



The Worshipful Company of Farmers

HEALTH AND WELLBEING FORUM

12TH OF NOVEMBER 2021

11AM START

SAMARITANS

R·A·B·I
Supporting Farming Families

NFU

Inspiring, encouraging and developing excellence in the management and leadership of UK agriculture

<https://farmerslivery.org.uk/>

Samaritans Campaign: Real People Real Stories

November 2021

SAMARITANS

Agenda

- About Samaritans
- RPRS Campaign Background
- Campaign Plan
- Questions and Feedback
- Next steps



Samaritans' vision
is that fewer people
die by suicide



Why what we do matters



Suicide is the biggest killer of
men under 50
and young people
aged 16–24



In the UK and ROI
6,859
people took their
own life in 2018



3/4 of deaths
by suicide
are men



AK

Samaritans' service at a glance

We respond to around
10,000
calls for help
every day*

We have
201
branches

There are more than
20,000
Samaritans
volunteers

 **Samaritans branches**
(map not showing Festival branch
or Correspondence branch)



It is
free to
call us on
116 123

People who use
Samaritans' helpline report
**a significant
reduction in distress****

We are open
24 365
hours a day days a year

Our volunteers spend over
1 million
hours a year responding
to calls for help*

* A 'call for help' is any contact made to Samaritans for support, whether by phone, text, email, face to face in branch, in prisons or through our outreach work. This figure is based on the 2020 calendar year. A 'caller' is anyone who has accessed our service, whether by phone or by any other means.

** Markham, T., Forshaw, A. and Sutcliffe, R. (2020). Samaritans Caller Outcomes Study. Birmingham: MEL Research Ltd.



We're needed now more than ever



I felt like anything I said wouldn't shock the volunteers because they'd probably heard it all.

I wanted to talk to someone who didn't know me.

Samaritans can help you and you don't have to be at rock bottom.

*Samaritans is like the friend that you didn't know you had – **Samaritans is there for everyone.***

Addy, Samaritans Caller



We responded to over 10,000 calls for help every day in 2020:



> 3 million phone calls.



> 450 calls to our Welsh language line.



> 540,000 emails and 1,200 letters.

- > 1 in 5 calls for help were about worries linked to coronavirus.
- > 1 in 4 calls for help were about suicidal thoughts or feelings.
- > 1 in 12 calls for help were about self-harm.

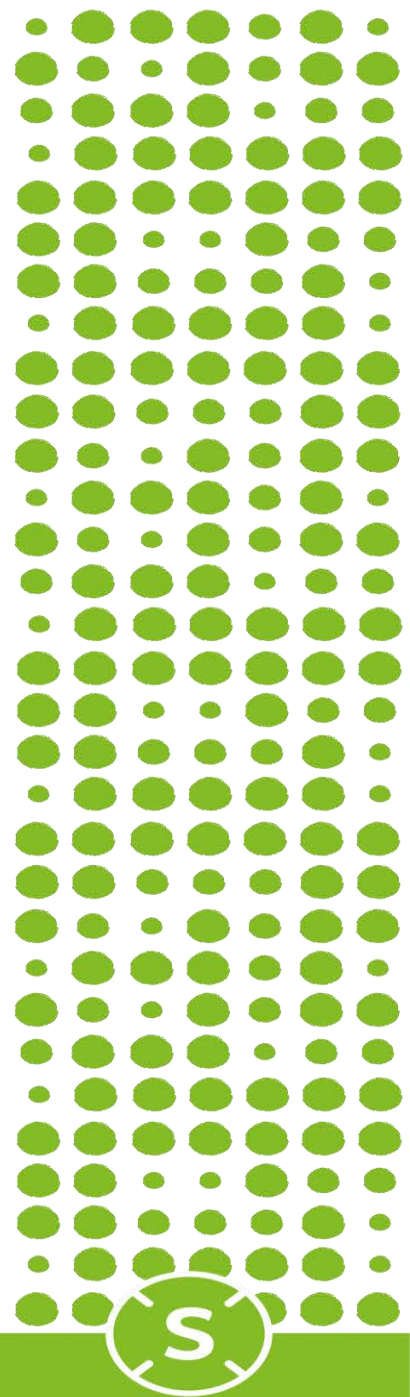


More than a helpline

Samaritans is not only for the moment of crisis, we're taking action to prevent the crisis.

Through:

- Sector leading **research** into the root causes of suicide, to understand the risk factors.
- Using our **evidence to influence policy** and practice and change
- Running **campaigns** to raise awareness, reduce stigma and increase help seeking.
- High **quality training**, learning and skills development.
- **Digital tools**
- Work in **partnerships** with key sectors, settings and groups to reduce suicide and provide postvention support.



Our partnerships

We work in **collaboration** with a wide range of organisations and sectors to reach those at risk of suicide.

The Lord Mayor's Appeal



The image shows a promotional poster for Samaritans. At the top left is the 'LORD MAYOR'S APPEAL CHARITY' logo, and at the top right is the 'A Better City for All' logo. Below these is the Samaritans logo in a green box. The main text reads: 'One life lost is one too many'. Below this, it says: 'This year, that time and space to talk to someone has been more important than ever before. Despite the ch...' and 'for Samaritans is working with the Lord Mayor's Appeal to support people in crisis and create happier, healthier and more productive workplaces across London and beyond.'

