



# COLLABORATING FOR IMPACT

Strengthening Call Centers and  
Helplines for Farmers, Ranchers, and Agricultural Workers

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# OVERVIEW

- Quick Intro to Farm Aid
- Origin and Purpose of this Project
- Methodology
- Findings
- Conversation!



# FARM AID HOTLINE & FRN

- Founded in 1985 (40th!)
- 1-800-FARM-AID (1.800.327.6243)
- Monday - Friday 9am - 9pm ET
- Resource and Referral Hotline
- Spanish Hotline Operator since October 2022 in partnership with MCN.
- Farmer Resource Network - Almost 2,000 resources.





# AINS & PURPOSE

- Curiosity - Wanting to understand resources available to farmers, especially one-on-one assistance.
- Collaboration - Desire to foster community among other farmer service Helplines, to better serve farmers.
- Not wanting to reinvent the wheel.
- Support from AgrAbility!



# METHODOLOGY

- Interviewed 12 Helplines (13 with Farm Aid).
- Helpline vs Hotline
- 29 Questions
- Not a formal research project.
- Inclusion based on having a phone line that served farmers. Not just farmer mental health!
- Helplines all reviewed their interviews before we did the analysis.



# HELPLINES INTERVIEWED



- Farm Aid Hotline
- Farmer Crisis Hotline (RAFI)
- NY Farm Net
- NC Farm Helpline (North Carolina Agromedicine Institute)
- Farmers' Legal Action Group (FLAG) Farmer Hotline
- Avera Farm and Rural Stress Hotline
- ATTRA 1-800 Line (NCAT)
- Farm Family Resource Initiative (FFRI) Helpline
- AgriStress Helpline for Individual States
- National AgrAbility Project Helpline
- Nebraska Rural Response Hotline
- Minnesota Farm and Rural Helpline
- The Concern Line (Iowa State University)



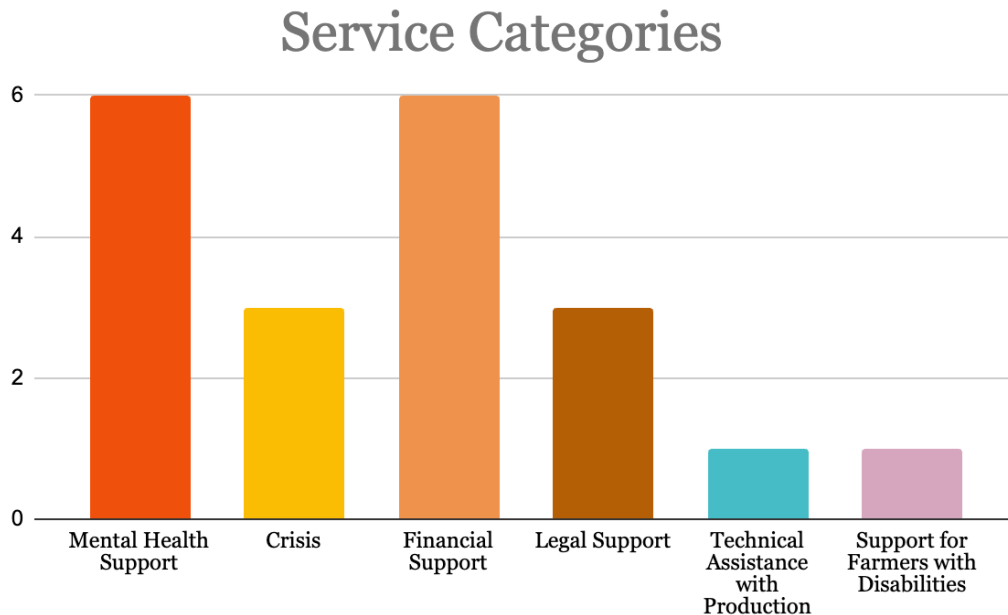
# TYPES OF HEL

- Service Categories
  - Mental Health Crisis
  - Mental Health Support (National)
  - Legal (National)
  - Financial (National)
  - Production Technical Assistance (National)
  - Farmers with Disabilities (National)
- Methods
  - Resource and Referral (includes Crisis)
  - Bridge Case Management
  - Case Management



