

# IJC on Agricultural

September 21, 2023



**RAISING  
HOPE™**  
Supporting Healthy Lives  
on Kentucky Farms

# Our Mission and Goals



Promote the physical/mental health and safety of Kentucky's (KY's) farmers and farm families through translational research, prevention/intervention, and community education/outreach informed by key stakeholders with the common goal to enhance quality of life for our farmers and farm families.

Develop community-based programming, education, communication and support systems informed by local voices to support the mental and physical health , safety of our farmers and farm families by focusing on the reduction of stress, depression, and suicide rates among farmers and farm families.





# Partnership is Key



**KENTUCKY**  
DEPARTMENT OF  
**AGRICULTURE**



KENTUCKY CABINET FOR  
HEALTH AND FAMILY SERVICES



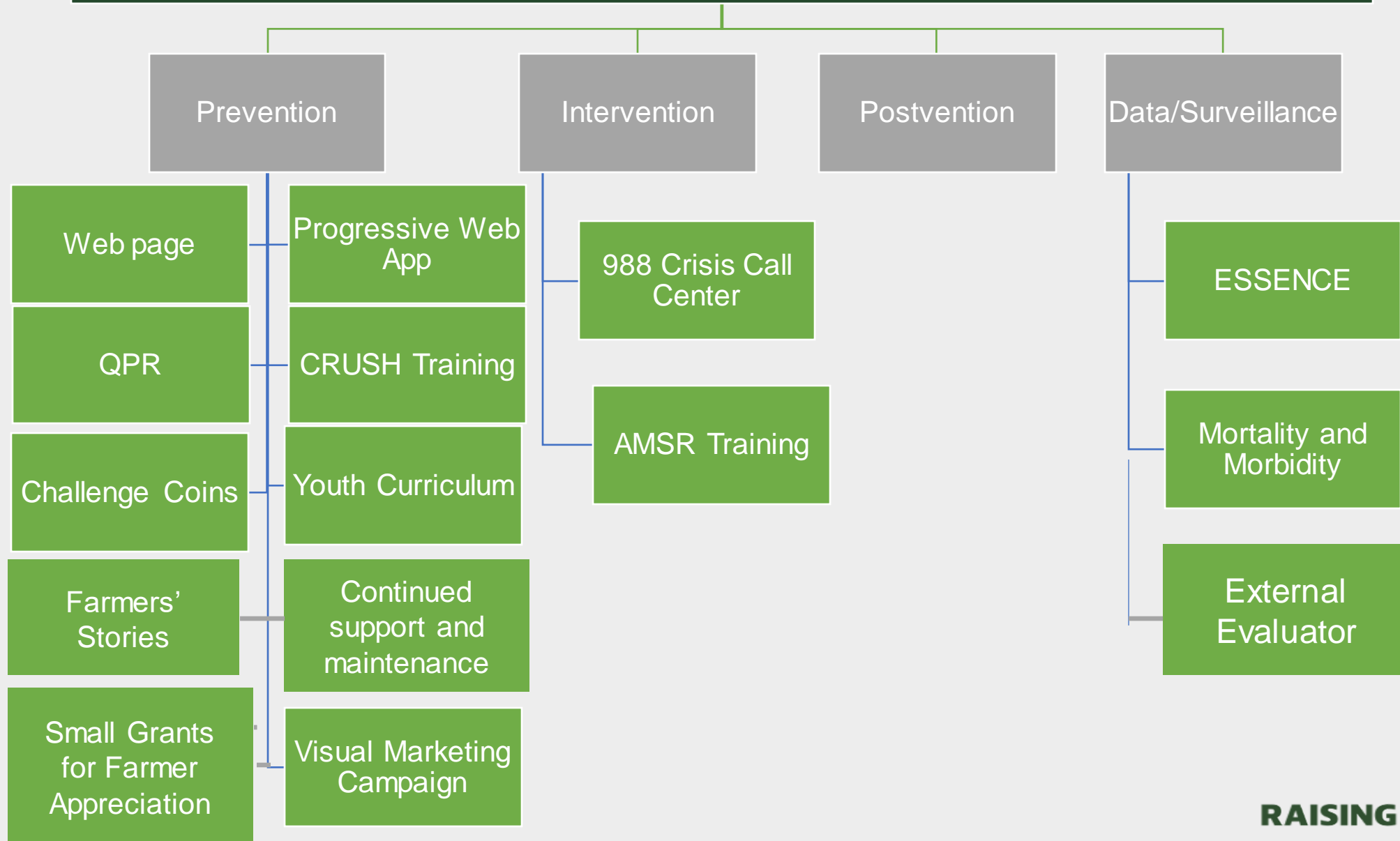
**RAISING HOPE**

# Initial funding

- Appropriations from General Fund (tobacco) appropriation
- FRSAN Federal Grant



**Develop community-based support systems informed by local voices to address mental illness and suicide among farmers and farm families.**