Our Frontline

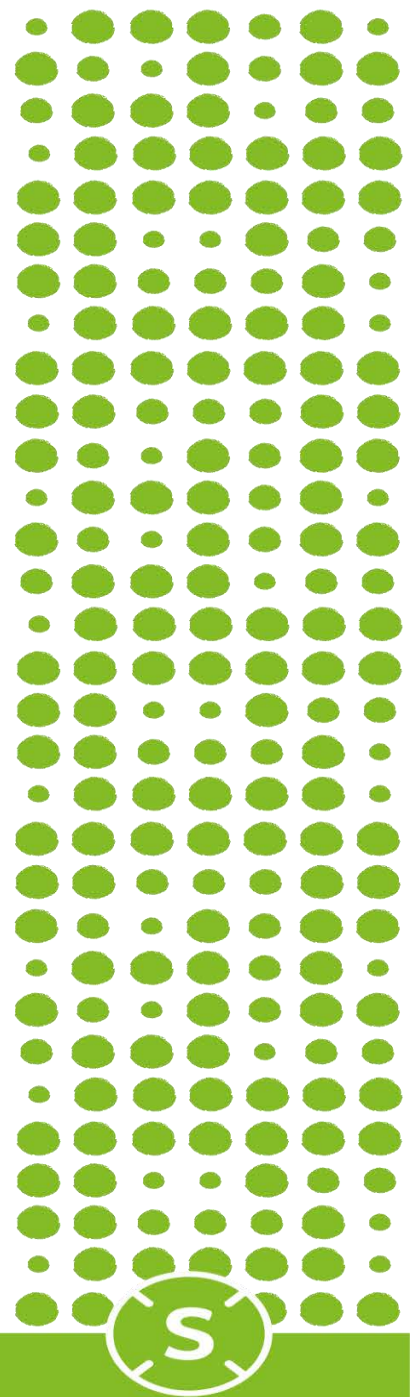


This section features a collage of images. The largest image shows a woman in a blue Samaritans uniform with the text 'when your mask comes off take a deep breath' curved around her. To the right is a 'The Guardian' article snippet: 'Samaritans to extend help for frontline health and care workers'. Below these are logos for 'Our Frontline.', '85258 shout', 'Samaritans', 'mind for better mental health', 'hospiceUK', and 'One Matters'. At the bottom right, it says 'Supported by THE ROYAL FOUNDATION'.



Real People Real Stories

- *Real People, Real Stories* is a campaign that sees real men sharing their stories of how they have overcome tough times to encourage others to seek help by calling Samaritans 24/7 free on 116 123.
- We want to encourage men to seek help early on when they are struggling to cope or feeling low to prevent them reaching crisis point, by visiting [Samaritans.org](https://www.samaritans.org) for online tools and information.
- The next phase of *Real People, Real Stories* is due to launch in the first quarter of 2021.



About Real People, Real Stories

The next phase of Real People, Real Stories will remain consistent with creative from the previous phases.

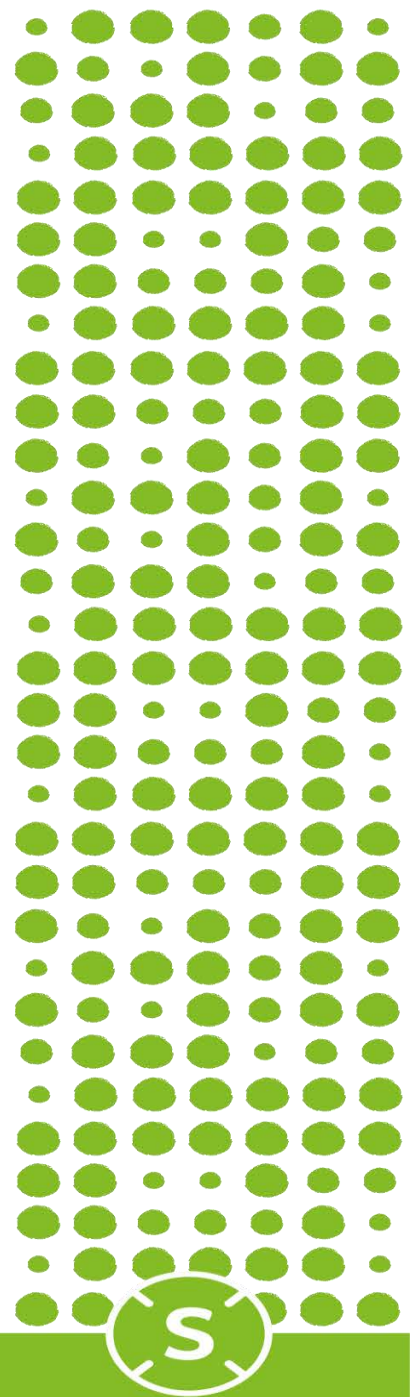
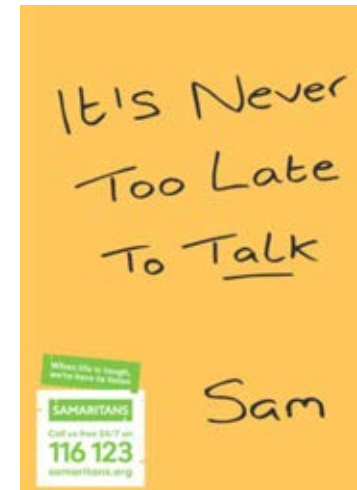
We lead, as before, with real and powerful stories from men who have been at crisis point or come through tough times.

Their stories are filmed and their real handwriting forms part of the campaign.

Jon



Matt





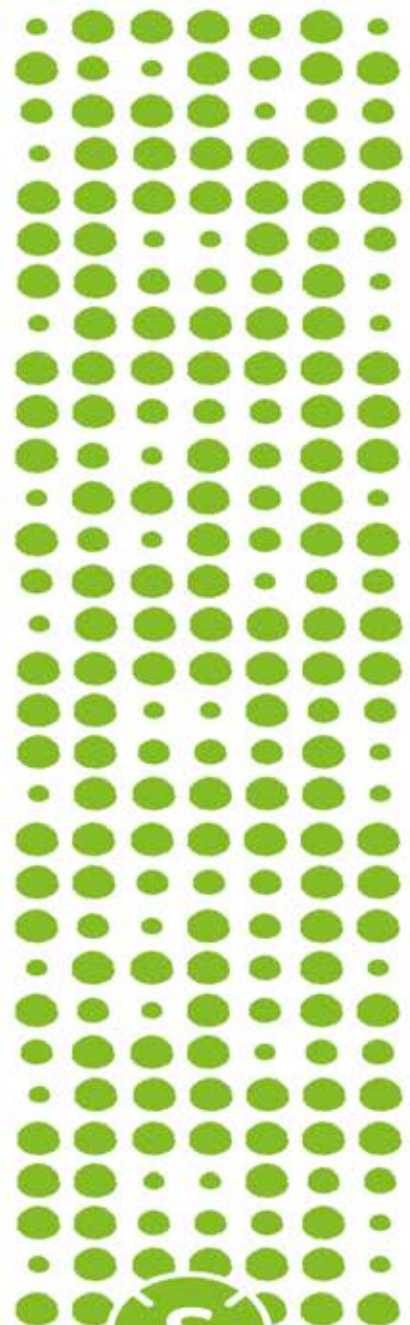
Results Summary – YouGov

We surveyed men after the campaign ran.

