



Mental Health Month Promotional Toolkit May 2025

#FarmStateOfMind
FarmStateOfMind.Org



Headline Messages:

- May is Mental Health Month—an important opportunity to connect with those around us and share your stories. Farm Bureau encourages farmers and ranchers to take “just one step” toward supporting their own mental health or someone who is struggling.
- Just one step. That’s all it takes to start improving your mental health or to help someone who is struggling.
- Having a conversation, going for a walk, asking for help—just one step can change everything. You don’t have to have it all figured out. Just take one step today for your mental well-being.
- Feeling better doesn’t have to be daunting: it starts with just one step.
- On days where everything seems overwhelming, just take one step to boost your mental health. Create a Togetherall account, open up to a friend, or journal your thoughts. It’s important not to suffer in silence.
- Ways to ease stress and anxiety are all around us, and it only takes one step. Going for a drive, taking a few deep breaths or pausing to watch the sunset are all simple ways to calm your mind.
- When someone you know is struggling, you can lift them up with just one step. Listen without judgement, show you care, encourage professional help, be patient and consistent. Your small steps can really make a difference.
- The American Farm Bureau Farm State of Mind campaign builds awareness to reduce stigma and provides access to information and resources that promote farmer and rancher mental health wellness.
- If you or someone you know is struggling emotionally or has concerns about their mental health, visit the Farm State of Mind website at FarmStateOfMind.Org where you can find crisis



hotlines, treatment locators, tips for helping someone in emotional pain, ways to start a conversation and resources for managing stress, anxiety or depression.

- When loved ones, neighbors or others you care about are experiencing mental health challenges, they may not even realize it. Here's how you can identify someone who may be at risk.
 - Change in routines or social activities
 - Decline in the care of domestic animals
 - Increase in illness or other chronic conditions
 - Increase in farm accidents
 - Decline in appearance of the farmstead
 - Decreased interest in activities or events
 - Signs of stress in children including struggles with school
- [Togetherall](#) is an anonymous peer-to-peer online community that empowers farmers and their families to get and give support. Signing up is easy and anonymous, ensuring your privacy and confidentiality throughout your journey.
 - Supportive Community: Using an anonymous profile, connect and share 24/7 in a safe space with others who understand. Join the Agricultural Group!
 - Family and Individual Counseling: Visit the "Resources" section to access free counseling & consultation services provided by PAS.
 - Wellbeing Tools: To better understand what you're going through, access self-help resources, or explore well-being tools like guided courses and assessments.



Social Media Messages

- May is #MentalHealthMonth—take just one step to check in with yourself and others:
 - Start a conversation
 - Go for a walk
 - Ask for help

Learn more HERE: <https://bit.ly/2LiG9xX>

- If you or someone you know is facing anxiety, depression or any mental health challenge, you are not alone. Remember this #MentalHealthMonth that it takes just one step to get help. Check out the #FarmStateOfMind resources: <https://bit.ly/2LiG9xX>
- A healthy farm starts with a healthy you. Your well-being is the most valuable part of the operation. <https://bit.ly/2LiG9xX>
- It's easy to feel overwhelmed, but you are not alone. Join Togetherall this #MentalHealthMonth to connect anonymously with a peer-to-peer support community. Find out more: <https://bit.ly/2LiG9xX>
- Are you ready to improve your mental health and not sure where to start? Access a national resource directory, searchable by state. <https://bit.ly/2LiG9xX>
- Just one step can make a big difference. Learn how to support someone struggling this #MentalHealthMonth: <https://bit.ly/2LiG9xX>
- You don't have to go through it alone. Let's stand up to stigma this #MentalHealthMonth and remind each other that it's okay to ask for help. <https://bit.ly/2LiG9xX>
- Need someone to talk to? Take just one step today and call 988 to speak with a caring counselor 24/7. Learn more about #FarmStateOfMind resources: <https://bit.ly/2LiG9xX>



Promotional Materials

- Suggested Hashtags:
 - #FarmStateOfMind
 - #MentalHealthMonth
- Access All Promotional Materials:
https://www.dropbox.com/scl/fo/hx6gt1keo2jgpri1c4x7p/AAOri0Ga7tZVEdZXAQvb_ZU?rlkey=5ps9rui6gx0dld69zjtzd5veo&st=vjw7mnx5&dl=0
- Farm State Of Mind Resources:
 - [FB.Org/FarmStateOfMind](https://fb.org/farmstateofmind)
 - Mental health resource directory featuring national, state and local resources.
 - Information on how to help someone in emotional pain.
 - Research on rural mental health and opioid misuse.
 - **Rural Resilience Training**
 - Created by Michigan State University with funding from AFBF, Farm Credit and National Farmers Union, this free training is dedicated to helping individuals who interact with farmers and ranchers to understand sources of stress, identify effective communication strategies, reduce stigma related to mental health and learn warning signs of stress and suicide.
 - **Togetherall**
 - An anonymous peer-to-peer online community that empowers farmers and their families to get and give support. Signing up is easy and anonymous, ensuring privacy and confidentiality.
- Additional Mental Health Resources:
 - News Release: [National Poll Reveals Promising Trends in Rural Opioid Misuse; More Work Needed](#)
 - The Zipline: [Time for Checking Up and Checking In](#)