that province, only 28% had any level of familiarity with Do More Ag (Figure 12).



**Figure 12.** Percent of provincial respondents familiar with Do More Ag (n=249).<sup>iv</sup>

Do More Ag staff and board members recognized that the Foundation has targeted its efforts to date on farmers and farm families, and that an opportunity exists to expand the Foundation's reach to support

<sup>iv</sup> No survey respondents were located in Nunavut, the Northwest Territories, the Yukon, or Newfoundland and Labrador.

the agricultural industry more broadly. Do More Ag staff and board members also recognized the strength of the Foundation’s presence in Western Canada, since that is where Do More Ag was founded. They expressed a desire to expand Do More Ag’s reach across Canada. More recently, Do More Ag has been striving to expand its geographic reach. (See the Developmental Evaluation Materials.) Given the Western Canadian roots, Do More Ag “does a better job of serving grain and livestock farms,” one interviewee said.

An opportunity exists to reach a broader diversity of people within the agricultural industry. Survey respondents shared several ideas for Do More Ag to extend its reach across the agricultural industry (Table 8). For example, Do More Ag’s partners are keen to share Do More Ag’s resources. Easy-to-share resources (both hard copy and electronic) could be developed for partners to share during their own industry engagement.

It was also recommended that Do More Ag ensure its advertisements and key resources are available in multiple languages (particularly French) to promote inclusion in the industry. Additionally, Do More Ag could consider hiring a professional marketing and/or strategy firm to help with the Foundation’s advertising and communication strategies.

**Do More Ag’s Mental Health Support Stickers are a strong example of the types of resources industry partners seek. These stickers have a QR code, which a user can scan to access crisis lines and local resources. The stickers are available in English, French, Punjabi, and Spanish.**



**Table 8.** Summary of feedback related to opportunities for Do More Ag to extend its reach in the industry.

Theme	Opportunities
<b>Outreach at Industry Events</b>	<ul style="list-style-type: none"> <li>• Continue to promote Do More Ag’s supports at agriculture industry events and trade shows</li> <li>• Provide partners with easy-to-share resources at industry engagement events where Do More Ag attendance is not feasible (e.g., posters that used some of the social media marketing initiatives and include the mental health supports QR code)</li> <li>• Enhance local engagement through local industry events (see below)</li> </ul>
<b>Collaboration with Industry</b>	<ul style="list-style-type: none"> <li>• Grow partnerships at local levels to extend Do More Ag’s reach with farmers and rural communities more broadly (e.g., partnerships with rural schools and libraries, local 4-H clubs, local municipal leaders, local practitioners or groups of practitioners, etc.)</li> <li>• Grow partnerships with provincial agricultural organizations to maximize impact and extend reach to farmers; provincial agricultural organizations often have good insights for “reaching hard to reach members,” and many have their own mental health initiatives</li> <li>• Continue to collaborate with the private sector to extend reach and sponsor mental health supports</li> <li>• Engage with service providers (e.g., local public health associations, private practitioners, agricultural service providers, etc.) to link the agricultural industry with mental health supports</li> </ul>
<b>Enhanced Marketing</b>	<ul style="list-style-type: none"> <li>• Continue to use social media to spread the word about Do More Ag, and to reduce the stigma surrounding mental health in the agricultural community</li> <li>• Collaborate with other organizations to spread awareness about Do More Ag and its activities through existing newsletters, publications, etc.</li> <li>• Continue to use social media to reduce the stigma surrounding mental health in agriculture (e.g., through storytelling, champions, etc.)</li> <li>• Ensure Do More Ag’s materials are available in both official languages to extend the Foundation’s reach to Quebec and other Francophone Canadians</li> </ul>
<b>Diversity in outreach</b>	<ul style="list-style-type: none"> <li>• Strive to include a diversity of spokespeople in Do More Ag’s media outreach</li> <li>• Diversify messaging to engage different sectors and types of farm operations (e.g., horticulture, supply managed sectors, smaller farm operations)</li> </ul>

 **OPPORTUNITY**

**Do More Ag should extend its reach in the industry by:**

- Ensuring its materials are available in both official languages
- Striving to engage the diversity of sectors
- Ensuring its materials are reflective of traditionally underrepresented groups



### 4.2.3 Partnerships and Collaboration are Key for Maximizing Impact

#### Strengthening existing partnerships

Partners said that the staff at Do More Ag are friendly, competent, and collaborative. Generally, partners are satisfied with their involvement with Do More Ag in terms of how the Foundation recognizes their support and understanding how their contributions support Do More Ag’s work (Figure 13).

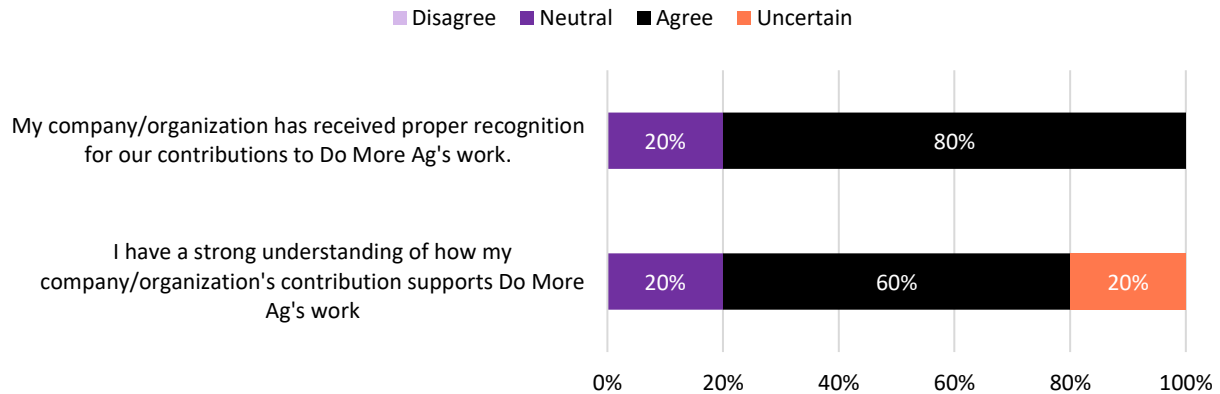


Figure 13. Level of agreement by partners on statements about Do More Ag (n=5).

An opportunity exists to improve communication with partners and strengthen meaningful collaborative efforts to support mental health in agriculture (Figure 14).

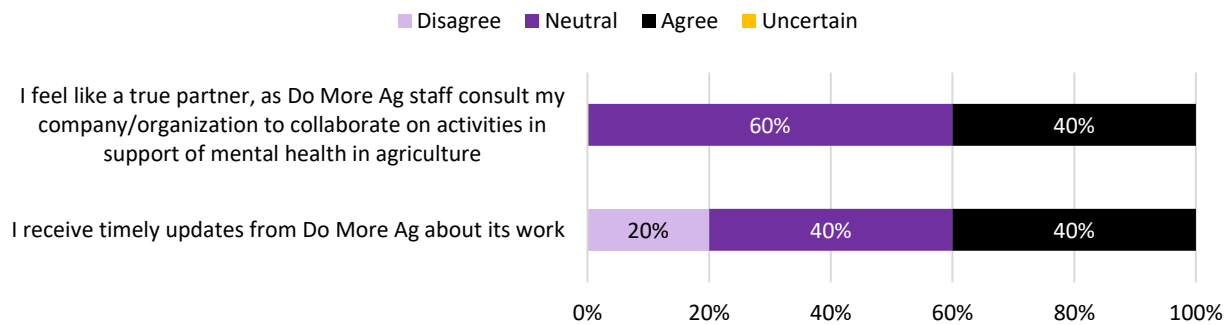


Figure 14. Level of agreement by partners on statements about Do More Ag (n=5).