We found a +5% increase in prompted awareness of the campaign that encouraged men to reach out for help.



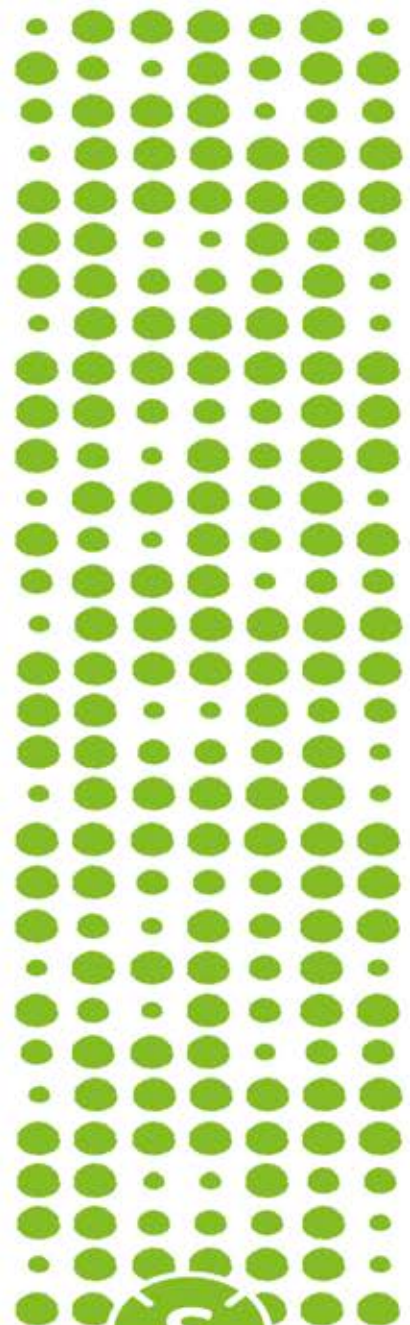
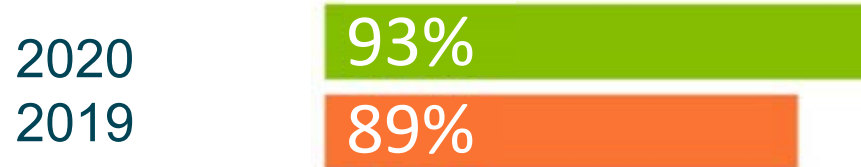
45% of men said that as a result of seeing the campaign they would recommend a friend or relative to contact Samaritan





Results Summary – YouGov

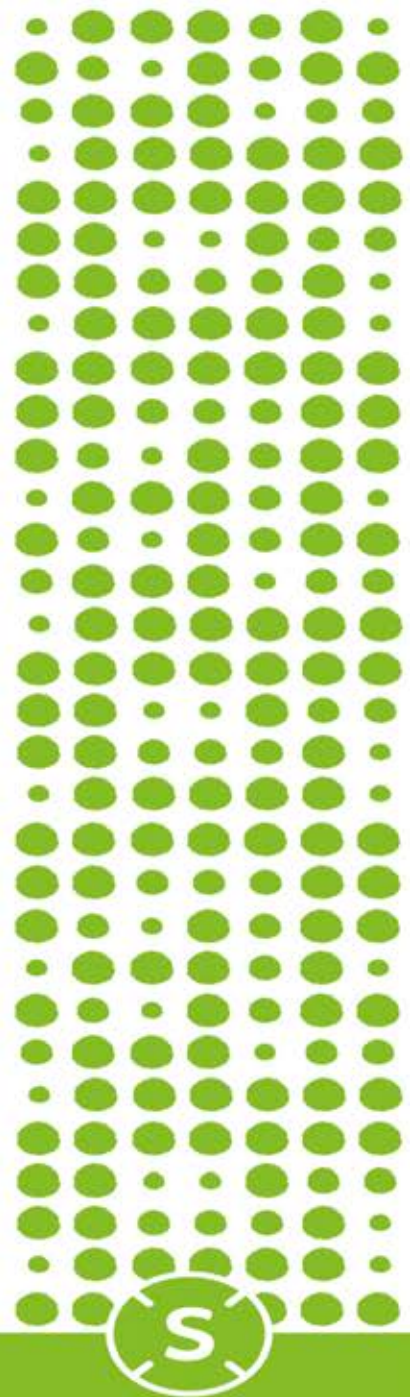
The men who experienced symptoms of insomnia/other sleep related issues had greater awareness of Samaritans after seeing or hearing the campaign.





