



Improving farmers' ability to cope effectively with things beyond their control, using a co-designed, web-based intervention

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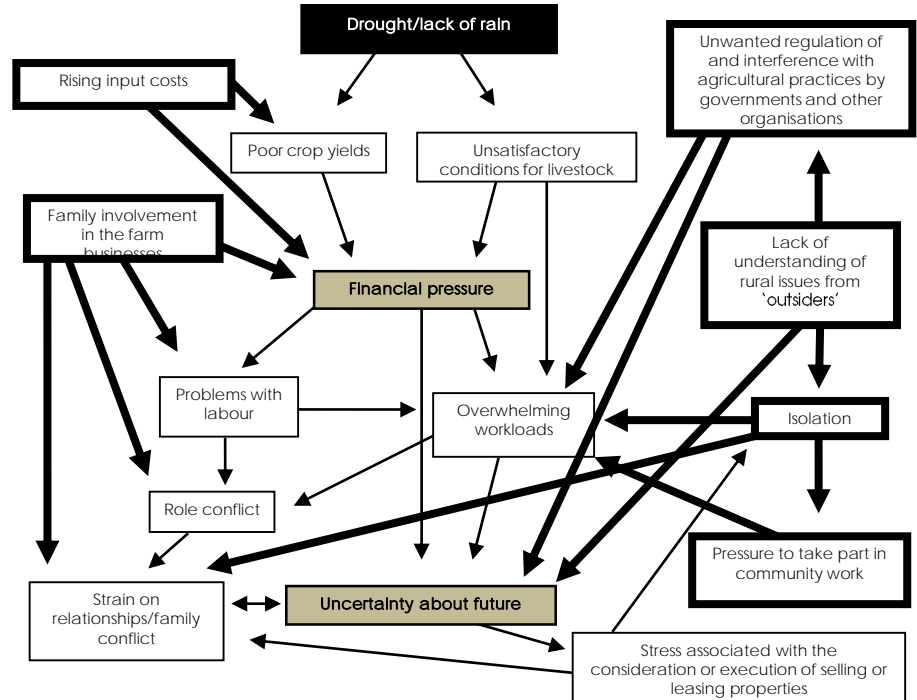
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Farmers in Australia

- Rates of suicide are high
 - At least 1.6 x rate of general population
 - Up to 2 x rate of other employed people (Arnautovska et al., 2014)
 - Mostly male (ABS, 2016; Andersen et al., 2010)
- 49% of Australian farmers likely have a 'mild or worse' mental health disorder (Schirmer et al., 2015)
 - General rural population: 26%