## **OPPORTUNITY**

### **Strengthen communication with partners and identify areas for increased collaboration.**

Ways to build communication with Do More Ag’s partners include:

- Develop service standards to ensure timely communication with partners and interested parties
- Host regular dialogues with partners to assess industry needs and mutual interests to support mental health advocacy
- Host annual or biannual brainstorming sessions to identify opportunities for increased collaboration, and how to best leverage the unique strengths of Do More Ag and its partners
- Regularly communicate Do More Ag’s progress towards its mandate

### **Strengthening Relationships with Researchers & Practitioners**

Do More Ag has an opportunity to build stronger relationships with mental health researchers and practitioners. Industry members want to see more evidence-informed mental health resources, courses, and programs. People in the industry also want to see amplified efforts to advocate for government support for mental health initiatives in the agricultural industry.

Do More Ag is not an academic or research think tank. The Foundation distinguishes itself from other organizations through its roots and credibility in the agricultural industry. Do More Ag should engage with mental health researchers and practitioners to identify opportunities to collaborate, leveraging the strengths of both parties.

“Do More Ag has credibility with the people they speak to because they have a farming background.”  
- Interviewee

### **How survey respondents who identified as working in the mental health field view their relationships with Do More Ag:**

- **47% Neutral**
- **29% Good**
- **12% Excellent**
- **12% Fair or Poor**

## Do More Ag as the Connector

As a national leader, Do More Ag can play a role as a connector, supporting the collaboration of the organizations across Canada focused on agriculture-centred mental health.

Do More Ag can strengthen collaboration with other members of industry to:

- Help leverage the unique expertise of the diversity of players seeking to support mental health in agriculture
- Serve as the national voice to advocate for improved access to mental health supports and resources for people involved in the Canadian agricultural industry and rural Canadians more generally.

“An opportunity exists for a national network to be established to connect all those working in this area. There is so much important work to be done! Let’s figure out how we can maximize our resources, minimize duplication, and take significant steps forward together!”

- Industry stakeholder survey respondent

Between the survey, interviews and focus groups, a common theme was evident of the need for increased alignment between Do More Ag and other organizations that also focus on mental health and/or mental health in agriculture. People suggested strengthening and expanding partnerships between the range of organizations interested in supporting mental health in agriculture.



## OPPORTUNITY

**Form a national roundtable of provincial and national stakeholders dedicated to supporting mental health in agriculture.**

Do More Ag can play a leadership role as a connector for mental health in agriculture initiatives across Canada. Do More Ag can help to form a national roundtable to coordinate efforts between the range of provincial and national organizations dedicated to this work. This national roundtable can be a space to cross-pollinate between programs, research, and other efforts to maximize impact. Ultimately, through the roundtable, participants can:

- Leverage unique skillsets and networks
- Reduce duplication by identifying opportunities for collaboration and partnering to extend reach and impact
- Ensure resources are most effectively leveraged

## Do More Ag Sets its Sights on a Culture Shift

Through the process of developing the Theory of Change, Do More Ag's board of directors and staff highlighted the desire to help create a culture shift towards acceptance, resilience, and responsiveness towards mental health. To attain such a culture shift, courageous and creative leadership is necessary, as is a commitment to inclusion, diversity, equity and accessibility.



### **OPPORTUNITY**

**Develop a strategic plan to set Do More Ag's goals and direction and guide its activities.**

Since Do More Ag launched, the conversations about mental health in the agricultural industry have evolved, and more organizations have initiatives underway in this space. As Do More Ag transitions from its startup stage, too, people involved in the industry are interested to learn what the future holds for the organization, and how it will position itself within the larger mental health in agriculture ecosystem. A strategic plan will help Do More Ag to solidify its goals and directions.

The strategic plan can build on Do More Ag's Theory of Change, which articulates the relationship between what Do More Ag does and what it hopes to achieve.



#### 4.2.4 Resources, Programs and Workshops

People involved in the industry also provided insights into their experience with Do More Ag’s resources, programs, and workshops.

##### Find Support Webpage

Do More Ag has a [Find Support page](#) with resources, crisis lines and websites. About a quarter (27%) of survey respondents said they have personally or professionally recommended others to visit the Find Support page. Mental health researchers or practitioners were the most likely to recommend the resource while farmers were the least likely. This finding underscores the importance of Do More Ag expanding its reach with farmers. (See also Section 4.2.2.)

Appendix C includes a listing of supports and resources for both Canadian farmers and traditionally underrepresented groups that could be added to the Find Support webpage. This appendix also includes a listing of other national resources and supports that are important, based on the social determinants of health.

##### Talk, Ask, Listen Workshops

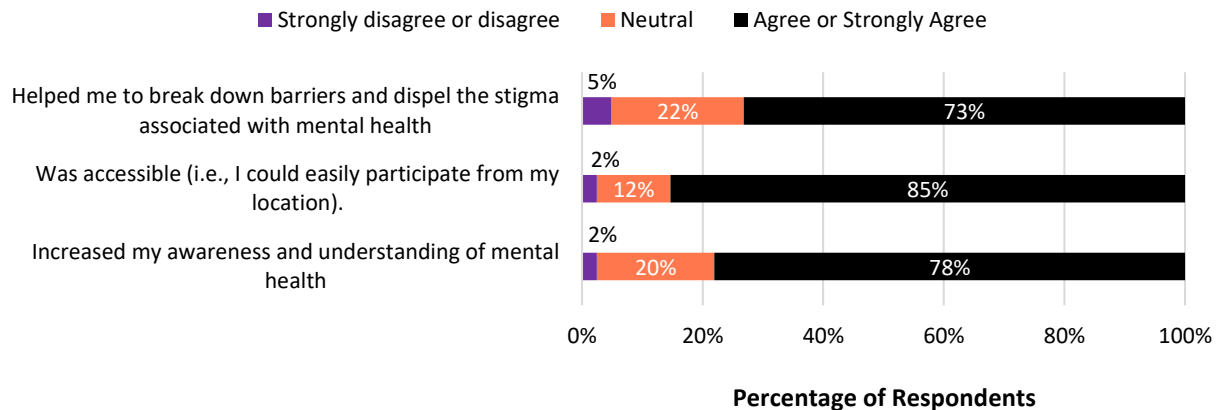
Do More Ag’s Talk, Ask, Listen workshop is a half-day workshop for individuals involved in the agricultural industry. [Thousands of individuals](#) have participated in the workshop. The workshop has three goals:

- ✓ Participants increase their awareness and understanding of mental health
- ✓ The workshop is accessible whether people are joining from a cab of a tractor or an office
- ✓ The workshop helps participants and break down barriers and dispel the stigma associated with mental health in the agricultural industry by talking, asking, and listening



**45% of participants in the Talk, Ask, Listen Workshops are likely to recommend them to a friend or colleague.**

Generally, survey respondents who participated in the Talk, Ask, Listen Workshops reported positive experiences with the Workshops.<sup>v</sup> For example, 85% of survey respondents agreed or strongly agreed that the workshop was easily accessible from their locations, and 78% agreed or strongly agreed that the workshops increased their understanding and awareness of mental health (Figure 15).



**Figure 15.** Level of agreement with various statements regarding the Talk, Ask, Listen Workshops (n=41).

Survey respondents also highlighted the opportunity to increase the promotion of the workshop to industry leaders as a helpful resource to share knowledge about mental health supports that are available to the agricultural community.