# SERVICE CATEGORIES

- Lots of overlap on these categories.
- Many of the Helplines are National but services are limited by capacity.
- Further analysis needed

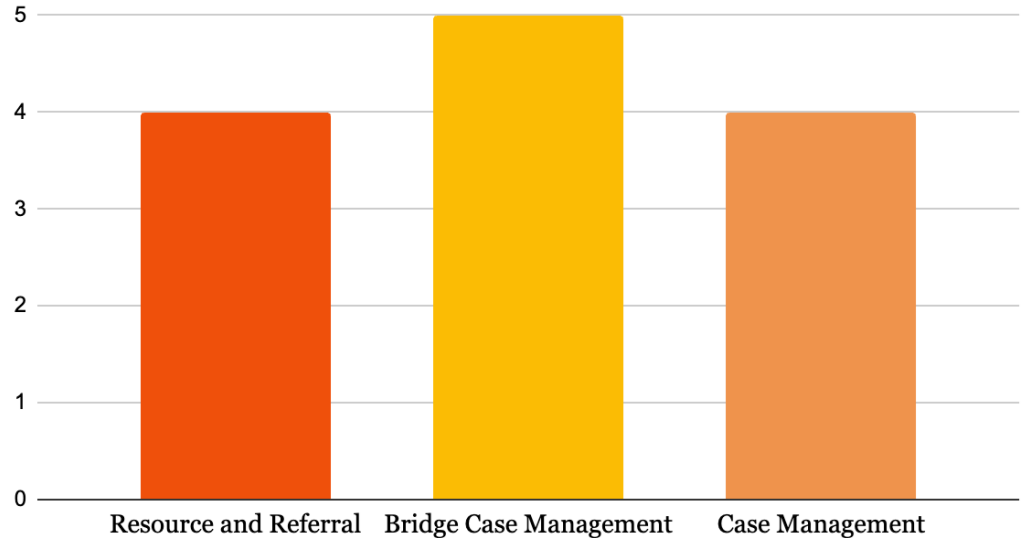




# MANAGEMENT METHOD

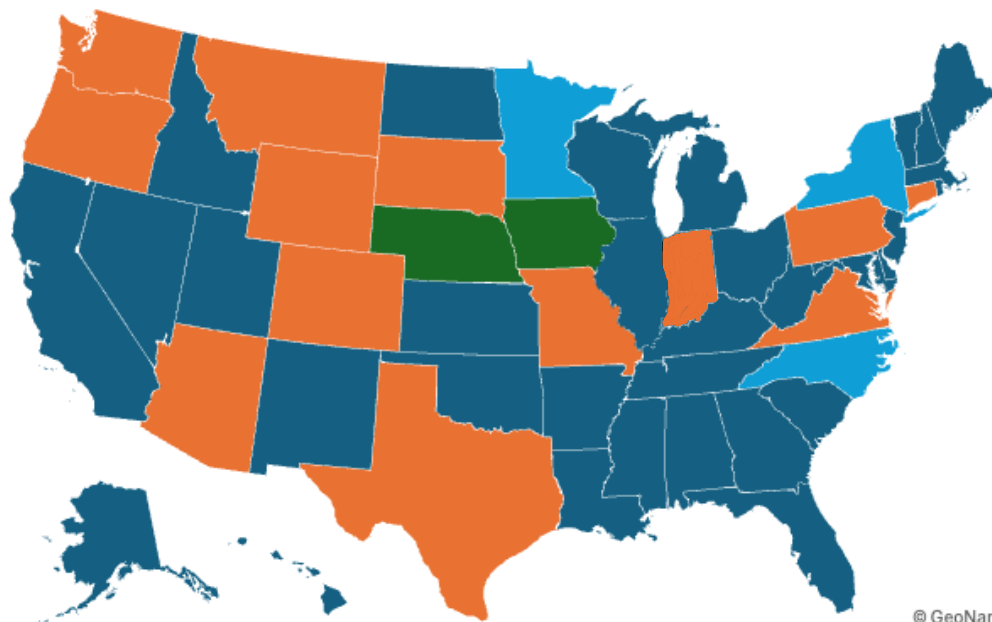
- Resource and Referral  
Includes Crisis Calls.
- Case Management - 1:1  
Support.
- Bridge Case Management  
Staying with a farmer until  
they are connected to 1:1  
Support.
- Further analysis needed.

