

# Farm Family Wellness Alliance



Navigating  
uncertainty  
together.

Find strength within a  
supportive community as you  
navigate the unique challenges  
of farming.

togetherall

Farm Family  
Wellness Alliance





Farm Foundation is an  
**ACCELERATOR**  
of practical solutions for agriculture.

We accelerate  
**PEOPLE AND IDEAS**  
into  
**ACTION.**



## OUR MISSION AND VISION GUIDE OUR WORK

### **MISSION:**

To **build** trust and understanding at the intersections of agriculture and society.

### **VISION:**

To **build** a future for farmers, our communities and our world.

**Farm Family**  
**Wellness Alliance**



**Farm  
Foundation**  
*Accelerating people & ideas*

## BUILDING ON OUR PAST

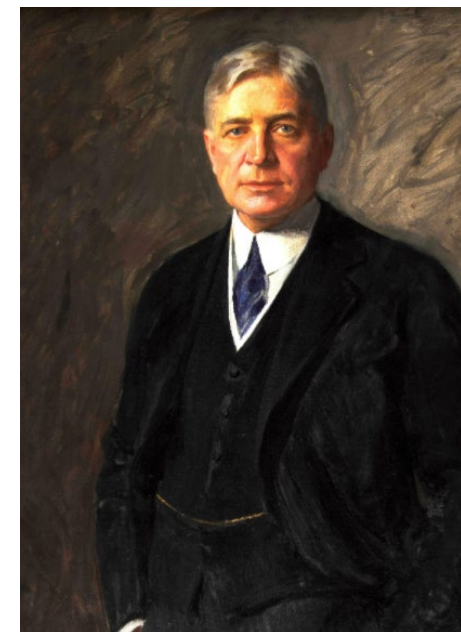
- **Innovation and education are central to our identity.**  
Our founders were among the leading agricultural minds of their day. Our work is fueled by their relentless passion to improve food and ag.
- We seek practical solutions for agriculture.
- We are part “think tank” and part “do tank”.
- **Farm Foundation works throughout the entire supply chain.**  
From the farm to the consumer, we strive to provide practical solutions for some of the most crucial issues in food and agriculture.
- **Our history is long, but our future is just beginning.**  
Our non-partisan, objective, connection-building approach is more relevant today than ever. It makes us uniquely suited to address the most interesting and impactful issues in food and agriculture.