**Table 9.** Positive feedback from Talk, Ask, Listen Workshop participants (n=41).

Positive Comments
<ul style="list-style-type: none"> <li>• The workshops are a positive way to spread awareness and “break the stigma,” especially in small rural places.</li> <li>• The resources provided through the workshops are “reliable.”</li> <li>• The workshops are a positive step in the right direction to educate farmers before they reach a crisis point.</li> <li>• Hearing from others’ lived experiences is helpful for workshop participants.</li> </ul>

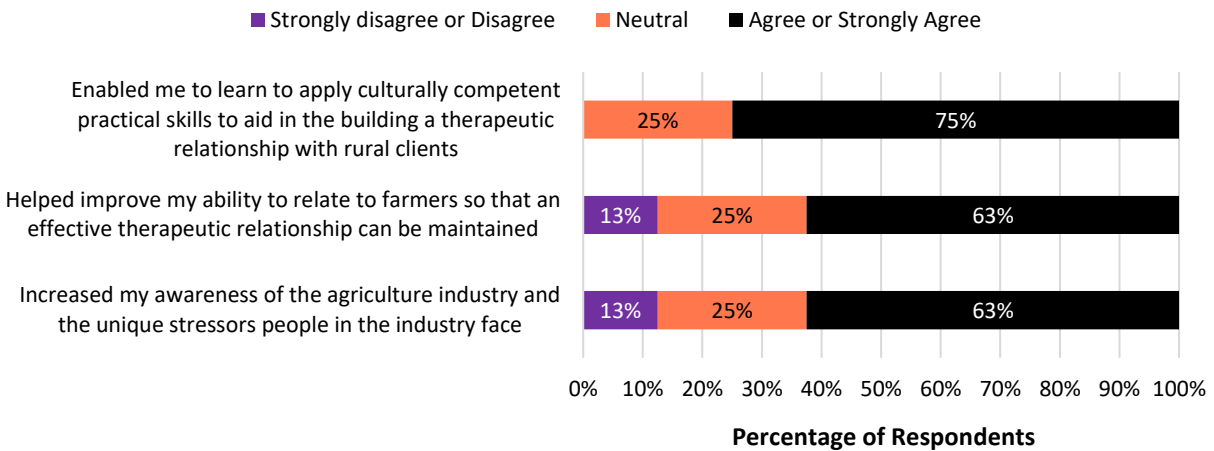
<sup>v</sup> Survey respondents who participated in the Talk, Ask, Listen Workshops (n=42) were asked to rate the likelihood they would recommend the workshops to a friend or colleague on a scale of 1-10, 1 being not likely, and 10 being very likely. Those who give a ranking of 9 or 10 are considered “likely” to recommend the workshops.



## AgCulture

AgCulture is a mental health in agriculture literacy program for mental health practitioners (e.g., registered social workers, psychologists, registered nurses, nurse practitioners, and physicians). The program is intended to help practitioners learn more about the agricultural industry and the unique pressures farmers face. In 2022, over [180 clinicians](#) participated in this program.

The eight survey respondents who had participated in the AgCulture program generally had a positive experience (Figure 16). For example, 75% of respondents agreed or strongly agreed that AgCulture enabled them to learn to apply culturally competent practical skills to aid in building therapeutic relationships with rural clients.



**Figure 16.** Level of agreement with various statements regarding the AgCulture program (n=8).



## OPPORTUNITY

### Continue to enhance the AgCulture Program.

Survey participants shared specific opportunities to improve the AgCulture program:

- ✓ The program could be broken into two sections to give participants more time to “absorb information” and “allow for more time for discussion.”
- ✓ More examples specific to the agricultural industry could be integrated.
- ✓ More evidence-based information could be integrated into the training.

## 5.0 Recommendations

To continue to advance efforts to support mental health in the agricultural industry, Do More Ag and the industry more generally can consider the following recommendations.

### Recommendations for the Agricultural Industry

- 1.0** Collect more demographical information about traditionally underrepresented groups within both the Canadian farm population and the Canadian agricultural industry.
  - 1.1** Develop a “baseline” understanding of the diversity within the sector and identify changes over time.
  - 1.2** Ensure this demographical information is easily available to researchers and other individuals working in the industry.
  
- 2.0** Shift the messaging from “farmer mental health” to “agriculture-centred mental health” to recognize the diversity of people and roles within the agricultural industry, and to promote inclusivity.
  - 2.1** Ensure communication materials include a traditionally underrepresented groups and a diversity of agricultural sectors.
  
- 3.0** Prioritize efforts to address internal stigma about mental health in the agricultural industry.
  - 3.1** Develop educational materials, as well as digital and print communication initiatives focused on destigmatizing asking for help.
  - 3.2** Curate or develop simple tools to help individuals learn “where to start” when asking for help (e.g., how to find and select a mental health practitioner).
  - 3.3** Create more opportunities for informal touchpoints between mental health practitioners and people in the industry to help break down stereotypes about practitioners and open conversations.
  
- 4.0** Develop a unifying logo to signify support for mental health in the agricultural industry.
  - 4.1** Use this logo across the range of resources, tools, and communications materials developed by the diversity of researchers, companies, and organizations working in this space.
  
- 5.0** Develop a centralized hub for mental health resources.
  - 5.1** Identify a “host” organization for this hub and develop memorandums of understanding for its use.
  - 5.2** Leverage technologies and processes to streamline the user approach (e.g., location services, dropdown menus, etc.).
  
- 6.0** Continue to advance efforts to support inclusion, diversity, equity and accessibility (IDEA) within the Canadian agricultural industry.
  - 6.1** Use an IDEA lens to update existing mental health programming and supports, and create new programming and supports.
  - 6.2** Host a summit focused on IDEA in the agricultural industry to exchange lessons learned through initiatives to date and explore opportunities for collaboration to advance this work.

## **Recommendations for Do More Ag**

- 7.0** Build on the Theory of Change to develop a strategic plan for Do More Ag.
- 8.0** Continue efforts to expand the reach of Do More Ag in the agricultural industry.
  - 8.1** Strengthen collaboration with companies and organizations involved in the industry, including provincial farm and commodity organizations, private sector companies, and organizations involved in rural mental health.
  - 8.2** Enhance communications in both official languages, with a particular emphasis on reducing the stigma associated with mental health in agriculture.
  - 8.3** Incorporate more diversity in outreach, both in terms of including traditionally underrepresented groups and a diversity of agricultural sectors.
- 9.0** Strengthen existing partnerships to better leverage each company or organization's unique skillsets and networks.
  - 9.1** Host regular dialogues with partners to assess industry needs and mutual interests to support mental health advocacy.
  - 9.2** Host annual or biannual brainstorming sessions to identify opportunities for increased collaboration, and how to best leverage the unique strengths of Do More Ag and its partners.
  - 9.3** Regularly communicate Do More Ag's progress towards its mandate with partners.
  - 9.4** Develop service standards to ensure timely communication with partners and interested parties.
- 10.0** Strengthen and extend collaborations with other individuals and organizations dedicated to mental health in agriculture.
  - 10.1** Collaborate with researchers in rural and agricultural mental health fields to support the development and promotion of evidence-informed supports and resources.
  - 10.2** Engage with public health organizations and researchers to support ag-centred mental health program delivery.
- 11.0** Prioritize a holistic approach to wellbeing within the agricultural industry.
  - 11.1** Expand collaborations with agricultural safety organizations across Canada, making linkages between farm safety, well being and mental health.
  - 11.2** Expand collaborations with organizations focused on business management in agriculture, making linkages between mental health and business management.
- 12.0** Serve as a connector among the diversity of individuals, companies, and organizations supporting mental health in the agricultural industry.
  - 12.1** Form a national roundtable of provincial and national groups dedicated to supporting mental health in agriculture.

**13.0** Continue to enhance the AgCulture Program.

- 13.1** Revisit the delivery format (e.g., length and number of sessions) to ensure the content is easily accessible for participants.
- 13.2** Explore opportunities to integrate more examples specific to the agricultural industry.
- 13.3** Integrate more evidence-based information into the training.

