



**Southwest Center**  
FOR AGRICULTURAL HEALTH, INJURY PREVENTION, AND EDUCATION

# Seasons Change | You Remain<sup>SM</sup>

## Promotional Toolkit for Seasonal Stress

#seasonschangeyouremain | #agstrong | #agwellness

*Version as of: 4/2022*



TEXAS DEPARTMENT OF AGRICULTURE  
**COMMISSIONER SID MILLER**



**AgriStress**  
**HELPLINE**<sup>SM</sup>

# Seasons Change | You Remain<sup>SM</sup>

## Contacts

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## Purpose

The SW Ag Center's Seasons Change | You Remain<sup>SM</sup> (SCYR) Promotional Toolkit was created to

- (1) create a cohesive, clear, understandable message promoting mental health topics and resources for producers and their families during the various seasons
- (2) increase engagement on farm safety and health social media platforms
- (3) disseminate resources about mental health for producers and their families
- (4) break down the stigma around mental health in rural populations and among producers and their families

## Themes

- Summer: July-September
  - hay season, temp control for animals, heat stress
- Fall: September-December
  - harvest season
- Winter: December-February
  - maintenance/repairs on equipment, temp control for animals
- Spring: March-June
  - stress on beef cattle ranchers and crop planting season

## Promotion Ideas

- During the various agricultural seasons, share the social media messages found on the following pages, or create your own posts using the hashtags.
- Contact media outlets to have PSAs run on the local radio.

## Logo Guidelines

*Other logos may be added in addition to the SW Ag Center logo. If you would like to add your logo to the campaign images, please contact Shelbie Lambert [shelbie.lambert@uthct.edu](mailto:shelbie.lambert@uthct.edu).*



[Click here](#) to  
download  
campaign  
graphics.

## Social Media Tips

- Post consistently or schedule posts ahead of time if needed.
- Post images and/or videos with your messages.
- Post when your audience is on social media (check your page information).
- Tweets tend to be short ( $\leq 180$  characters), pithy, need not always include an image or external link, and often have 1-3 hashtags.
- Facebook posts can be longer, include only one general hashtag at most, and tend to go best with graphics that depict a story, such as infographics or pictures of individuals.
- Instagram posts are centered around an image, do not include external links (unless you tell audience to click link in bio), and can have many hashtags.

## Social Media Links

*Please include our handle when posting the campaign images to your social media platform.*

- Facebook @swagcenter95
- Twitter @swagcenter95
- Instagram @swagcenter95

## Resources

<https://bit.ly/agstresshelp>

## Hashtags

*These are suggested hashtags to use with your campaign images.*

- #agstrong #suicideprevention #stressmanagement #farmermentalhealth #endthestigma #seasonschangeyouremain #breakthecycle

## Additional Topics Ideas:

- Familial conflict and stress
- Extrafamilial conflict and stress
- Burnout
- Financial stress and planning
- Farm-related stress
- Social stress or isolation
- Migrant Worker stress and health
- Signs and symptoms of stress

## Captions

### Winter| December/January

maintenance/repairs on equipment, temp control for animals

#### 1. W/ Helpline Info-

Much like our machinery, we are at a greater risk for burnout or breakdown if we don't receive a regular tune-up. Don't let stress go unchecked. If you and your family are going through a tough time, call the AgriStress Helpline for Texans at 833-897-2474 or visit <https://bit.ly/agstresshelp>.  
#farmermentalhealth #farmstress #agstrong @swagcenter

#### W/Out Helpline Info-

Much like our machinery, we are at a greater risk for burnout or breakdown if we don't receive a regular tune-up. Don't let stress go unchecked. Make you take time for a mental wellness check-up. For more resources visit <https://bit.ly/agstresshelp>. #farmermentalhealth #farmstress #agstrong @swagcenter

#### 2. W/ Helpline Info-

There are ways we can practically prevent stress from consuming us. Plan ahead and don't procrastinate. Replace worn machinery parts during the off season. Before the harvest, discuss who can be available to run for parts, care for livestock, etc. Set priorities about what must be done today and what can't wait until tomorrow. When it does feel overwhelming, call the AgriStress Helpline for Texans at 833-897-2474 for resources and information or visit <https://bit.ly/agstresshelp>.  
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#### 3. W/ Helpline Info-

As if winter wasn't harsh enough, equipment maintenance and temperature control for animals can take a toll not only financially but mentally too. For additional help, call the AgriStress Helpline for Texans at 833-897-2474 for resources and information or visit <https://bit.ly/agstresshelp>.  
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#### W/Out Helpline Info-

As if winter wasn't harsh enough, equipment maintenance and temperature control for animals can take a toll not only financially but mentally too. Make sure you plan ahead and know where to turn when things go wrong. For more resources visit <https://bit.ly/agstresshelp>. #farmermentalhealth #farmstress #agstrong @swagcenter