Management Method



# GEOGRAPHY OF RESOURCES

Geography of Resources



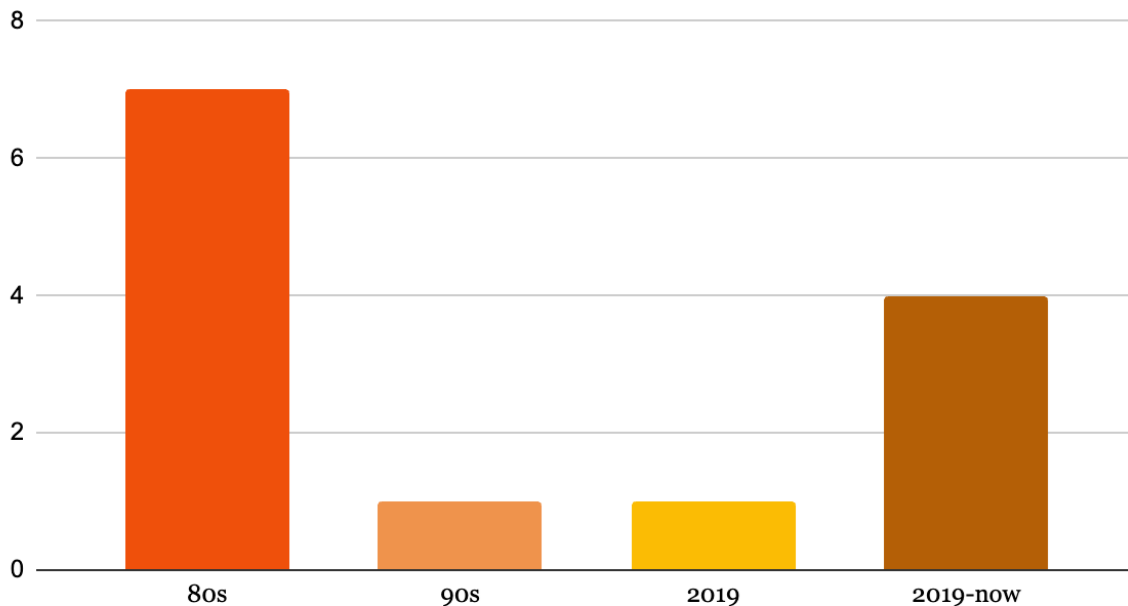
- MH Support
- Crisis
- MH Support, Legal, Financial
- MH Support, Financial

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# FOUNDING OF HELPLINES

## Founding of Helplines

- 80s Farm Crisis
- 2018 Farm Bill - FRSAN & Rising Awareness of mental health issues among farmers and rural communities.