## Appendix A: Summary of Survey Outreach

Between February 16, 2023 and March 8, 2023, the project survey was open for people across Canada. During this time, a variety of outreach tools were used to help promote the survey. People who had already participated in other engagement activities for the Do More Ag project (i.e., people who participated in the Advisory Group, interviews, and/or focus groups) were asked to complete the survey as well as to share it with their networks. The following were platforms used for survey outreach:

- Twitter
- Facebook
- LinkedIn
- Instagram
- Newsletters (E.g., the Ontario Federation of Agriculture’s Newswire)

Some of the highest levels of engagement occurred on Twitter. For example, Do More Ag’s first post about the survey, received over 31,200 views (Table 10). Wilton Consulting Group’s first post also received a high level of engagement with over 7,700 views.

**Table 10.** Key Twitter engagement for the survey promotion.<sup>vi</sup>

	Date posted/Retweeted	Views	Likes	Retweets
Do More Ag	February 16, 2023	31,200	23	20
	February 21, 2023	643	2	
	February 23, 2023	2,423	7	5
	February 27, 2023	2,710	7	6
Wilton Consulting Group	February 16, 2023	7,715	6	5
Marie-Claude Bibeau	February 19, 2023	3,971	16	8
PEI Federation of Agriculture	February 27, 2023	832	4	4
Keystone Agricultural Producers	March 2, 2023	1,104	3	4
National Cattle Feeders	March 2, 2023	673	1	1

<sup>vi</sup> The content of this list is curated from Twitter.

## Appendix B: Data Collection Opportunities

As the Canadian agricultural industry seeks to increase its inclusion, diversity, equity and accessibility and strengthen supports for mental health, an opportunity exists to improve data collection, and the availability of this data, related to traditionally underrepresented groups (Table 11).

**Table 11.** Demographics of the Canadian farm population.

Traditionally Underrepresented Group	Data Currently Collected	Opportunities for Data Collection
Women	Sex <sup>51</sup>	Gender
Youth	Age in the following categories: <sup>52</sup> <ul style="list-style-type: none"> <li>• Under 35 years</li> <li>• 35 to 54 years</li> <li>• 55 years and over</li> </ul>	Split the under 35 years category into three, so that youth can be identified: <ul style="list-style-type: none"> <li>• Under 15 years</li> <li>• 15 to 24 years</li> <li>• 25 years to 34 years</li> </ul>
Indigenous Peoples	Self-identification as Aboriginal <sup>53</sup>	N/A
2SLGBTQI+	N/A <sup>vii</sup>	2SLGBTQI+
Persons with disabilities	N/A <sup>viii</sup>	Self-identification as a person with a disability
Persons who are members of racialized communities	N/A <sup>ix</sup>	Self-identification as a member of a racialized community

<sup>vii</sup> Statistics Canada collects information on Canadians who are LGBTQ2+. See, for example, Statistics Canada. (December 2022.) [Canada at a Glance, 2022: LGBTQ2+ people.](#)

<sup>viii</sup> Statistics Canada collects information on Canadians with disabilities. See, for example, Statistics Canada. (December 2022.) [Measuring Disability in Canada.](#)

<sup>ix</sup> Statistics Canada collects information on racialized persons in Canada. See, for example, Statistics Canada. (November 2022.) [Canada at a Glance, 2022: Racialized groups.](#)



## Appendix C: Potential Updates for Do More Ag’s Find Support Page

Do More Ag has a [Find Support page](#) with resources, crisis lines and websites. As part of this project, a scan was conducted of other supports and resources that could be incorporated into this webpage. Supports are mental health services, while resources are learning opportunities and tools. The scan identified supports and resources for:

- The Canadian agricultural industry
- Traditionally underrepresented groups

As identified in Section 5.0, Do More Ag can consider collaborating with other organizations dedicated to supporting mental health in the agricultural industry to streamline the collection of these resources and supports, and to ensure they are easily accessible and navigable.

Do More Ag’s Find Supports page could be updated to include information about additional no-cost mental health services (i.e., supports) for farmers in four provinces: Alberta, British Columbia, Manitoba, and Nova Scotia (Table 12).

**Table 12.** Additional mental health supports for Canadian farm families.

Name of Support	Email Address	Phone Number	Geography Served	Brief Description
<a href="#">AgSafe Mental Wellness Resources</a>	N/A	N/A	British Columbia	This webpage provides a listing of resources, including a directory of service providers who provide no-cost counselling services to members of BC Agriculture.
<a href="#">Alberta Farm Mental Health Network</a>	N/A	N/A	Alberta	The Network offers farmers and farm families two free sessions with mental health practitioners.
<a href="#">Farm Family Support Centre</a>	N/A	844-880-9142	Nova Scotia	Farm families in Nova Scotia can access up to three hours of no-cost mental health supports.
<a href="#">Manitoba Farmer Wellness Program</a>	<a href="mailto:info@manitobafarmerwellness.ca">info@manitobafarmerwellness.ca</a>	204-232-0574	Manitoba	This organization will provide up to six no-cost counselling sessions for farmers and farm families.

Do More Ag's Find Supports page could also highlight other existing resources (Table 13) that farm families can use to support their mental health.

**Table 13.** Mental health resources for the Canadian agricultural industry.

Name of Resource	Email Address	Phone Number	Geography Served	Brief Description
<a href="#">Canadian Agricultural Safety Association's Mental Health &amp; Stress Resources</a>	<a href="mailto:info@casa-acsa.ca">info@casa-acsa.ca</a>	877-452-2272	National	This webpage includes a series of factsheets and worksheets for farmers to support their mental health and deal with stress.
<a href="#">Canadian Agriculture Safety Association's Mental Health Hub</a>	<a href="mailto:info@casa-acsa.ca">info@casa-acsa.ca</a>	877-452-2272	National	This webpage is a hub for mental health resources available throughout Canada.
<a href="#">Canadian Centre for Agricultural Wellbeing</a>	<a href="mailto:info@ccaw.ca">info@ccaw.ca</a>	N/A	National	This organization conducts research to develop community programming to support the mental wellbeing of Canadian farmers.
<a href="#">Canadian Centre for Health and Safety in Agriculture's Mental Wellness Short Video Series</a>	<a href="mailto:aghealthandsafety@usask.ca">aghealthandsafety@usask.ca</a>	N/A	Saskatchewan	The videos provide "helpful strategies on how to improve resilience and prioritize mental wellbeing."
<a href="#">Farm Credit Canada Rooted in Resilience</a>	N/A	N/A	National	This publication includes tools and resources to support mental health.
<a href="#">Farm Credit Canada's Rooted in Strength</a>	N/A	N/A	National	This webpage provides mental health resources for the agricultural industry.
<a href="#">Farmer and Rancher Mental Health (FARMh) Initiative</a>	<a href="mailto:SeniorsWithoutWalls2021@gmail.com">SeniorsWithoutWalls2021@gmail.com</a>	306-631-4357	Saskatchewan	This initiative seeks to "develop a farm-culture friendly mental health program."