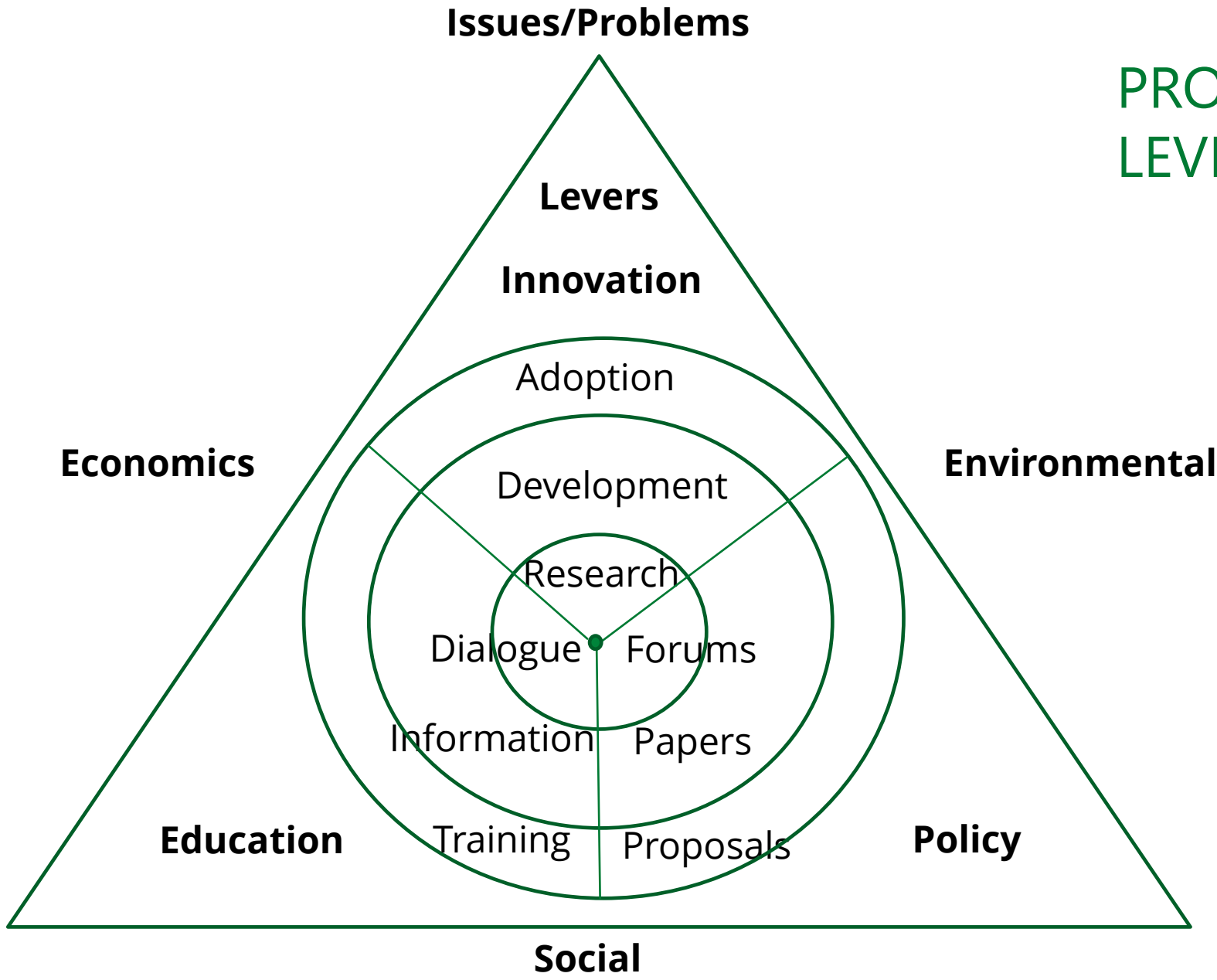
### *The Founders of Farm Foundation*



*Alexander Legge  
International  
Harvester  
C.E.O.*

*Frank Loudon  
Governor*





PROBLEMS WE ADDRESS &  
LEVERS WE USE

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# Farm Foundation Innovation and Education Center



As we head into our second century of accelerating people and ideas, we will lead food and agriculture forward from an exciting new space.

## WHY FARMER MENTAL HEALTH?

- Farmers and ranchers in the U.S. have demanding jobs that are often compounded by economic uncertainty, vulnerability to weather events, and isolation.
- Rural agricultural communities may also have limited access to healthcare and mental health services, which can make it difficult for farm and ranch families to receive support when they are experiencing extreme stress, anxiety, depression, or another mental health crisis.
- In recent years, the economic outlook for farmers and ranchers has been worsening, leading to comparisons to the Farm Crisis of the 1980s. Increasingly, agricultural families and communities are struggling, contributing to higher rates of suicide among farmers.
- Farmer suicide rates are 2-5x higher than the national average.
- Two in three farmers/farmworkers (66%) say the pandemic impacted their mental health.
- Other issues like addiction, obesity, isolation, financial stress are leading to a crisis in rural/farmer/rancher family mental and physical health due to the lack of resources.



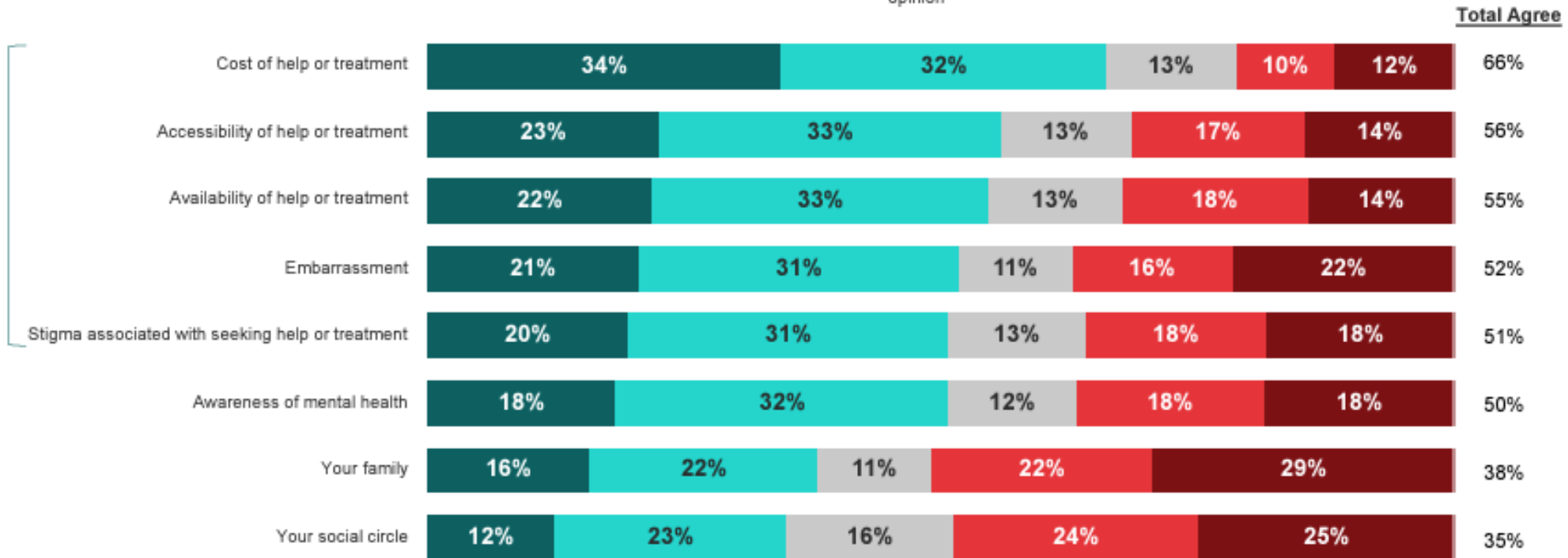
### GENERAL IMPRESSIONS OF MENTAL HEALTH