Farmers' key sources of stress during drought

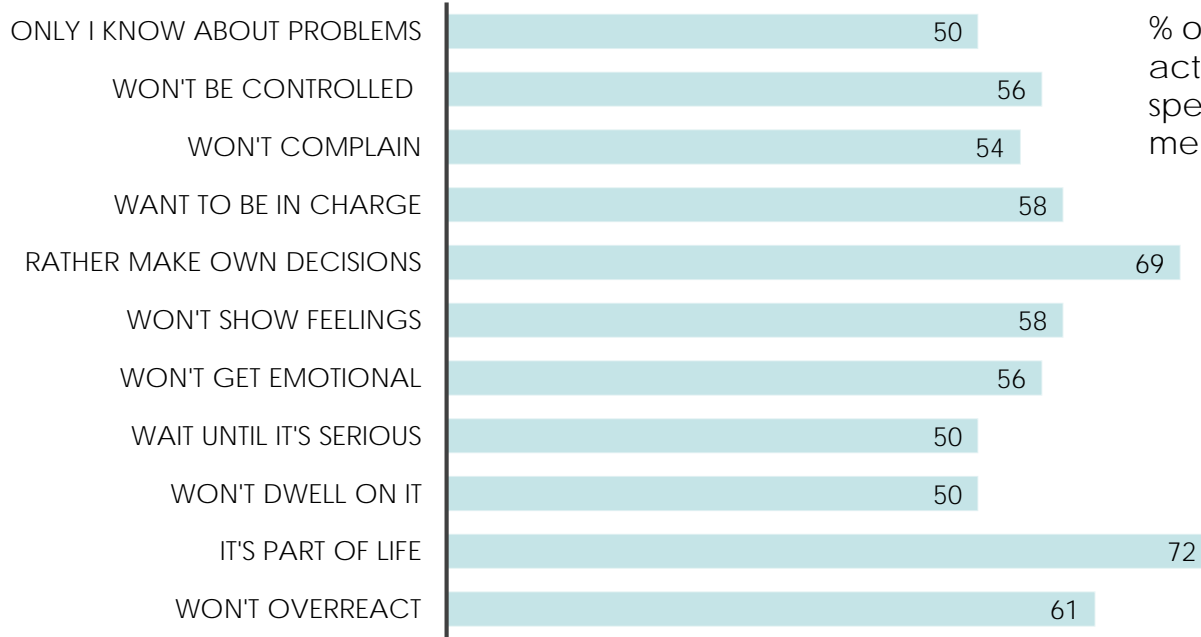


Compounded by...

- Non drought-related farm stressors: machinery break-downs, disease outbreaks (in crops or livestock), farm accidents
- Other non-farm stressors: illness, death, family responsibilities



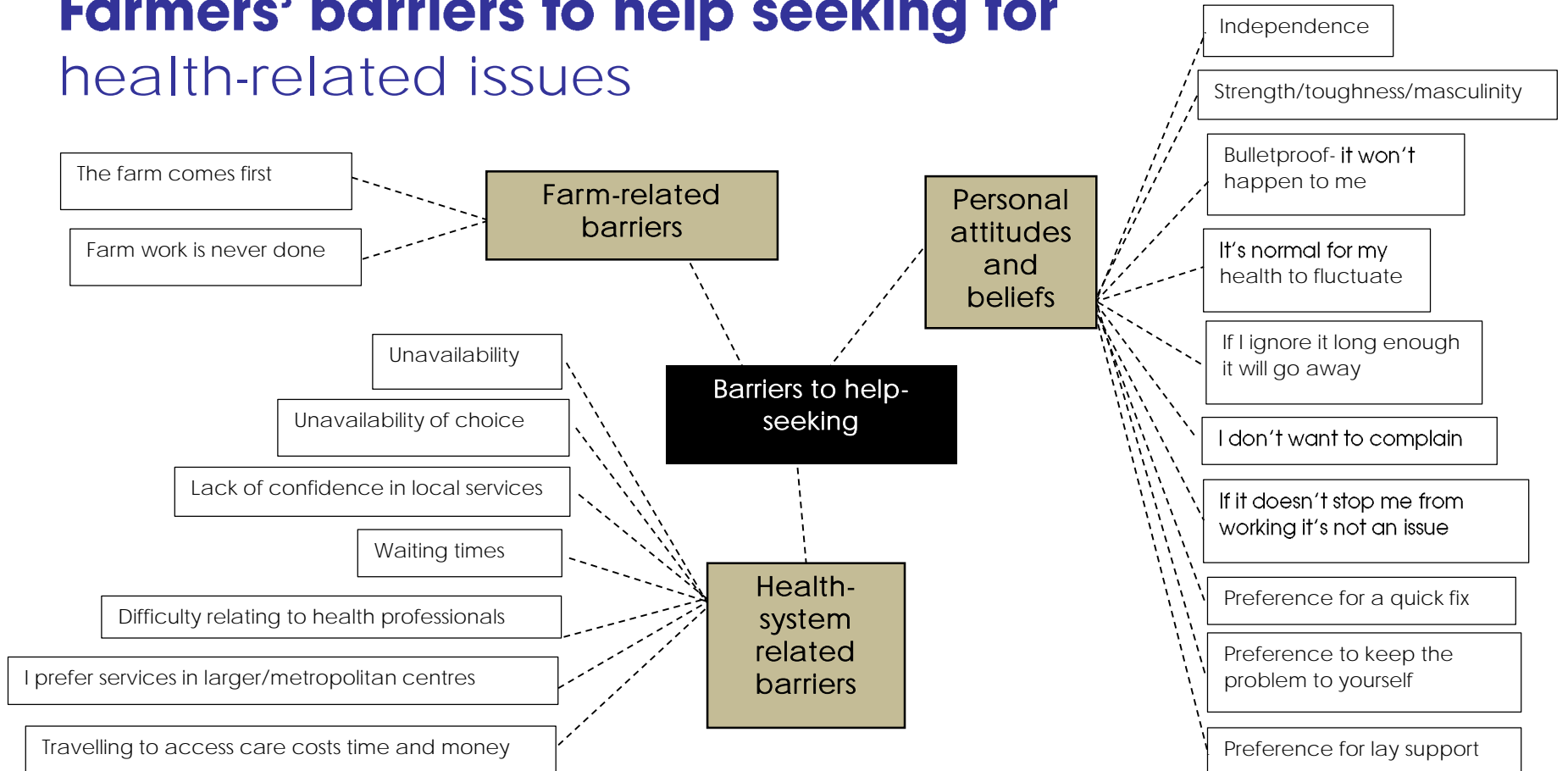
Farmers' barriers to help seeking for mental health-related issues