Name of Resource	Email Address	Phone Number	Geography Served	Brief Description
<a href="#">The Farmers' Toolbox</a>	N/A	519-291-1907	Ontario	This website serves as a database of mental health resources for the Ontario agricultural industry.
<a href="#">National Farmer Mental Health Alliance</a>	<a href="mailto:nfmhalliance@gmail.com">nfmhalliance@gmail.com</a>	226-402-4504	National	The Alliance is made up of life coaches and psychotherapists with experience in agriculture. The Alliance also offers resources for agricultural and veterinarian organizations.
<a href="#">Stigma-Free Society's Rural Mental Wellness Toolkit</a>	N/A	N/A	National	The toolkit includes mental health resources for youth, families, and seniors in rural communities.
<a href="#">We Talk We Grow</a>	<a href="mailto:info@farmsafetyns.ca">info@farmsafetyns.ca</a>	902-893-2293	Nova Scotia	This website provides resources to support farmer mental health in Nova Scotia.
<a href="#">Wellbeing Course for Agriculture Producers</a>	<a href="mailto:online.therapy.user@uregina.ca">online.therapy.user@uregina.ca</a>	306-337-3331	Saskatchewan	The course "aims to provide free education and guidance on simple but effective techniques for managing farm-related stress and depression and/or anxiety."

Do More Ag’s Find Support page already includes some resources for traditionally underrepresented groups, such as children, First Nations, and Inuit. As Do More Ag strives to center equity and inclusion in its work, it can consider adding national resources for a broader diversity of individuals. Table 14 includes crisis lines, directories for therapists serving traditionally underrepresented groups, and public-facing educational resources.

**Table 14.** National resources and supports for traditionally underrepresented groups.<sup>x</sup>

Resource/Support	Email Address	Phone Number	Group	Description
<a href="#">Autism Mental Health Literacy Project</a>	N/A	N/A	Neurodiversity	This website has the Mental Health Literacy Guide for Autism.
<a href="#">Brain Injury Canada – Service Directory</a>	N/A	N/A	People with disabilities	Brain Injury Canada provides a comprehensive list of services for people with brain injuries across Canada. These services include at home care, legal services, physiotherapists, and injury education.
<a href="#">Canadian Hearing Services</a>	<a href="mailto:info@chs.ca">info@chs.ca</a>	1-866-518-0000	People with disabilities	This organization provides services, products and education to empower the deaf and hard of hearing to overcome barriers to participation.
<a href="#">Canadian National Institute for the Blind (CNIB)</a>	N/A	1-800-563-2642	People with disabilities	The CNIB is a non-profit organization that delivers innovative programs and advocates for people impacted by blindness to remove barriers to inclusion.
<a href="#">Disability Support Organizations</a>	N/A	N/A	People with disabilities	Easter Seals developed this resource for people with disabilities to find support organizations and community.

<sup>x</sup> These resources and supports are targeted to traditionally underrepresented groups. It is not evident if these resources and supports take an agriculture-centred approach to mental health. This list is not exhaustive.

Resource/Support	Email Address	Phone Number	Group	Description
<a href="#">Healing in Colour</a>	N/A	N/A	BIPOC	This directory includes listings for BIPOC therapists across Canada. The webpage also includes a list of resources.
<a href="#">Multicultural Mental Health Resource Centre</a>	N/A	N/A	Indigenous communities	This database includes mental health resources for Indigenous peoples.
<a href="#">Multicultural Mental Health Resource Centre</a>	N/A	N/A	Temporary Foreign Workers	This database includes mental health resources for individuals from a variety of cultures, including a section for newcomers to Canada.
<a href="#">THRIVE Lifeline</a>	<a href="mailto:info@thrivelifeline.org">info@thrivelifeline.org</a>	1-313-662-8209	Traditionally underrepresented groups	This organization provides mental health crisis response for traditionally underrepresented individuals, including 2SLGBTQI+.
<a href="#">Trans Lifeline</a>	N/A	877-330-6366	2SLGBTQI+	This organization offers trans peer support.
<a href="#">Youth Mental Health Canada</a>	<a href="mailto:admin@youthmentalhealth.ca">admin@youthmentalhealth.ca</a>	647-952-9642	Youth	This community-based, youth-led charitable non-profit organization focuses on youth, family and community engagement for mental health education, support, and advocacy.
<a href="#">Youthspace.ca (NEED2 Suicide Prevention, Education &amp; Support)</a>	N/A	Youth Text: 778-783-0177 <a href="#">Youth Chat</a>	Youth	This organization offers phone and chat services for youth under 30 years of age between 6 pm and midnight PST.

As social determinants of health also influence health, Do More Ag can consider including links to other relevant national resources and supports (Table 15).

**Table 15.** Other national resources and supports that are important, based on the social determinants of health.

Resource/Support	Email address	Phone Number	Group	Description
<a href="#">2-1-1 Information Line</a>	N/A	211	Anyone looking for information on social resources and services	211 provides information on government and community-based, non-clinical health and social services. The free and confidential service can be accessed 24 hours a day, in more than 150 languages, by phone, chat, text, and web.
<a href="#">Find family violence resources and services in your area</a>	N/A	N/A	People experiencing family violence	The Government of Canada compiled this list of resources and services for anyone experiencing family violence. National and provincial/territorial resources and services are provided.
<a href="#">Gambling Helplines</a>	<a href="mailto:csc@safety-council.org">csc@safety-council.org</a>	N/A	People with gambling addiction	The Canadian Safety Council developed a webpage for individuals with gambling addiction to find support.
<a href="#">Mental health and wellness for veterans</a>	N/A	N/A	Veterans and families of veterans	Supports, online resources, and mobile apps to improve well-being for releasing and former members of the Canadian Armed Forces or Royal Canadian Mounted Police, as well as their family members and caregivers.
<a href="#">National Initiative for the Care of the Elderly - Tools</a>	<a href="mailto:admin@nicenet.ca">admin@nicenet.ca</a>	N/A	Individuals providing elderly care or experiencing elderly abuse	A comprehensive list of resources related to the care of the elderly and addressing elderly abuse in Canada.

## Appendix D: Key Informant Interview Guide

### Preamble

Thank you for taking the time to speak with us today. As you may have seen in the invitation to this interview, Openly and Wilton Consulting Group are collaborating with the Do More Agriculture Foundation on a research project to better understand the state of mental health awareness, educational offerings, and resource delivery in the Canadian agricultural industry.

As part of this research, we are developing a theory of change and assessing Do More Ag's contribution and impact in the agricultural sector. We are also identifying the gaps in mental health resources for the industry as a whole, as well as for traditionally underrepresented groups. We are connecting with industry stakeholders, including Do More Ag's partners, farm and commodity organizations, mental health researchers and practitioners, and Do More Ag's board members. Through our discussion today, we would like to explore:

- How conversations around mental health in agriculture have changed
- Strengths and weaknesses in current supports for mental health
- How Do More Ag can deepen its impact and outcomes

Our conversation today is confidential. We will take notes for internal reference; these materials will not be shared with Do More Ag directly. Rather, we will prepare a summary of what we heard through the interviews. If we use any quotes to illustrate key themes, you will be identified simply in terms of your role in the industry (e.g., partner, farm group, etc.)

Our conversation should take a maximum of 45 minutes. We have some questions to guide our discussion, but you can skip any question you do not wish to answer and let us know if you would like to end our conversation at any time.

### General Questions

1. To begin, can you tell me a little about yourself and your connection with Do More Ag?
2. In the past five years, how have the conversations around mental health in agriculture changed?
3. What are two or three examples of what the industry is doing well to support mental health?
4. What would you identify as the top two or three gaps in support for mental health in agriculture?

### Do More Ag's Contributions

5. What do you see as Do More Ag's greatest impact so far? Why?
6. What three words would you use to characterize Do More Ag's contribution to the sector? Why these words?
7. Where does DMAF need to build greater influence? Why?
8. Have you experienced any tensions or sticky points in your relationship with Do More Ag? If so, could you please describe?
9. How could this tension have been avoided?



### **Questions for Partners**

10. Could you please identify one or two ways your organization has benefited from your relationship with Do More Ag?
11. Do you have any suggestions of how Do More Ag could strengthen its partnership offerings?

### **Questions for Farm & Commodity Organizations**

12. In which segments of the industry do you think conversations about mental health are becoming more commonplace?
13. Where does the industry need to prioritize efforts to advance conversations about mental health?

