

2021

The
Do More
Agriculture
Foundation
2021 YEAR IN REVIEW



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THE DO MORE AGRICULTURE FOUNDATION 2021 YEAR IN REVIEW



2021 has certainly been a year of adversity for many of us. From floods in British Columbia and Ontario, droughts in the Prairies, changes to global policies that have had a negative effect on our exporting abilities, a continued pandemic and of course, the multitude of stressors producers already face. We recognize the increased importance of mental health and continue to change the culture of mental health in Agriculture by bringing awareness, community and resources to producers across Canada.

Highlighted in this document are key initiatives we achieved in 2021.

COMMUNITY FUND 2021

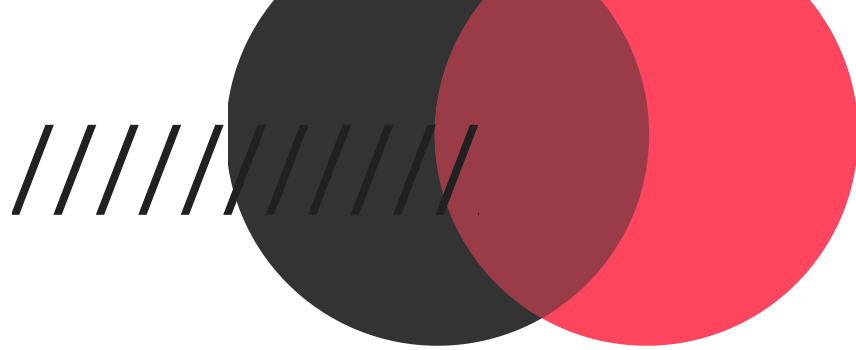
We held **26** agriculture specific mental health training sessions across Canada, including our very own Talk Ask Listen, these sessions teach individuals signs and symptoms of mental illness, how to support, and self care on the farm. Through this fund, we have educated **357** individuals in 2021. In addition to these community sessions, we have hosted **20** workshops with agricultural businesses to assist with their further understanding of their own mental health and how to support co-workers.

"THIS TRAINING NOT ONLY OPENED UP MY EYES MORE IN REGARDS TO THE MENTAL HEALTH AND WELLBEING OF OUR AGRICULTURE COMMUNITY, IT PROVIDED ME WITH ADDITIONAL KNOWLEDGE TO UTILIZE IN MY OWN LIFE. BEING A MOTHER OF TWO YOUNG ADULTS WHO LIVE WITH MENTAL ILLNESS, AND LIVING THROUGH THIS PANDEMIC WHICH IS AFFECTING THE MENTAL WELLBEING OF MANY (INCLUDING THOSE WHO NEVER EXPERIENCED MENTAL ILLNESS OR DISTRESS PRIOR), I WILL UTILIZE THE INFORMATION AND TOOLS PROVIDED DURING THIS TRAINING FOR A LIFETIME"

- TALK ASK LISTEN PARTICIPANT

AgCulture

One of our biggest achievements in 2021 was the launch of AgCulture, an agricultural mental health literacy program for mental health professionals to understand the unique challenges producers face. Over the past few years, we have received feedback from many farmers across the country on the lack of understanding of agriculture in mental health professionals and the challenges this creates when trying to communicate. We decided to build and provide an agriculture literacy course to bridge the gap and help mental health professionals build a therapeutic relationship with producers. Since the announcement of our program in August, we have hosted our first workshop and have individuals booked into workshops scheduled for 2022.



"As a Social Worker and a resident of a rural community, the AgCulture course was invaluable. I received a broader understanding of the impact of mental health on farm families, a renewed sense of the unique stressors involved in living where you work and vice versa, and insight into the unique engagement strategies that aid in forming a therapeutic relationship."

- AgCulture Participant

TALK•ASK•LISTEN

In 2021 we continued to expand on our half day interactive workshop/webinar solely dedicated to those who are involved in agriculture. The Course was developed in 2020 and in 2021 we continued to expand our program. To date, we've hosted 36 Talk Ask Listen workshops with 831 new participants in 2021, these workshops taught individuals the signs and symptoms of mental health and illness, how to support, and self care on the farm. We look forward to continuing to provide Talk Ask Listen in 2022 and will be adding to our program based on the positive feedback received.