% of farmers who say this would act as a barrier for them to speaking to a doctor about a mental health issue



Farmers' barriers to help seeking for health-related issues



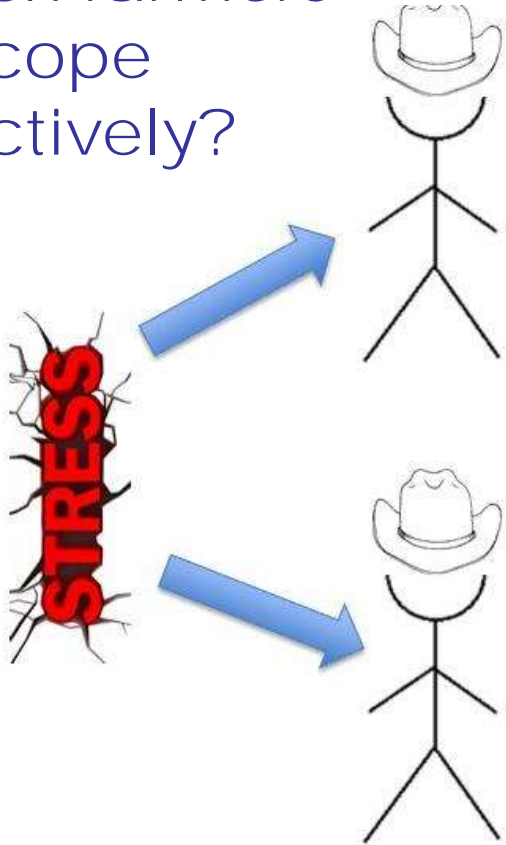
Co-design with farmers is critical

If you have images on there, instead of having a big shiny new header, which most people probably can't afford, maybe go for the old machinery

Mostly with farmers, I reckon green is probably their colour because there's nothing like looking out over your green paddocks



Which farmers
DO cope
effectively?

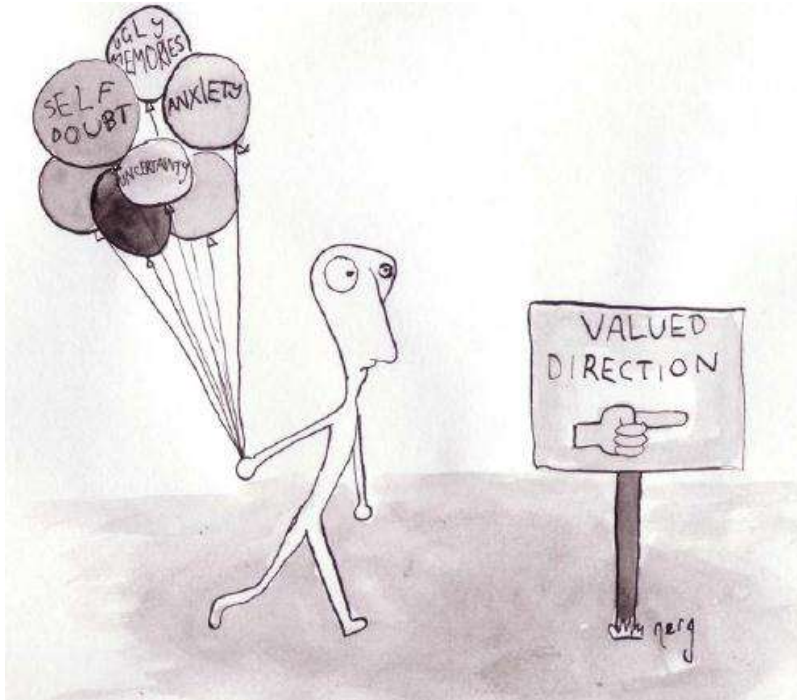




- No rain
- Rising input costs
- Machinery breaking down
- Disease outbreaks
- Government regulations