### **Questions for Mental Health Researchers & Practitioners**

14. Based on your experiences and research, could you please share 1 or 2 suggestions of how Do More Ag can strengthen its impact in terms of supporting mental health in agriculture?

### **Questions for Board Members**

15. To what extent do you see creative and courageous leadership on issues related to mental health emerging within this network? Why is that?
16. Please identify 1 or 2 areas where you think Do More Ag is most held back in advancing its work.
17. What would help to propel the organization forward past these challenges?
18. Which groups in the industry does DMAF best serve through its current program offerings? Which groups would it like to reach?

### **Closing Questions**

19. In 2032, what would conversations around mental health in agriculture sound like?
20. Do you have any final thoughts you'd like to share regarding mental health in the Canadian agricultural industry or Do More Ag's contributions?
21. In December, we are running a series of workshops to explore the gaps in available mental health resources and to identify actionable items that would support the industry. Would you be interested in receiving more information about these workshops, or do you have any suggestions of individuals from your networks who might be interested in participating?

## Appendix E: Survey Questions

*Next page*

The Do More Agriculture Foundation's Measuring Impact & Identifying Future Action Survey

Welcome to the Do More Ag Foundation's Survey

**Thank you for taking part in this survey, which will inform the Do More Agriculture Foundation's (Do More Ag's) project which seeks to better understand the state of mental health awareness, educational offerings, and resource delivery in the Canadian agricultural industry. As part of this research, we are also assessing Do More Ag's contribution and impact in the agricultural sector.**

**We want to hear from people who are involved in the agricultural industry across Canada, including: farmers, people who work for farm and commodity organizations, researchers, practitioners, and Do More Ag's partners.**

**Your survey responses will inform a final report that will identify actionable next steps that can be taken to continue to champion the well-being of all individuals in the industry.**

**Wilton Consulting Group, Openly, and Bonnie Taylor, MSW, RSW are collaborating with Do More Ag on this important work.**

**The survey is anonymous and should take approximately 15 minutes of your time. We appreciate your feedback.**

**For more information, please contact:**

**Dr. Andrea Gal  
Consultant**

**Wilton Consulting Group**

***This project is funded in part by Agriculture and Agri-Food Canada under the Canadian Agricultural Partnership's AgriDiversity Program, a federal initiative.***

1. Please select your age bracket.

The Do More Agriculture Foundation's Measuring Impact & Identifying Future Action Survey

## Demographics

**Through this project, Do More Ag seeks to identify current gaps in mental health resources for the industry as a whole, as well as the gaps that exist for traditionally underrepresented and marginalized groups such as: women, youth, Indigenous Peoples, 2SLGBTQI+, persons with disabilities and racialized communities. In this section, we ask a series of demographical questions so we can better understand the diversity of survey respondents and identify the experiences and needs of traditionally underrepresented groups.**

2. In which Province or Territory do you reside?

3. What is your gender?

- Male
- Female
- Non-binary
- Prefer not to answer
- Prefer to self describe

4. Do you identify as a member of a racialized community?

- Yes
- No
- Prefer not to say

5. Do you identify as Indigenous, First Nations, Métis, or Inuk (Inuit)?

- Yes
- No
- Prefer not to say

6. Do you identify as 2SLGBTQI+?

- Yes
- No
- Prefer not to say

7. Do you identify as a person with a disability?

- Yes
- No
- Prefer not to say

The Do More Agriculture Foundation's Measuring Impact & Identifying Future Action Survey

Mental Health in Agriculture

8. Please rate your level of agreement with the following statements

	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree	Uncertain
In the past five years, conversations about mental health in agriculture have become more common	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In the past five years, stigma surrounding mental health in agriculture has decreased	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please add any comments

9. Please think about the agricultural industry's approach to mental health in 2018 (five years ago) versus today. How would you rate the agricultural industry's level of progress for the following activities associated with mental health?

	No progress	Minimal progress	Significant progress	Uncertain
Increasing awareness of mental health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increasing awareness of supports available for mental health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prioritizing the topic at industry events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improving mental health literacy (i.e., awareness of signs and symptoms of mental health conditions, treatment options, supports, and management of mental health)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increasing industry participation in mental health first aid training	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Researching mental health in the <input type="radio"/> agricultural industry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Offering agriculture-specific mental health programming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increased knowledge of agriculture-specific mental health resources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please add any comments



10. What are the top three gaps in supports for mental health in agriculture?

- Affordable mental health supports (i.e., low or no-cost)
- Accessible mental health supports (i.e., available in rural remote areas)
- Knowledge of how to find the resources (i.e., how to find a mental health practitioner, how to select your mental health practitioner, etc.)
- Availability of mental health supports specific to the agricultural industry (i.e., ensuring the practitioner understands the industry)
- Other (please specify)
- Medical professionals' (e.g., medical doctors') awareness of the mental health needs of individuals in the agricultural industry
- Medical professionals' awareness of mental health treatment and support options for individuals in the agricultural industry
- Medical professionals' awareness of mental health treatment and support options for traditionally underrepresented groups

The Do More Agriculture Foundation's Measuring Impact & Identifying Future Action Survey

Insights on Do More Ag

11. Please rate your level of familiarity with Do More Ag.

Not at all familiar      Slightly familiar      Somewhat familiar      Moderately familiar      Extremely familiar

12. How did you first learn about Do More Ag?  This survey is the first I have heard of the organization  Industry event

- Social media
- Word of mouth
- Other (please specify)

13. Do More Ag's mission is to champion the mental wellbeing of all in agriculture. Please rate your level of agreement with the following statement: Do More Ag's work clearly aligns with its mission.

Strongly Disagree      Disagree      Neutral      Agree      Strongly Agree      Uncertain

14. Do More Ag operates under three pillars. How would you rate Do More Ag's quality of work under each of these pillars?

	Poor	Fair	Neutral	Good	Excellent	Uncertain
Awareness (which includes education and breaking the stigma)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community (where people can connect and find relevant and accessible resources)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Resources (to bridge the gap so people can access services in rural and remote locations)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please add any comments

15. Which of Do More Ag's social media accounts do you interact with? (Check all that apply)

- Instagram
- Twitter
- Facebook
- Youtube
- Website
- None of the above

16. Please rate the quality of Do More Ag's online materials:

	Poor	Fair	Neutral	Good	Excellent	Uncertain
Wellness Tips (i.e. articles about mental health on the Do More Ag website)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Find Support Directory (i.e., Do More Ag's list of resources, crisis lines and websites across Canada)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social Media posts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please add any comments

17. Have you personally or professionally recommended anyone to visit Do More Ag's Find Support Directory?

- Yes
- No
- Uncertain

18. Please rate your level of agreement with the following statements:

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
<u>I have</u> benefited from Do More Ag's work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>The agricultural industry</u> has benefited from Do More Ag's work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please add any comments

19. Please finish this sentence: To date, Do More Ag's greatest contribution to the

agricultural industry has been...

20. How can Do More Ag better extend its reach in the industry?

21. How can Do More Ag better champion the mental wellbeing of all in agriculture?

The Do More Agriculture Foundation's Measuring Impact & Identifying Future Action Survey

Industry Role

22. What is your role in the industry? (Please select all that apply)

- Farmer
- Industry stakeholder (e.g. work for farm/commodity organization or agricultural company)
- Mental health researcher or practitioner (e.g., psychologist, social worker, psychotherapist, etc.)
- Partner of Do More Ag
-

Other (please specify)

The Do More Agriculture Foundation's Measuring Impact & Identifying Future Action Survey

Researchers & Practitioners

23. Please select your role in the mental health field. (Please select all that apply.)

- Researcher
- Practitioner (e.g., psychologist, social worker, psychotherapist, etc.)
- Other (please specify)

24. How frequently do you promote Do More Ag in your community and networks?

Never                      Rarely                      Sometimes                      Often                      Always

Please add any comments:

25. How would you rate the quality of your relationship with Do More Ag?

Poor                      Fair                      Neutral                      Good                      Excellent

★                       ★                       ★                       ★                       ★

Please provide any additional information to explain your relationship with Do More Ag.