A majority of rural adults agree cost (66%), accessibility (56%), availability (55%), embarrassment (52%) and stigma (51%) would be a barrier if they were seeking help for a mental health condition.

\*Some say the following are obstacles to seeking help or treatment for a mental health condition. Do you agree or disagree that the following would be an obstacle if you were seeking help or treatment for a mental health condition?

#### RURAL ADULTS

● Strongly agree  
 ● Somewhat agree  
 ● Don't know/No opinion  
 ● Somewhat disagree  
 ● Strongly disagree



# THE FARM FAMILY WELLNESS ALLIANCE

- Vision to provide a new national service to all farm families, many of whom lack insurance or the local resources.
- Launched in late 2020 as pilot in a few counties in Iowa, then expanded to all of Iowa in 2021 with our partners at PAS (Personal Assistance Services, and national/local support from 4-H and Iowa Farm Bureau)
- Supported with marketing via snail mail, social media and some rural radio
- Expanded into Illinois in 2022
- We rolled national Together services in out January 2024.
- Sign ups have been steady and usage is good.



# NATIONAL SUITE OF SERVICES

Farm Family Wellness Alliance provide through partnership:

- An online peer-to-peer community via Togetherall, monitored 24/7 by licensed clinicians
- Wrap around suite of services provided by PAS (Personal Assistance Services) from resources to 1:1 counseling, including financial, nutrition and mental health counseling.
- Marketing, network engagement and administration from Farm Foundation



# EXPANDING FARM FAMILY WELLNESS ALLIANCE NATIONALLY

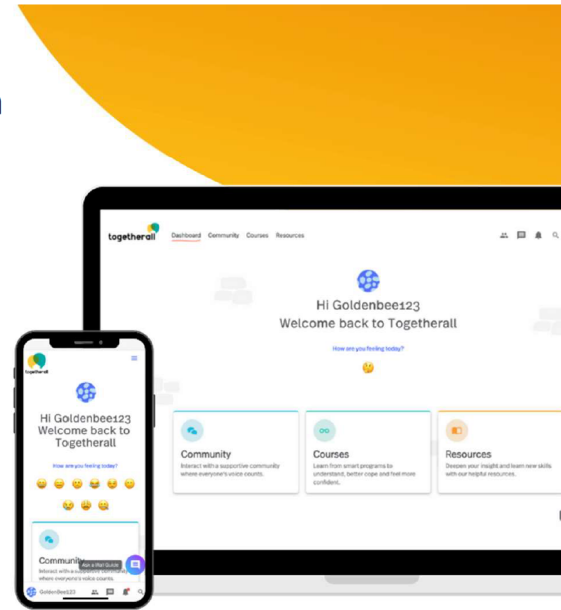
Togetherall is a safe, scalable, online peer-to-peer mental health community integrated with PAS EAP

All monitored and moderated 24/7 by licensed clinicians, Togetherall empowers individuals to **easily and anonymously** connect with others with **shared lived experiences** in a safe and inclusive online space.

We've created a **sub-group for those working in agriculture** to connect around the specific stresses unique to the industry.