Acceptance and Commitment Therapy (ACT)



Two major goals:

- 1) fostering acceptance of problematic unhelpful thoughts and feelings that cannot and perhaps need not be controlled, and
- 2) commitment and action toward living a life according to one's values.



**Growing farmers'
wellbeing.**

Helping farmers to
do what matters.

Welcome to **ifarmwell** your online resource

An online tool kit to help farmers cope effectively with life's challenges and get the most out of every day.

ifarmwell has been designed based on what Australian farmers have said they want and what research shows will help.

To start the five free, engaging modules, register and get started today, or find out more about the program.



Learn more about
ifarmwell



Take a tour
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Register and get
started now



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and continue

Our mission is to equip farmers with new tools that reduce the negative impact that stressful situations have on their lives, so they have more time and energy to focus on the things that make them happy.



- ✓ Created by farmers, for farmers
 - ✓ Accessible from your computer, tablet or smart phone
 - ✓ Relevant
 - ✓ Confidential
 - ✓ Free
- Youtube link to cartoon
<https://youtu.be/UzXHHA9Z9-M>

Purpose of ifarmwell.com.au

- ✓ Deliver engaging, farmer-focused support
 - ✓ Improve wellbeing and
 - ✓ Develop coping skills for future use
- in a population who otherwise may not access support

Thereby,

- ✓ Reduce the risk of developing severe mental health problems and/or
- ✓ Facilitate access to treatment at an earlier stage

- ✓ Minimize the intensity of the mental health intervention required
- ✓ Reduce demands on rural GPs and over-stretched (and potentially culturally-insensitive) mental health services
- ✓ Help more farmers to be responsive rather than reactive and therefore to make sound financial decisions and
- ✓ Reduce the social and economic impact of things beyond farmers' control, in particular droughts



Results of evaluation to date



Module 1: Taking stock of your current wellbeing and some practical strategies to get you started

- *“It makes you stop and think about where you are at and how you are feeling now and gives hope that I can change things going forward”*
- *“If I was struggling I would have some where confidential to come for help”*

Module 2: Thoughts are like bullies – how to spend less time ‘in your head’

- *“years of searching for tools that can beat my mind, I have three new ones now that were effective immediately and my mind didn’t outsmart”*
- *“Good info, easy to relate to. Good use of examples, eg, playground bully”*
- *“spot on!!”*

Results of evaluation to date



Module 3: Doing what really matters – how to get the most out of a busy life

- *“Again scratching where I am itching at present – Needing to look six months ahead as with NO RAIN for crops to be planted the tensions in my family are massive – so I’ve referred to my tool box often to help others too”*

Module 4: Training your ‘attention muscle’ and focusing on the ‘here and now’ – a more pleasant, less exhausting place to be

- *“Great ideas told in a straight forward way”*
- *“A big help in understanding my mind, clearing my mind and getting on with life”*

Module 5: Putting it all together and moving forward

- *“Good summary and made me think about the future and how I will tackle it”*

Summary



- ✓ Created by farmers, for farmers
- ✓ Evidence-based (Acceptance and Commitment Therapy)
- ✓ Contextually and culturally appropriate
- ✓ Liked by farmers
- ✓ Unique
- ✓ Broad reach but very low ongoing costs
- ✓ Includes strategies to overcome key barriers to engagement
- ✓ Potential to bridge a gap in rural services
- ✓ Timely/ ready to help Australian farmers experiencing drought right now!