26. Please rate your level of agreement with the following statements:

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Uncertain
Do More Ag is easy for mental health researchers to work with.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do More Ag supports mental health research in the agricultural industry.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please share anything about your experience with Do More Ag.

The Do More Agriculture Foundation’s Measuring Impact & Identifying Future Action Survey

Partners

27. Please select your partnership level with Do More Ag:

28. Please rate your level of agreement with the following statements:

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Uncertain
Our partnership with Do More Ag has benefitted <u>our business/organization</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Our partnership with Do More Ag has benefitted <u>the industry more generally</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please add any comments

29. Please rate your level of agreement with the following statements

Strongly disagree      Disagree      Neutral      Agree      Strongly agree      Uncertain

I have a strong understanding of how my company/organization's contribution supports Do More Ag's work

I receive timely updates from Do More Ag about its work

I feel like a true partner, as Do More Ag staff consult my company/organization to collaborate on activities in support of mental health in agriculture

My company/organization has received proper recognition for our contributions to Do More Ag's work.

Please add any comments

30. How can Do More Ag strengthen its partnership offerings?

31. Please add any comments on your experience working with Do More Ag.

32. Please share any opportunities to collaborate on future program initiatives.



33. Have you participated in any of the following Do More Ag programs or workshops?  
(Please select all that apply.)

- Talk, Ask, Listen Workshops
- AgCulture
- None of the above

The Do More Agriculture Foundation’s Measuring Impact & Identifying Future Action Survey  
Workshop Feedback: Talk, Ask, Listen

34. Please rate your level of agreement with the following statements. The Talk, Ask, Listen workshop...

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Uncertain
Increased my awareness and understanding of mental health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Was accessible (i.e., I could easily participate from my location).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helped me to break down barriers and dispel the stigma associated with mental health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please add any comments

35. How likely are you to recommend the Talk, Ask Listen Workshop to a friend or colleague?

1 (not likely)	2	3	4	5 (Neutral)	6	7	8	9	10 (very likely)
★	★	★	★	★	★	★	★	★	★

Please explain why you gave this rating

The Do More Agriculture Foundation’s Measuring Impact & Identifying Future Action Survey

Workshop Feedback: AgCulture Program

36. Please rate your level of agreement with the following statements. The AgCulture program...

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Uncertain
Increased my awareness of the agriculture industry and the unique stressors people in the industry face	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helped improve my ability to relate to farmers so that an effective therapeutic relationship can be maintained	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enabled me to learn to apply culturally competent practical skills to aid in the building a therapeutic relationship with rural clients	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please add any other comments

37. How likely are you to recommend the AgCulture to a friend or colleague?

1 (not likely)	2	3	4	5 (Neutral)	6	7	8	9	10 (very likely)
★	★	★	★	★	★	★	★	★	★

Please explain why you gave this rating

The Do More Agriculture Foundation's Measuring Impact & Identifying Future Action Survey

Final Thoughts

38. Please share any final thoughts on mental health resources available, or needed, for

the Canadian agricultural industry.

39. Please share any final thoughts on how Do More Ag can help to champion the mental

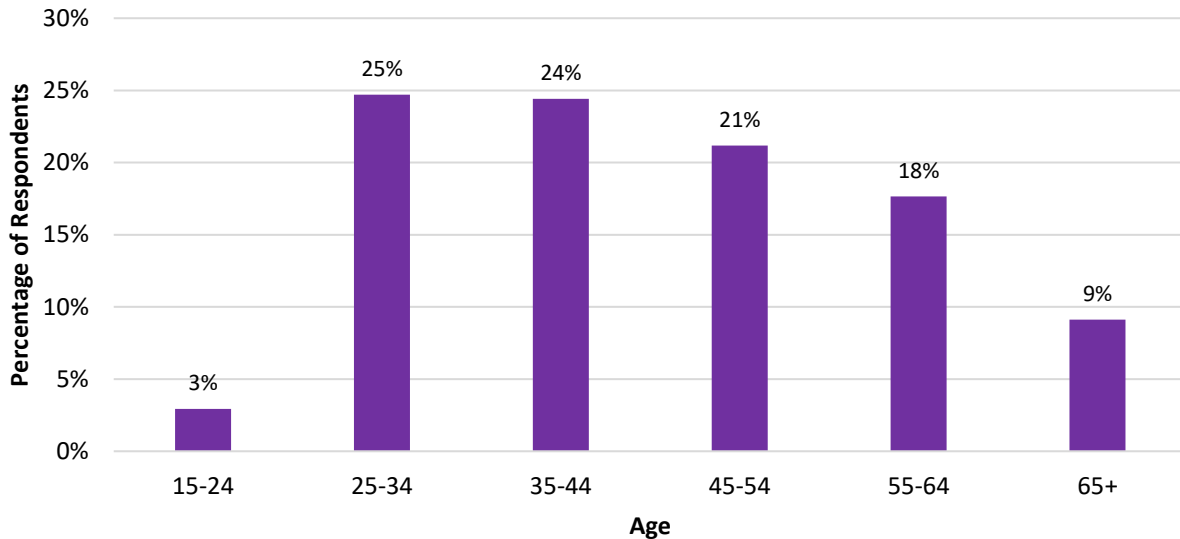
wellbeing of all in agriculture.

40. If you would like to receive a copy of the executive summary of the final report once it is available, please enter your email address below. Your email address will not be attributed to your responses in this survey; it will only be used by Wilton Consulting

Group to send the report.

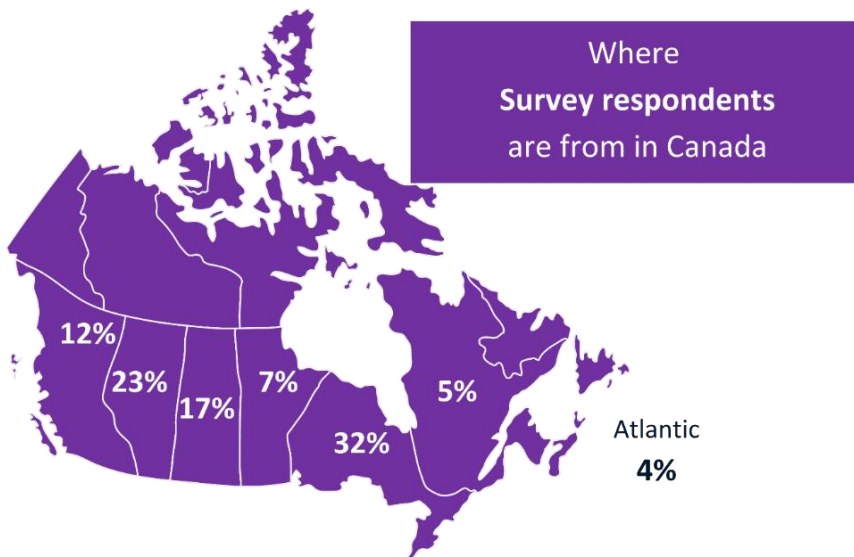
## Appendix F: Demographics of Survey Respondents

About half of respondents were between 25 and 44 years of age (Figure 17). About a fifth of respondents (21%) were 45-54 years of age, and about a quarter of respondents (27%) were 55 years of age or older. Few respondents were younger than 25 (3%).<sup>xi</sup>