## **Spring| February/March**

stress on beef cattle ranchers and crop planting season

### **4. W/ Helpline Info-**

There is so much work to be done on the ranch in the spring. We want to make sure you are there for every moment of it. Your farm and your family can't operate without you. Find the help you need by calling the AgriStress Helpline for Texans at 833-897-2474 or visit <https://bit.ly/agstresshelp>.  
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### **5. W/ Helpline Info-**

The beautiful thing about spring is that it's a time for growth and new life. Yet, there are so many things to manage on the farm from crops to calves. As you get ready to prep and plant your fields think about how you can prepare your mind for another season of work. • Look for the humor in things that you do. • Balance your work and your play. Do both well. • Find someone with whom you can talk about your worries and frustrations. • Seek help when you need it. There are times when all of us can benefit from professional help or support. When it does feel overwhelming, call the AgriStress Helpline for Texans at 833-897-2474 for resources and information or visit <https://bit.ly/agstresshelp>.  
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### **6. W/ Helpline Info-**

Planning for your mental health means preparing for future stress. Need help getting things in order? For additional help, call the AgriStress Helpline for Texans at 833-897-2474 for resources and information or visit <https://bit.ly/agstresshelp>. #farmermentalhealth #farmstress #agstrong @swagcenter

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## **Summer| August/September**

hay season, temp control for animals, heat stress

### **7. W/ Helpline Info-**

From armyworms to gopher holes, a lot can impact your ability to have a successful hay season. We know things on the farm don't always go according to plan. Farm life is hard work and demands so much of us physically and mentally. Call the AgriStress Helpline for Texans at 833-897-2474 or visit <https://bit.ly/agstresshelp>. #farmermentalhealth #farmstress #agstrong @swagcenter

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### **8. W/ Helpline Info-**

Sometimes we just mentally overheat! Besides taking time to rest, there are other ways we can try to prevent burnout. Shift your focus from worrying to problem solving. Think about how to turn your challenges into opportunities. Notice what you have accomplished rather than what you failed to do. Set realistic goals and expectations daily. Call the AgriStress Helpline for Texans at 833-897-2474 for resources and information or visit <https://bit.ly/agstresshelp>. #farmermentalhealth #farmstress #agstrong @swagcenter

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### **9. W/ Helpline Info-**

Things like the weather, finances, machinery breakdowns, and family conflict can increase our stress levels and leave us feeling defeated. Frequent headaches or irritability are just a couple examples of how stress shows up in our bodies. Looking for additional help during a crisis or stressful time? Call the free and confidential AgriStress Helpline at 833-897-2474 or visit <https://bit.ly/agstresshelp>. #agmentalhealth #agstrong #seasonschangeyouremain

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## **Fall| October/November**

harvest season

### **10. W/ Helpline Info-**

YOU are the most important asset. That means your family looks to you to be the role model. How do you manage stress? How do you manage burnout? Learn to manage your stress in a healthy way. Talk to someone, ask for help, and find the resources you need. Show your family that managing stress is important. For help dealing with life's challenges, call the free and confidential AgriStress Helpline at 833-897-2474 or find resources for managing stress at <https://bit.ly/agstresshelp>. #agmentalhealth #seasonschangeyouremain #agstrong @swagcenter95

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### **11. W/ Helpline Info-**

We don't have to do this alone. It's ok to ask for help. For free and confidential help call the AgriStress Helpline at 833-897-2474. Find resources for managing stress at <https://bit.ly/agstresshelp>. #agmentalhealth #seasonschangeyouremain #agstrong @swagcenter95

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### **12. W/ Helpline Info-**

When times are hard, it can become challenging for us to ward off negative thoughts, like "my family is better off without me". You may experience these thoughts and feelings now, but they are temporary. In the hard times, your family needs you and you need them. The first step to overcoming this stress is to start a conversation. If you are experiencing a crisis or going through a challenging time on your farm or ranch, we encourage you to call the free and confidential AgriStress Helpline at 833-897-2474. Find resources to manage your stress at <https://bit.ly/agstresshelp>. #agmentalhealth #seasonschangeyouremain #agstrong @swagcenter95

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## Customizable Press Release

### Breaking the Stigma Around Mental Health in the Agricultural Community-

[CITY, STATE, DATE] - Seasons Change | You Remain<sup>SM</sup>- The Southwest Center for Agricultural Health, Injury Prevention and Education (SW Ag Center) announces their mental health social media campaign promoting resources for seasonal agricultural, forestry and commercial fishing (AFF) changes and stress.

Those in the agriculture, forestry, and commercial fishing (AFF) industries face increasingly high levels of stress daily brought on by weather changes, price increases, market fluctuations, trade agreements, labor shortages, isolation, lack of resources...the list goes on.