## Clinical and Technology Integration

Our **integration with PAS EAP** ensures members get seamlessly connected to in-the-moment support and additional resources.



# Togetherall connects at risk and hard to reach individuals in the agriculture industry that don't typically access traditional services

n = 67



## Reaching underserved individuals

**32%**

Identified as male

## Reaching those not seeking other support

**67%**

are not seeking any formal mental health support

**21%**

Have no support at all

## Reaching at-risk individuals

**5.97%**

Considered suicide in the past 6 months

**1.49%**

Attempted to end their life in the past 6 months

## Intervention from Togetherall clinicians

**32%**

had 1:1 interactions with Togetherall clinicians

**Top themes: Anxiety, stress, depression, relationships, sleep, loneliness, PTSD trauma**



# FARM FAMILY WELLNESS ALLIANCE MEMBERS



## Gold Level



## Marketing Partners



## Silver Level



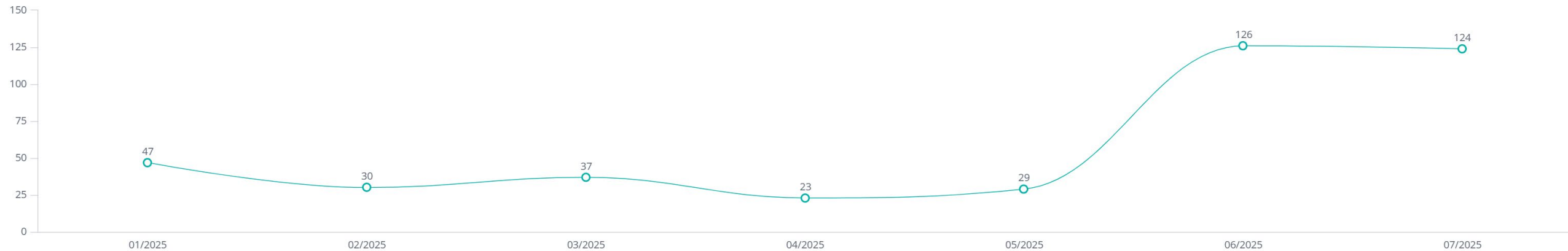
## Bronze Level



## Supporter Level



# Usage Has Boomed Over the Past Few Months



Of our nearly 900 active users of TogetherAll on the Farm Family Wellness Alliance, 30% have registered since May of this year. That is a massive jump where we were averaging around 20 or signups a month. In May and June, we had more than 250.

## More Usage Data

62% of these folks are not receiving any other form of mental health support/treatment

25% of the users are male

38% are over 55

5% are 16 - 24

15% are 25-34

18% are 35-44

25% are 45-54

Around 75% of the online activities take place after business hours.

### **The top themes were:**

- Depression
- Loneliness
- Anxiety
- Stress
- Relationships

The largest usage by state comes from **California, Arizona, Illinois, Texas, Kansas, Ohio, Pennsylvania, Michigan** and **New York**.

WEBINAR

TUE, AUGUST 26 | 2PM EST

# Quiet storms: Dealing with the worry you don't talk about

A mental health webinar for US  
farmers and ranchers.

[Register now](#)



## MORE ON OUR SEMINAR

👉 **Register now to reserve your spot:** <https://lnkd.in/enwAPRXG>

- We're excited to host and promote our upcoming Farm Family Wellness Alliance webinar for producers on **Tuesday, August 26th at 2 PM ET.**
- Ever lie awake wondering how you'll make the next season work – or what happens if you don't? This conversation tackles the unspoken fears many farmers and ranchers carry silently – what if funding tightens up? What if your best isn't enough? You'll learn how to name what you're carrying, how to lighten the load, and how to recognize when it's time to ask for backup.
- We will also talk about how to spot the types of behaviors that signal someone in your life may be struggling. They may not want to talk about it, but there are ways to begin supporting them that are not so obvious. We'll discuss the approaches you can take to start the right conversation, ask the right questions, and begin to help people even when they say they don't need it.
- Brought to you by the Farm Family Wellness Alliance, our speakers include Monica McConkey, rural mental health specialist, and Adrienne DeSutter, Illinois Farm Bureau member. Our session will be held on Tuesday, August 26 at 2:00 pm EST. Register here! Even if you can't join live, we will be sure to share the recording.



# JOIN US!

**CONTACT TIM BRENNAN AT  
TIM@FARMFOUNDATION.ORG**

**We look forward to seeing how we can  
collaborate to provide a national solution  
for farm families across the US!**

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