**Figure 17.** Age of respondents (n=340).

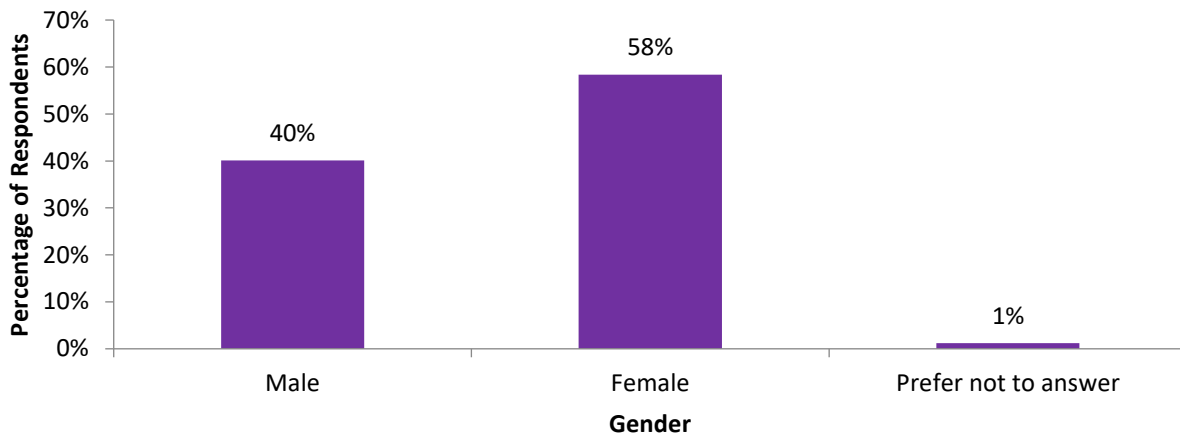
People from all provinces, except Newfoundland and Labrador, responded to the survey (Figure 18). No respondents were from the Yukon, the Northwest Territories, or Nunavut. The largest percentage of respondents were from Ontario (32%), followed by Alberta (23%).



**Figure 18.** Geographic distribution of survey respondents (n=328).

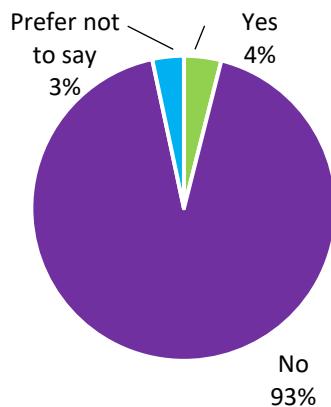
<sup>xi</sup> No respondents were under 15.

In total, 58% of survey respondents identified as female, while 40% identified as male (Figure 19). In comparison, 51% of the Canadian population identifies as women+ (cisgender, transgender, and non-binary), while 49% identify as men+ (cisgender, transgender, and non-binary).<sup>54</sup>



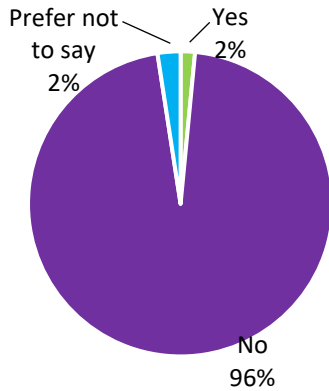
**Figure 19.** Gender of respondents (n=329).

In total, 4% of survey respondents identified as a member of a racialized community (Figure 20) while, in the larger Canadian population, one in four people in Canada is part of a racialized group.<sup>55</sup>



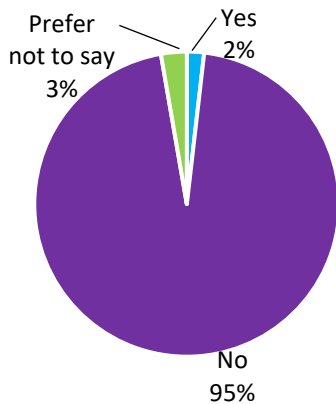
**Figure 20.** Percentage of respondents who identify as a member of a racialized community (n=329).

In total, 2% of survey respondents identified as First Nations, Métis, or Inuk (Inuit) (Figure 21). In contrast, 5% of Canadians identify as such.<sup>56</sup>



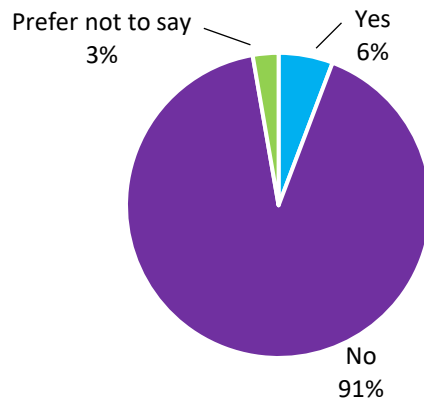
**Figure 21.** Percentage of respondents who identify as First Nations, Métis or Inuk (n=329).

In total, 2% of survey respondents identified as 2SLGBTQI+ (Figure 22). In contrast, 4% of the Canadians 15 years of age or older identified as LGBTQ2+.<sup>57</sup>



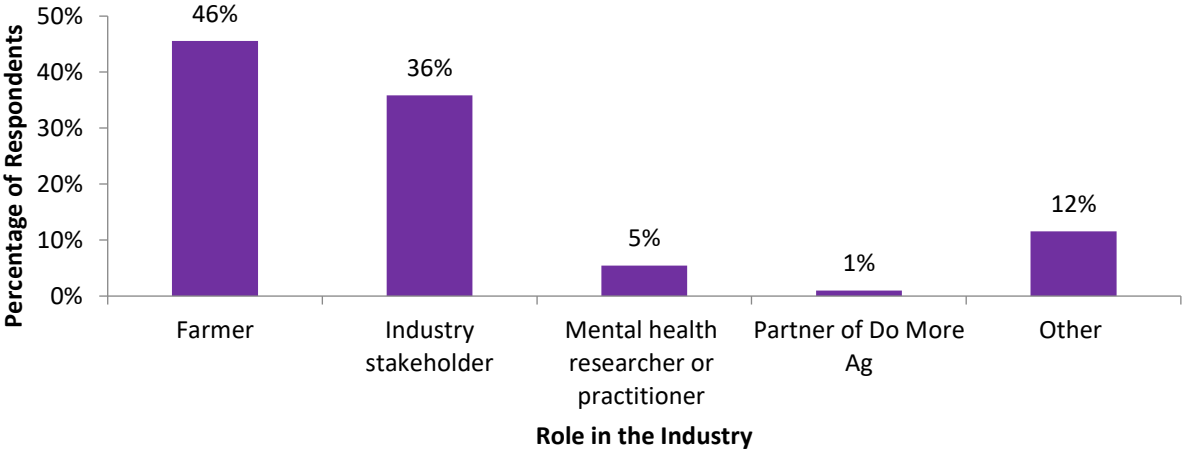
**Figure 22.** Percentage of respondents who identify as 2SLGBTQI+ (n=330).

In total, 6% of survey respondents identified as a person with a disability (Figure 23). In contrast, 22% of Canadians 15 years of age and older identified as having a disability.<sup>58</sup>



**Figure 23.** Percentage of respondents who identify as a person with a disability (n=330).

Most survey respondents were farmers (46%), closely followed by industry stakeholders (36%) (Figure 24). Industry stakeholders includes individuals who work for farm/commodity organizations and agricultural companies. Mental health researcher or practitioners (5% of survey respondents) includes professions such as psychologists, social workers, and psychotherapists. The other category included respondents who identified as students, or government employees.



**Figure 24.** Respondents’ role in the agricultural industry (n=254).



## Appendix G: References

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