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**RURAL BUSINESS
SUPPORT**

ifarmwell
growing farmers' wellbeing

My toolbox What to do in a crisis When and how to seek additional help Contact Logout

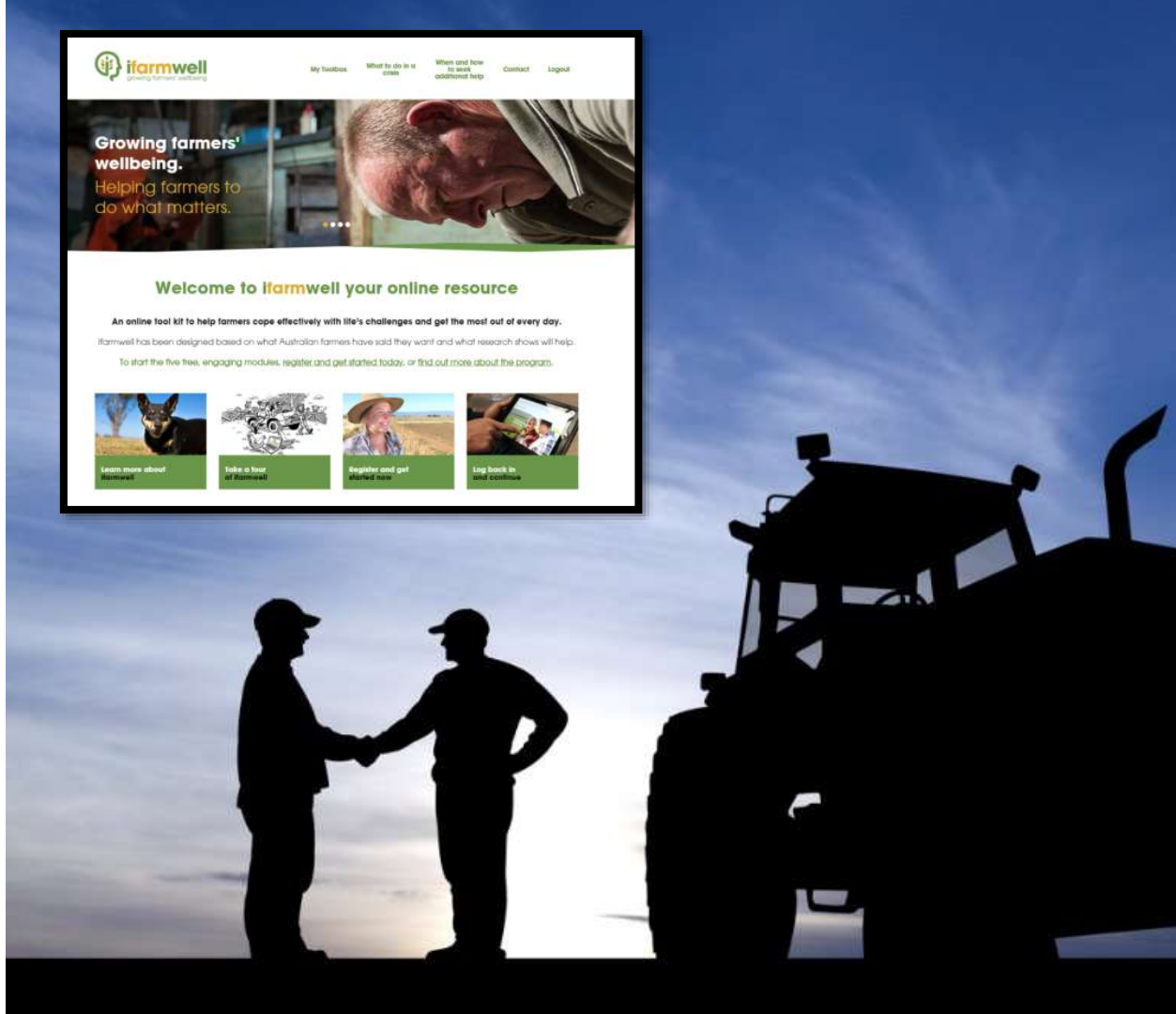
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Helping farmers to do what matters.

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GOD GRANT ME THE
SERENITY
TO ACCEPT THE THINGS
I CANNOT CHANGE
COURAGE
TO CHANGE THE
THINGS I CAN AND
WISDOM
TO KNOW THE DIFFERENCE