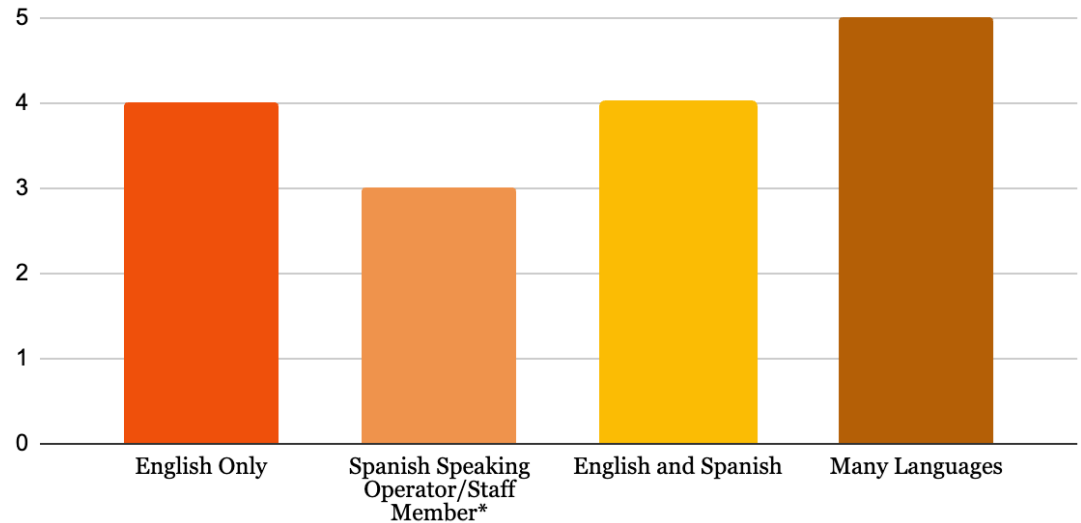


# LANGUAGE ACCESS

- Call Centers have access to the Language Line. 160 languages.
- Some Helplines have Spanish Speaking Operators on staff.

## Language Access

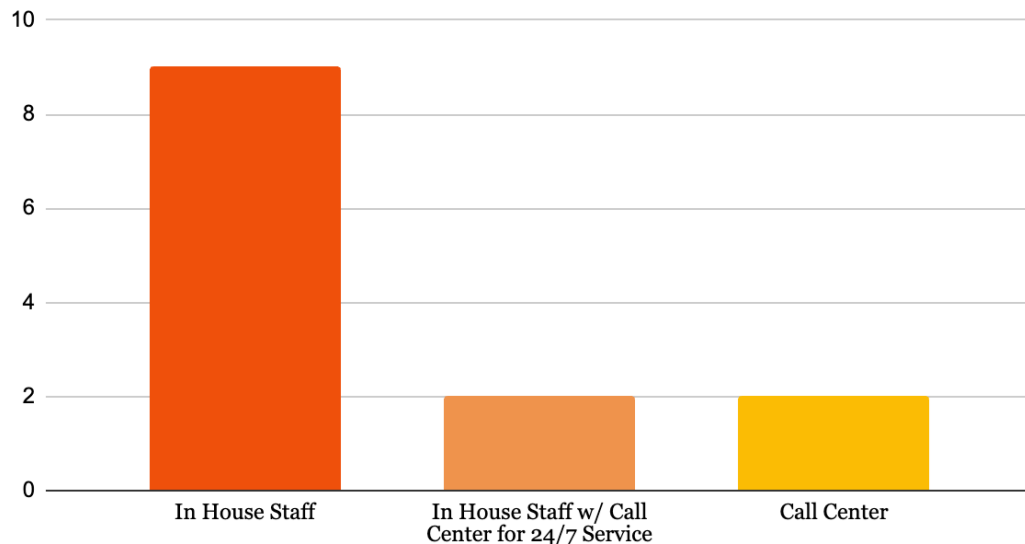
\*The data on Spanish Speaking Operator is also captured in the English and Spanish Column



# STAFFING

- Strong long time partnership with Call Centers.
- Call Centers rooted in their state.
- Using Call Centers to enable 24/7 Helpline operation.
- Training materials provided for Call Center Staff.