The common denominator here is uncertainty. The constant feeling that things are out of one's control can lead to chronic stress and if left untreated, a worsened mental state and potentially thoughts of suicide. The CDC has recently reported that those in the AFF sector have higher rates of suicide than the general population. <sup>1</sup> Simply put, essential workers need essential mental health resources. Yet, when resources are made available, some rural residents do not access them due to barriers like cost, location, and stigma.

For this reason, the SW Ag Center has created a promotional toolkit that includes messaging targeting agriculture producers, workers, and their families. Messages will target the various stressors in AFF work and break down the stigma of mental health. [Organization name] will help promote this campaign by sharing social media messaging from [date] to [date].

The toolkit's theme, Seasons Change | You Remain<sup>SM</sup>, emphasizes that hard situations are temporary. Stress management techniques will be described to help workers overcome challenges and remain happy and healthy.

The social media messages will reflect the seasonal stressors that come with life in agriculture.

**Summer | August/September:** hay season, temp control for animals, heat stress

**Fall | October/November:** harvest season

**Winter | December/January:** maintenance/repairs on equipment, temp control for animals

**Spring | February/March:** stress on beef cattle ranchers and crop planting season

If your organization or business would like to participate, visit [farmlifehelp.com](http://farmlifehelp.com) for logos and further information and resources related to this year's campaign. As we promote this campaign over the next year, please join us in spreading awareness of the physical and mental risks associated with working in agriculture and promoting safe and healthy practices through the harvest season and beyond. We welcome your collaboration and participation.

1. <https://www.cdc.gov/mmwr/volumes/69/wr/pdfs/mm6903a1-H.pdf>

## Customizable Press Release

### Stress Assistance for Agricultural Community

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The Southwest Center for Agriculture Health, Injury Prevention, and Education (SW Ag Center) has partnered with the AgriSafe Network and the Texas Department of Agriculture (TDA) to address the need for stress assistance within the agriculture community.

Resources are now available on the SW Ag Center webpage. Additional resources include the Seasons Change | You Remain<sup>SM</sup> social media toolkit, trainings for county extension and TDA agents, and the AgriStress Helpline for Texans.

Not only is it crucial for the AgFF community to have resources at their disposal during a crisis but to also know what stress looks like in themselves and others. According to a recent poll by the American Farm Bureau Federation, "farmers/farmworkers were not confident that they would be able to spot the warning signs of [stress or] a mental health condition." This project aims to change that. <sup>2</sup>

Those who wish to access the AgriStress Helpline for Texans may call 833-897-2474 for immediate assistance.

1. <https://www.cdc.gov/mmwr/volumes/69/wr/pdfs/mm6903a1-H.pdf>

2. [https://www.fb.org/files/Impacts\\_of\\_COVID-19\\_on\\_Rural\\_Mental\\_Health\\_1.6.21.pdf](https://www.fb.org/files/Impacts_of_COVID-19_on_Rural_Mental_Health_1.6.21.pdf)

## Public Service Announcements

[Consider recording your own PSA and sharing it with your local radio station, State Department of Agriculture Commissioner or Farm Bureau.]

### Ag Stress PSA-

It's been a tough year. As a farmer or rancher, you know life in agriculture is often stressful. Things like the economy, finances, weather, and even a pandemic increase our stress levels and can leave us feeling defeated. With a demanding workload, it seems that there isn't room for the "soft stuff" like talking about feelings.

Yet, talking about the hard times can be one of the best ways to manage this stress. Although we can't always control or choose our circumstances, we can control and choose how we respond to them. Sometimes that response looks like asking for help.

Some would say the best quality of a farmer or rancher is their independent spirit, but what is agriculture without its community. A force of helpers, neighbors, extension and farm bureau agents, friends, counselors, and pastors. We are stronger together. Find someone you can talk to you. Find the help you need. The SW Ag Center is working with the Texas Department of Agriculture to identify stress assistance and resources. Visit [famlifehelp.com](http://famlifehelp.com) to learn more.

### Ag Stress PSA with AgriStress Helpline Info-

This is Carey Martin with the Texas Farm Bureau Radio Network. I've spent my entire life involved in agriculture, so I know how stressful farming and ranching can be.

Things like the economy, finances and the weather increase our stress levels and can leave us feeling defeated. That's where the Texas Agri Stress Helpline comes in. Write this number down. 833-897-2474. That's 833-897-2474.

Have you experienced problems like rising costs, market fluctuations, family conflicts or extreme weather? Are you feeling stressed and defeated? It's OK to ask for help. Call the Texas Agri Stress Helpline. Here's the number again. 833-897-2474. That's 833-897-2474. Even the toughest people need help sometimes. Don't wait. Call today.