An award-winning campaign

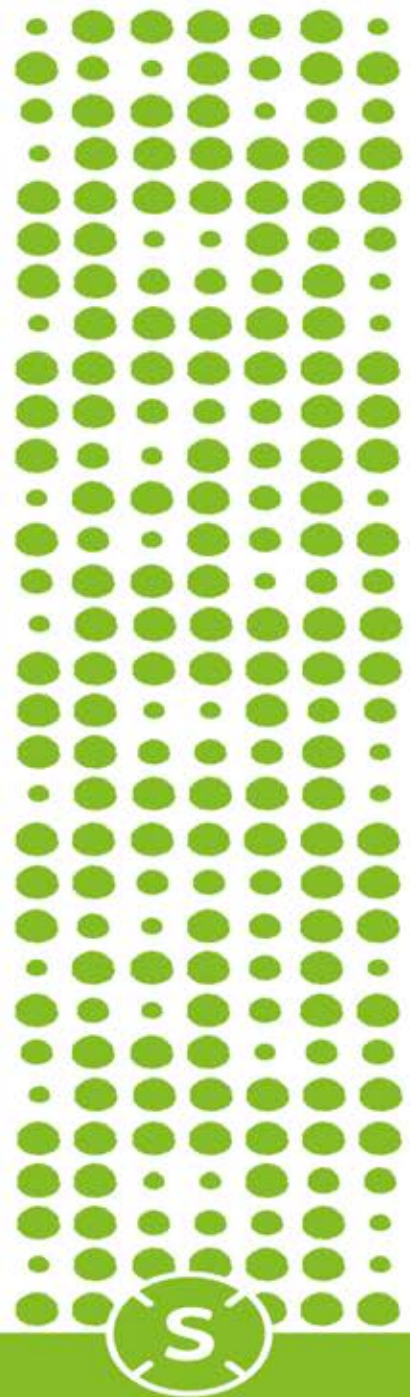
- Won the best Charity Campaign and also won the **Grand Prix Best Overall Campaign** in the prestigious **Campaign Media Awards**
- Won a Gold Award for Best Commercial Production Feature with TalkSport Radio in the **Audio & Radio Industry Awards** (ARIAS), the 'Oscars of the radio world'
- Phase 2 was awarded with a HIGHLY COMMENDED in the **Campaign Media Awards** – Best Use of Insight category





The issues for rural communities

- **Persistent loneliness and Social Isolation**
- **Deprivation**
- **Potential issues with mental health but less likely to access support.**
- **Access to services/utilization of services**

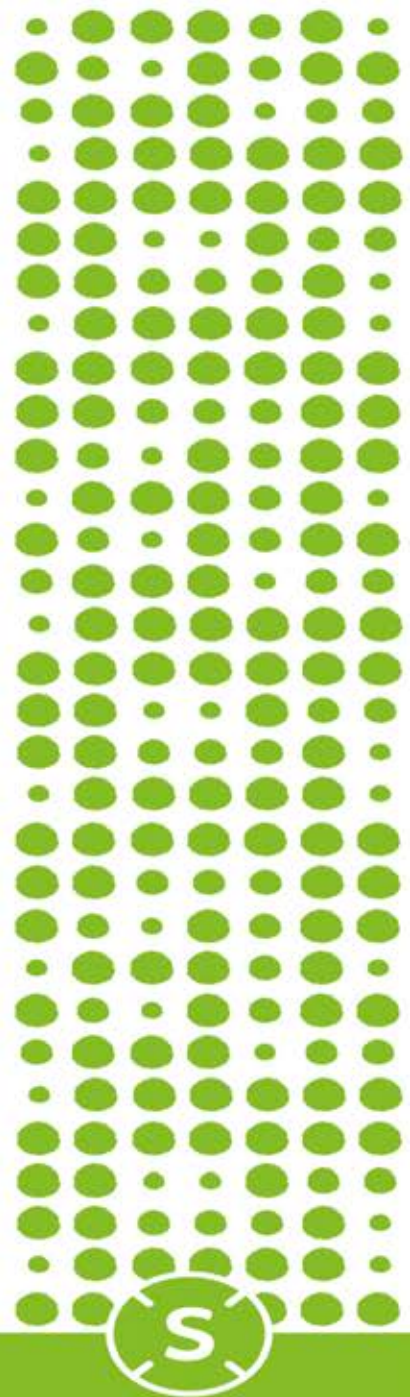




The issues for rural communities

Risk of Suicide

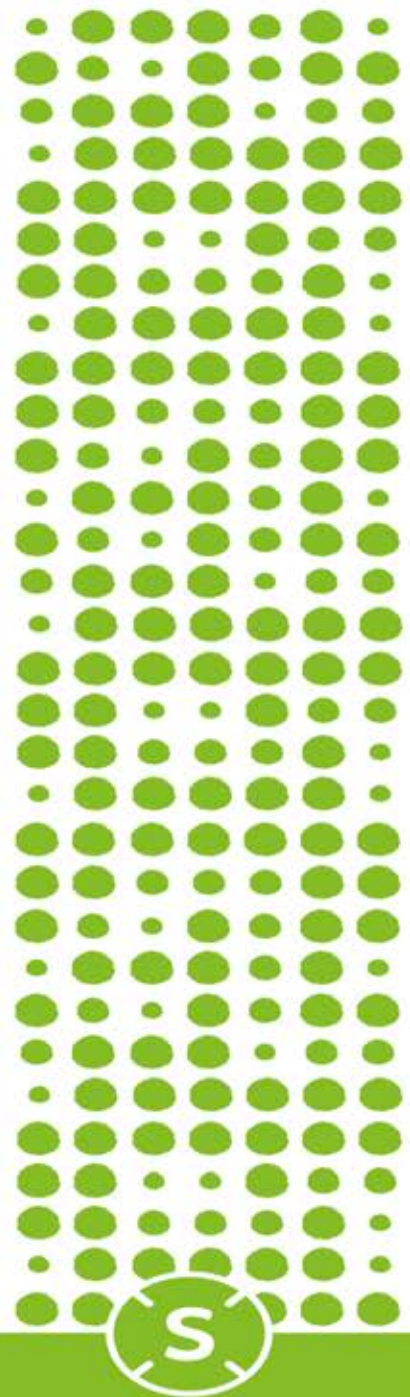
- Difficult to explain suicide by occupation, multiple complex factors
- Within the ONS various 'skilled trades occupations', 'agricultural and related trades' had the second highest risk of suicide (1.7 times higher than national average)
- With people working in 'lower skilled roles' such as harvesting crops and animal rearing are twice the national average.
- Ease of access to the means of suicide
- What about Women: The Proportion of women working withing agricultural roles tend to be lower (although changing) but smaller numbers and suicide state make the data less reliable.