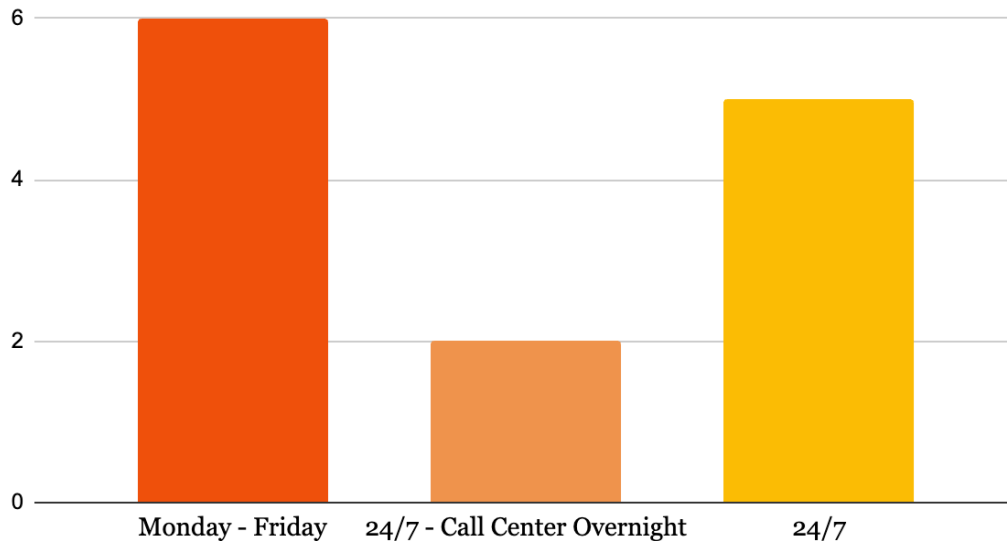
Staffing Operators



# HOURS

- Fairly even breakdown between Weekday Helplines and 24/7 Helplines.
- Most 24/7 helplines are operated by Call Centers.

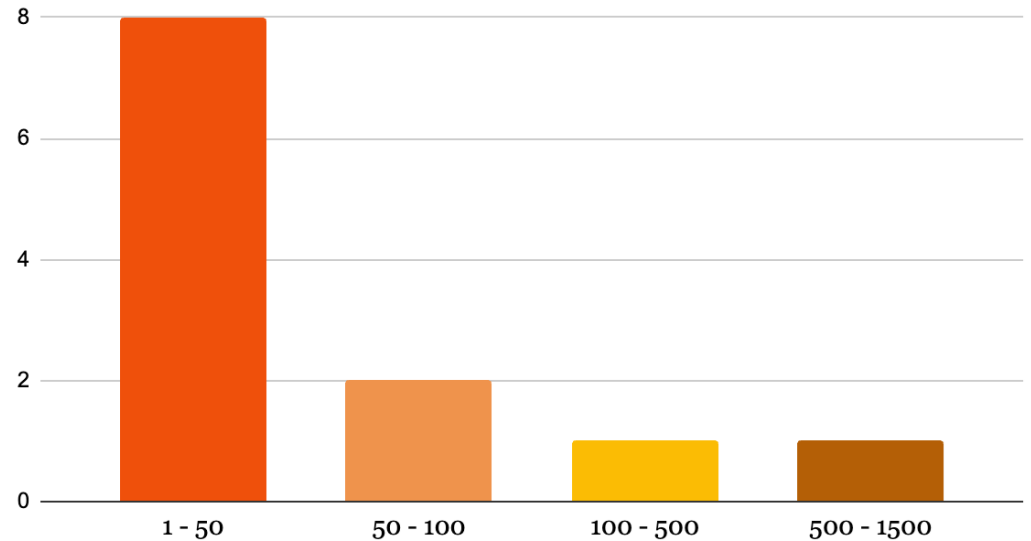
Hours of Helpline



# AVERAGE MONTHLY CALLS

- Farm Aid counts all contacts as calls, need to clarify with helplines.
- The two helplines with the highest call volumes have been around since the 1980s and offer robust services.

Average Monthly Calls



# CONVERSATION!



- Questions?
- What questions do you have for other helplines?
- What do you think are the most important resources for farmers?
- Do you know of any helplines not included in our interviews?
- Institutions, Funding, Partnerships!