#TALKITOUT SESSION

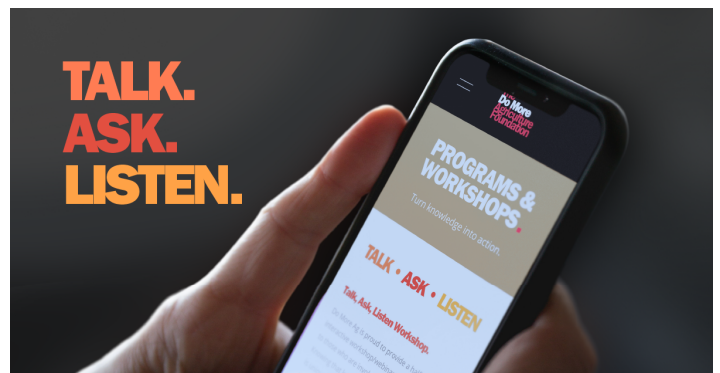
Early on we recognized that 2021 was going to be a difficult year for many of us and identified the need for community sessions where those working in agriculture could come together virtually to discuss their mental health, ask questions or listen on Zoom and Twitter. #TalkItOut ran every second Wednesday and was supported by a mental health professional with a background in agriculture. We are proud to continue to offer this program in 2022 and hope to see you there!

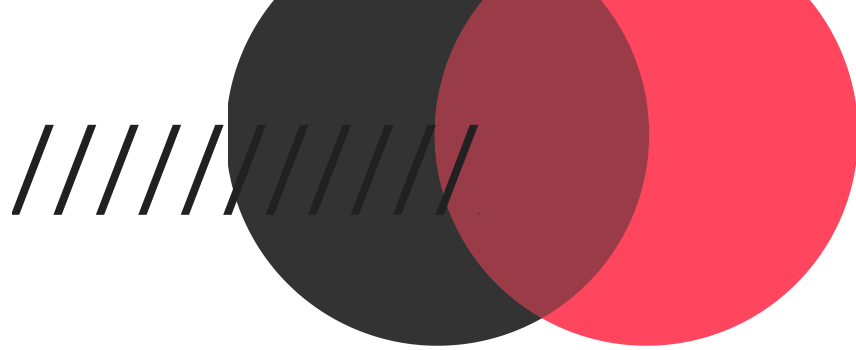
AgTalk

Farmers lack access to agriculture specific mental health support and have been proven more likely to get help from someone who understands the uniqueness of our industry (Farm Management Canada), which is why in 2021 we announced our goal to create AgTalk, a free, 24/7, fully integrated, bilingual, support and crisis care line for Canadian producers. In 2022 we will continue fundraising, as well as working with those in industry and provincial and federal governments in our effort to make these critical resources available to producers and their families.

WEBSITE UPDATE

We ended 2021 with some TLC to our website! With our newly updated website, individuals can easily find our expanding list of agriculture mental health professionals and crisis contacts, access our workshops dates and learn more through our wellness tips.





Although 2021 was certainly a year of adversity, it continued to show us the importance of producers' and their families' mental health. We are proud to have brought new programs to fruition, such as AgCulture- an agriculture literacy course designed to bridge the gap between mental health professionals and those in agriculture. We continue to share ag specific mental health training through our Talk Ask Listen and stay connected to the agriculture community through our Talk It Out sessions.

We look forward to launching more projects in 2022 that have been in development since 2021. These projects include but are not limited to an online shop, downloadable resources, fundraising initiatives, expansion of our Talk Ask Listen and AgCulture workshops, and much more.

Thank you all for your continued support! Thank you to our partners for their continued generosity. Thank you to the events that welcome us to their stage. Thank you to the mental health professionals who have taken the time to participate in AgCulture and in doing so further their understanding of agriculture. Thank you to the producers who are now talking, asking and listening about mental health with their families, and communities.

To keep up to date with us be sure to sign up for our email newsletter or to contact us directly email hello@domore.ag.

Sincerely,

The Do More Agriculture Foundation Team



THANK YOU

Thank you to our partners for being champions with us! With your support, we are able to create awareness to break the stigma, build a community for connection and provide resources to producers across Canada.

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