Working with The NFU Mutual Charitable Trust

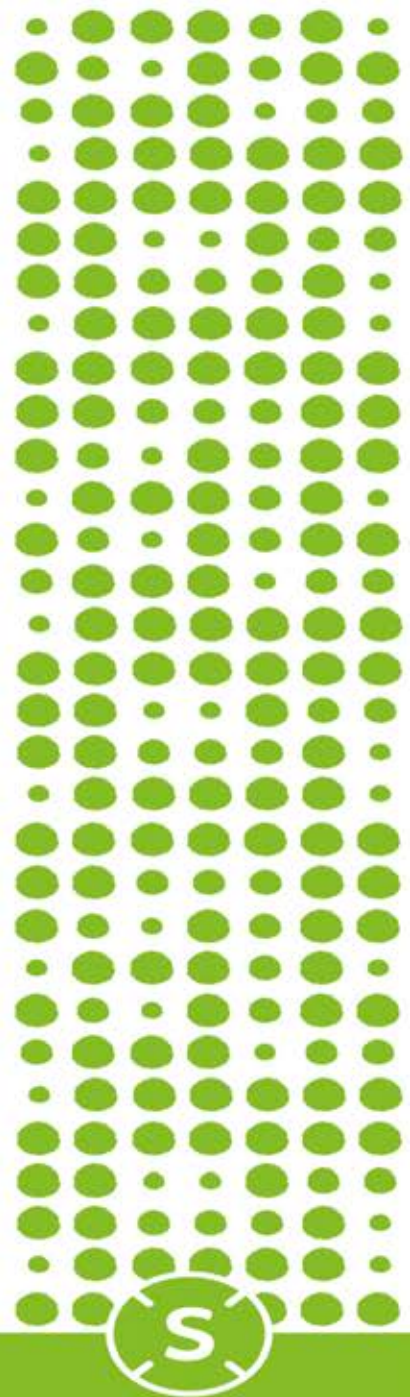
- In 2020 The NFU Mutual Charitable Trust supported Samaritans' response to the pandemic, its work in rural communities and the *Real People, Real Stories* campaign.
- Thanks to that support of *Real People, Real Stories*, we were able to:
 - Reach people in rural communities through **333** bus panels
 - Reach over **3.5 million** and achieve over **800k** video views of digital and social media advertising to those in rural communities and in agricultural sectors.
 - Reach people through trade press including **Farming UK** and **Farmers Weekly**.
 - Reach **33,401** through NFU Mutual's social media channels.





Phase 3 of *Real People, Real Stories* campaign

- NFU Mutual is supporting Samaritans to build on the success of the *Real People, Real Stories* campaign in order to raise awareness of Samaritans and encourage **help seeking behaviours** amongst male farmers and those men in rural communities.
- We are building on the media channel activity and selection that was effective during Phase 2 to reach this particular audience.
- We are also exploring other/new opportunities to reach this audience.
- Collaboration is an important part of this.



Reaching men in rural communities and in the agricultural sector

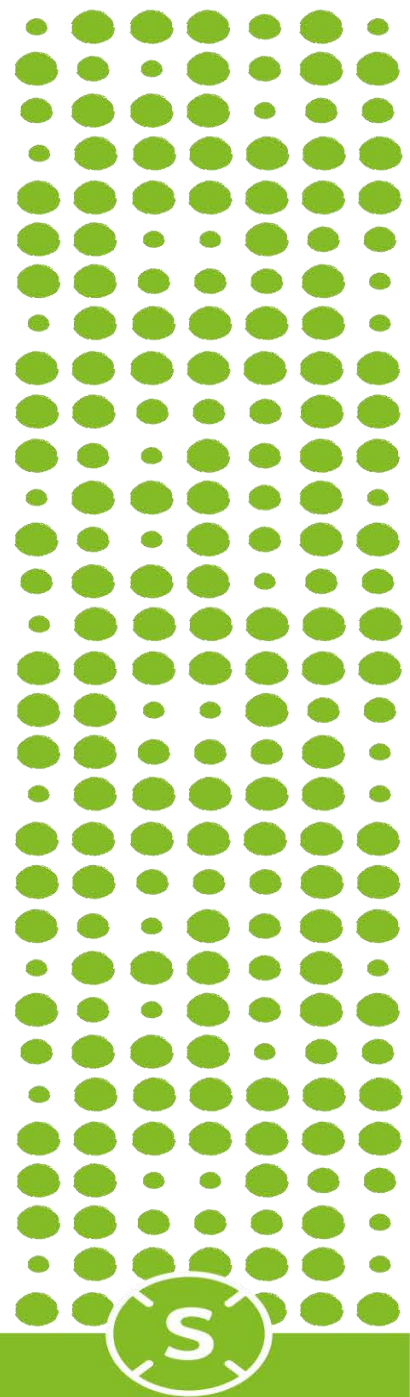
We aim to reach men aged 25-60 living in rural communities and are in the agricultural industry in England, Scotland, Wales and Ireland who:

- Are at crisis point
- Have attempted suicide or have had suicidal thoughts
- Are struggling to cope
- Have experienced one or more of the following - job loss, debt, homelessness, grief, isolation, relationship breakdown, family breakdown, drug misuse, alcohol or gambling addiction.
- Younger men living in rural communities and are in the agricultural industry in England, Scotland, Wales and Ireland:
- Young men aged 18-24 years



How we're reaching men in rural communities

- **Advertising targeting men 25-55 in England, Scotland and Wales (rural areas)**
 - Radio
 - Online targeting
 - Social media targeting incl targeting based on interests such as sports, gaming.
 - Bus panels (inside buses)
 - Local press adverts/advertorials
- **The NFU Mutual Charitable Trust is supporting us to promote in leading trade and industry publications:**
 - British Farmer & Grower
 - Farming Wales
 - Scottish Farming Leader
 - Countryside



Campaign Stories – Real stories from real men in the agricultural sector/ rural communities



*I attempted to take my own life. **I shouldn't be here.***

It was 3 years ago and feels like a distant dream to me now.

*It was a funny place to be, you start thinking that nobody cares. **I felt isolated, I felt alone.***

At the time, people had started to notice something wasn't quite right with me. My kids would ask 'what's up, you're not your normal self, Dad?'