# Major accomplishments

- Expanded Crisis Call Center and upgraded equipment, helping with 988 rollout, 2,141,355 impressions and 44,218 clicks, leading to 36 calls to 988 via Raising Hope digital campaigns
- Increased QPR suicide response training capacity in agricultural communities, over 600 trained
- Trained healthcare professionals on how to help prevent suicide in agricultural communities through cultural humility-(CRUSH) a continuing education course. Over 380 have completed the course
- Captured and shared farmers' stories to show community appreciation
- Distributed 1,445 challenge coins as a caring support tool, developed training curriculum
- Developed a youth curriculum for students (ages 9-12) to be utilized and delivered by 4H agents in educational settings across the state
- Provided clinical training for rural mental health providers (CAMS, ASIST Training)
- Integrated communications and marketing campaign– reach of over 2.5 million
- Events impacting 260k people, including >2,500 health screenings
- At least 8 people are alive today, attributed to Raising Hope efforts



NO ONE CAN SEE  
WHAT IT DOES TO THE MIND.

All farmers experience grueling days, unpredictable weather, zero health benefits, and just a couple of paychecks a year. So do you think you're the only one dealing with depression or anxiety? Take comfort in knowing you're *not* the only one. And take even more comfort in knowing there are people who want to help.

If you're holding something in,  
**LET IT OUT.**

Find resources for help at  
**RaisingHopeKY.com.**

**988** SUICIDE & CRISIS  
LIFELINE  
Call or text 988.

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**Raising Hope KY**

Published by Andrew Lyons · January 31 at 12:58 PM ·



When so much effort goes into taking care of the farm, you forget to take care of yourself. Reach out to find help.

#raisinghope #kyproud #kentuckyproud #farmerstrong #notalone



RAISINGHOPEKY.COM

**BUT HOW DOES IT AFFECT MENTAL HEALTH?**

Healthy farms start with healthy farmers. Raising Hope is dedicated to su...

[Learn more](#)



212

46 comments 30 shares

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Most relevant



Write a comment...



**Carolyn Smith**

It's a hard but rewarding life!! Love all farmers! God bless!