After attempting to take my own life, I reached out for help. The doctor I saw really helped me and put in the right direction.

So far, it's worked. My ex-wife will often refer to 'old Michael' and that makes me remember how much has changed for me in the last six years or so.

I've really been through the mill. I feel a lot calmer in general these days – the anxiety has gone.



Michael, 50's

**Rural Pest Control
Business Owner**



Campaign Stories – Real stories from real men in the agricultural sector/ rural communities



Sam, 30s

**Grower and wholesaler
of field vegetables**

I'm a farmer's grandson and my uncle runs a farm too; it's in my family.

*I went to agricultural college and began working on farms from a young age. **I struggled with my mental health from about the age of 18 until I was in my mid 20's.***

I always thought I might have worked on the family farm one day, but I work in a small farming business – growing and wholesaling field vegetables.

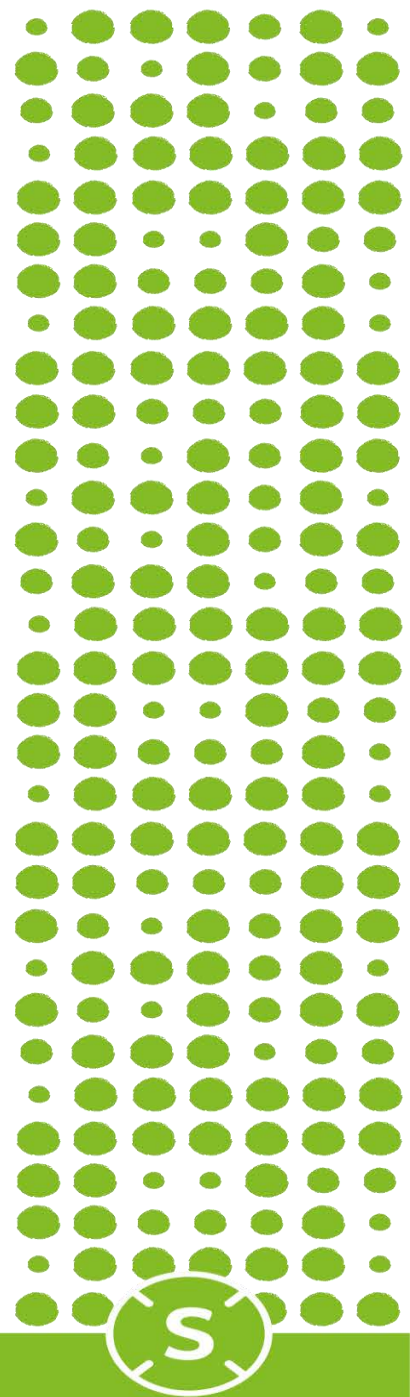
There are lots of unique things that the farming community faces; the divide between young and old generations and ways of working, working for and with your family business and then working for others can be a transition of expectations, sometimes there's a toxic environment when it comes to talking about mental health and wellbeing.

To anyone that's struggling with their mental health, I'd say it's never too late to talk.



How we're reaching men in rural communities to encourage them to reach out for support

- Samaritans channels
- Using branch and volunteer links with local PR and radio stations, pubs, shops and across local communities
- Using Samaritans owned channels and teams including Samaritans' social media, press and website pages
- We're collaborating with other organisations that work in agricultural sectors and in rural communities to promote the message that there's help available.



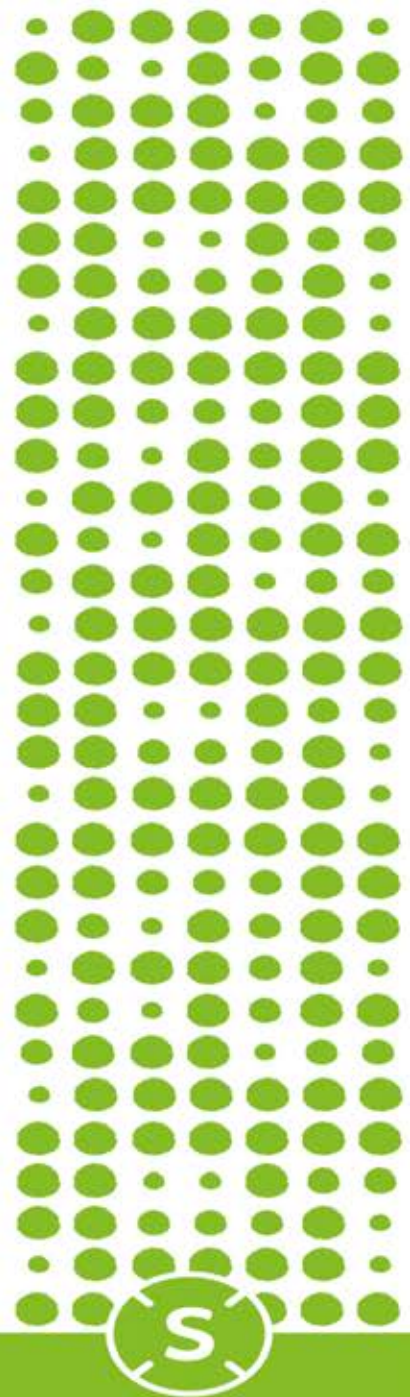


Measuring success

Ultimately, success is about raising awareness of the help available and where to go for support.