[Like](#) [Reply](#) [Hide](#) [Send Message](#) 3h



**Bert Covington Jr.**

God Bless Our Farmers 🇺🇸 4

[Like](#) [Reply](#) [Hide](#) 1w



**Judy Benson Carver**

Love our farmers 1

[Like](#) [Reply](#) [Hide](#) 2w



**Patricia Monroe**

Pray for our family farms 1

[Like](#) [Reply](#) [Hide](#) 1w



**Jerry Dixon**

But great for the heart 1

[Like](#) [Reply](#) [Hide](#) [Send Message](#) 3d



**David Hobbs**

Makes you happy and proud and stronger 4

[Like](#) [Reply](#) [Hide](#) 2w



**Pansy Boice**

Been there done that farm life is the best kind of life 6

[Like](#) [Reply](#) [Hide](#) 2w



**Patricia Noe**

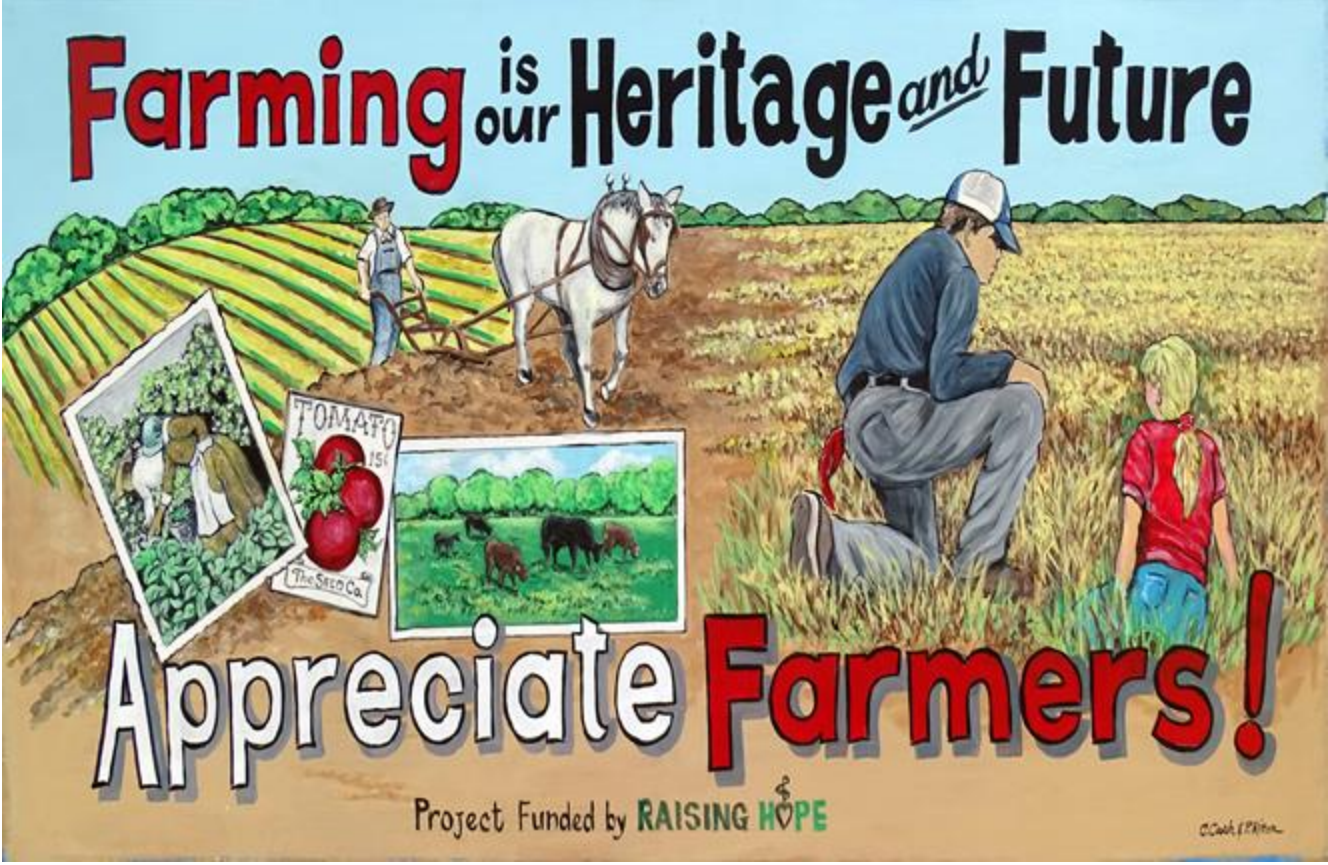
I am proud of our family farms 1

[Like](#) [Reply](#) [Hide](#) 2w



# Raising Hope Farmer Appreciation Grant Project – 15 projects completed in 2023

## Cumberland County – Burkesville Banner





# Upcoming projects

- UK to expand Mental Health First Aid training to agricultural-centric populations, teaching signs and symptoms of mental health and substance use challenges
- Continued print and digital marketing campaign with new website and CMS
- Health screenings and education at select events
- Kentucky Museum exhibit to feature farmer stories
- Pennyroyal Center- will continue to support the National Suicide Hotline serving KY farmers
- UK's Southeast Center for Agricultural Health and Injury Prevention youth preparing farmer safety and mental health wellbeing curriculum.



# Additional Accomplishments

- Created Raising Hope By Laws and are currently gathering Advisory Council candidates to present to the Commissioner.
- Created an Organizational Chart to clarify individual roles and responsibilities.
- Entered into an agreement with Mental Health America, a 501 (3) C, to be a Raising Hope fiscal agent so we can take donations. Have received \$8,000 so far.
- Have applied to trademark the Raising Hope logo.

# Behind the scenes

- Dale Dobson, Farm Safety Coordinator, Kentucky Department of Agriculture (KDA)
- Elizabeth Gordon, Director of Education and Outreach, KDA
- Audra Hall, Emergency Services Coordinator, Pennyroyal Center
- Jessica Herman, Account Director, Vimarc (full-service Marketing Agency)
- Dr. Jennifer Hunter, PhD, Extension Professor and Assistant Director of Family and Consumer Sciences, University of Kentucky (UK)
- Dr. Susan Jones, PhD, RN, CNE, ANEF, Professor Emerita, Western Kentucky University School of Nursing
- David Morris, Deputy Executive Director, KDA
- Dr. Wayne Sanderson, PhD, CIH, Professor and Director, Southeast Center for Agricultural Injury & Prevention, UK
- Dr. Jeanne Ward, PhD, RN, MPA, Researcher and Health Communications
- Laura Weddle, Extension Specialist, Family and Consumer Sciences, UK
- Beck Whipple, Suicide Coordinator, Kentucky Department for Behavioral Health
- Dr. Cheryl Witt, PhD, RN, Researcher and Agricultural Nursing





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**Farmer Appreciation Event Reveals the Value of a Handshake**



The Bracken County Farm Bureau sponsored a Farmer Appreciation Event on the afternoon of Wednesday, July 19th at the Bracken County Fairgrounds. The event was held to honor the hardworking farmers who provide the food and fiber that sustain our community. The event was a great success and was attended by many community members. The event was held at the Bracken County Fairgrounds and was a great success. The event was held at the Bracken County Fairgrounds and was a great success. The event was held at the Bracken County Fairgrounds and was a great success.

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**To-Do List**

- Check in with a loved one

**Farm life can be demanding, but that doesn't mean...**

- You have to compromise your own well-being
- You can't take time to rest
- Self-care isn't a priority
- You can't advocate for yourself



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[RaisingHopeKY.com](http://RaisingHopeKY.com)

[info@raisinghopeky.com](mailto:info@raisinghopeky.com)