We are developing detailed KPIs which will look at:

- Reach
- Awareness
- Engagement
- Intent (Propensity to act)
- Reaching young people (18-24 years)





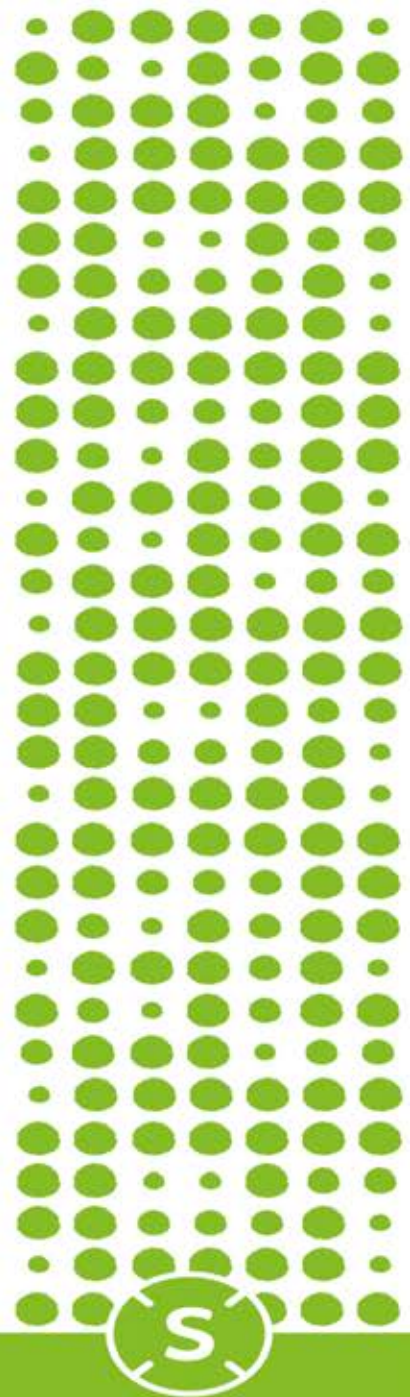
Ways to amplify the campaign

Uniting with others in the sector/industry to spread the word about the help available.

Signposting as in the previous phase of the campaign to relevant and specialist organisations working in the sector and communities.

Working closely with and supporting other organisations running established health and wellbeing focused campaigns in the sector/communities.

Toolkits will be made available for organisations to share the assets and messages on their own channels.



Questions and Feedback



Next steps

- Please do share your Name, Organisation and email address with us to get involved.
- We will follow up with any discussion
- Share a campaign toolkit in February.
- Share an update on how the campaign went.

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RABI

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helping farming people



The Big Farming Survey

The health and wellbeing of the farming community in England
and Wales in the 2020s

Suzy Deeley, RABI corporate partnership manager

The Big Farming Survey – why?



Evidence our understanding of how life's challenges affect those who farm; using this knowledge to **develop and deliver flexible and accessible programmes of support** that reach more people.

Farming people face many complex challenges



The Big Farming Survey – what steps did we take?

Reviewed previous research

Opened conversations with key stakeholder groups

Approached research bodies

The Big Farming Survey – what steps did we take?

Collaboration with
University of Exeter

Survey launched –
11th January 2021

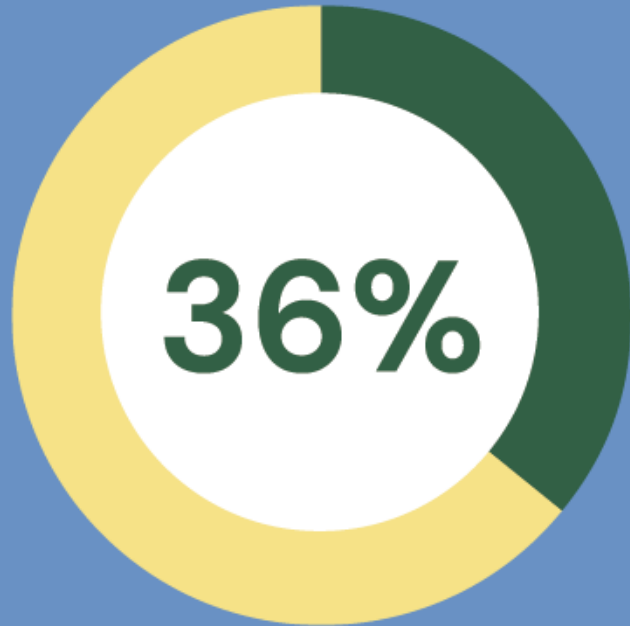


**15,000
responses =
a survey of a
generation**



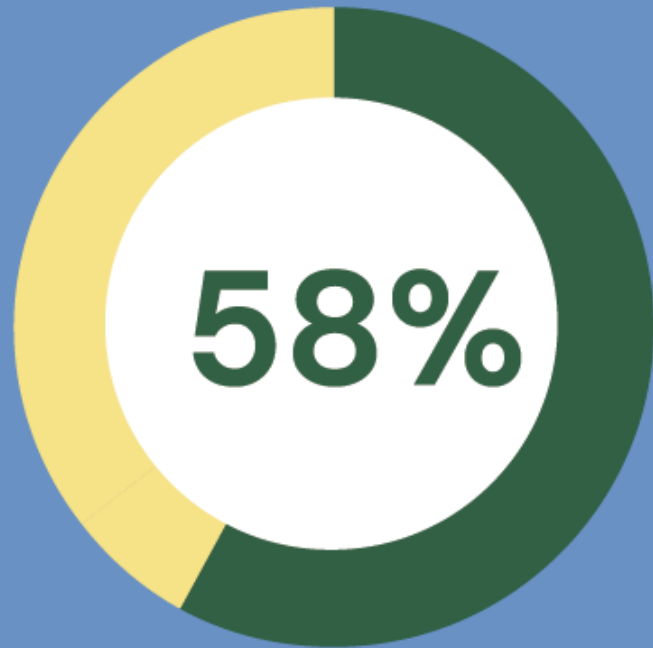
What are the five key issues that we need to act on?

Theme 1: Mental health and wellbeing across the farming community



36% of the farming community are probably or possibly depressed

Theme 2: Mental health and wellbeing amongst women



Over one-half of women (**58%**) experience mild, moderate or severe anxiety

Theme 3: Sources of stress amongst the farming community



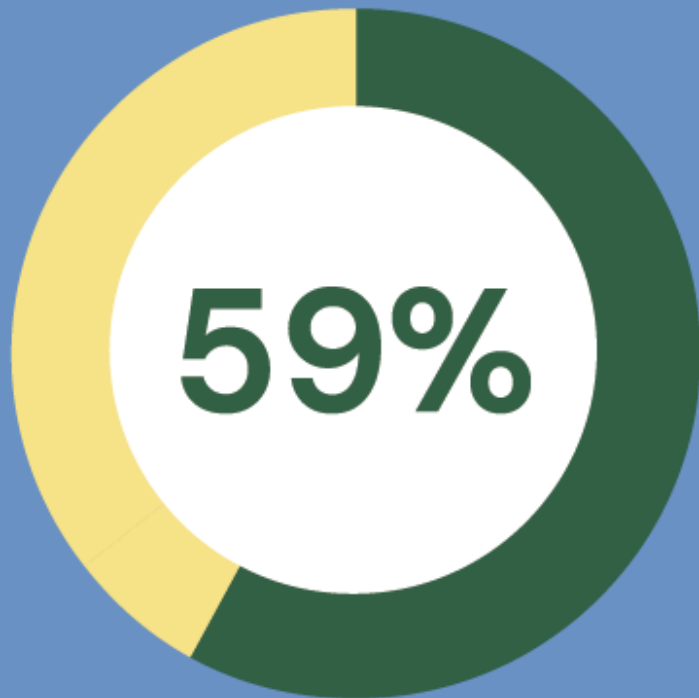
An average of **six** factors cause stress across the farming community

Theme 4: Physical health across the farming community



Over one-half of the farming community **(52%)** experience pain and discomfort

Theme 5: The future of farming businesses



59% of the farming community believe that their business is viable over the next five years

RABI's funding objectives

Help at
a critical
time



Support for
living
independently



Mental
health and
wellbeing



Training
and
upskilling



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RABI – what are we doing now?

- ❖ Mental health counselling:
 - ❖ Online support - Kooth & Qwell
 - ❖ Direct support – face to face, telephone or video conferencing
- ❖ Accredited, farming specific mental health first aid training
- ❖ 24/7 helpline
- ❖ New partnerships and expansion of preventative services aimed at building resilience
- ❖ Community Pillars

Any questions?



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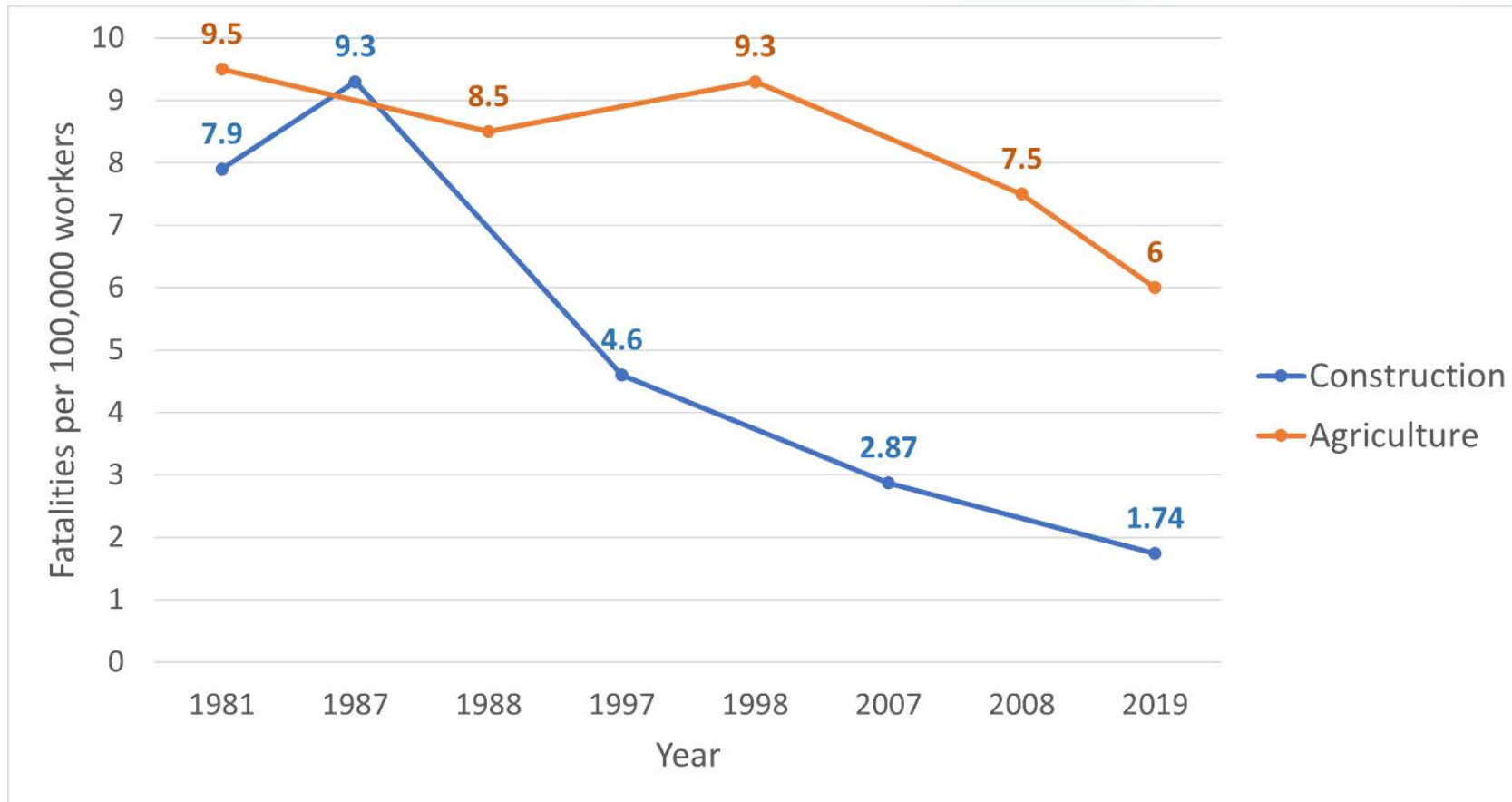
Thank you...

Helping farmers better identify and manage everyday risks in the farming work place

Tom Price

NFU Farm Safety and Transport Policy Adviser

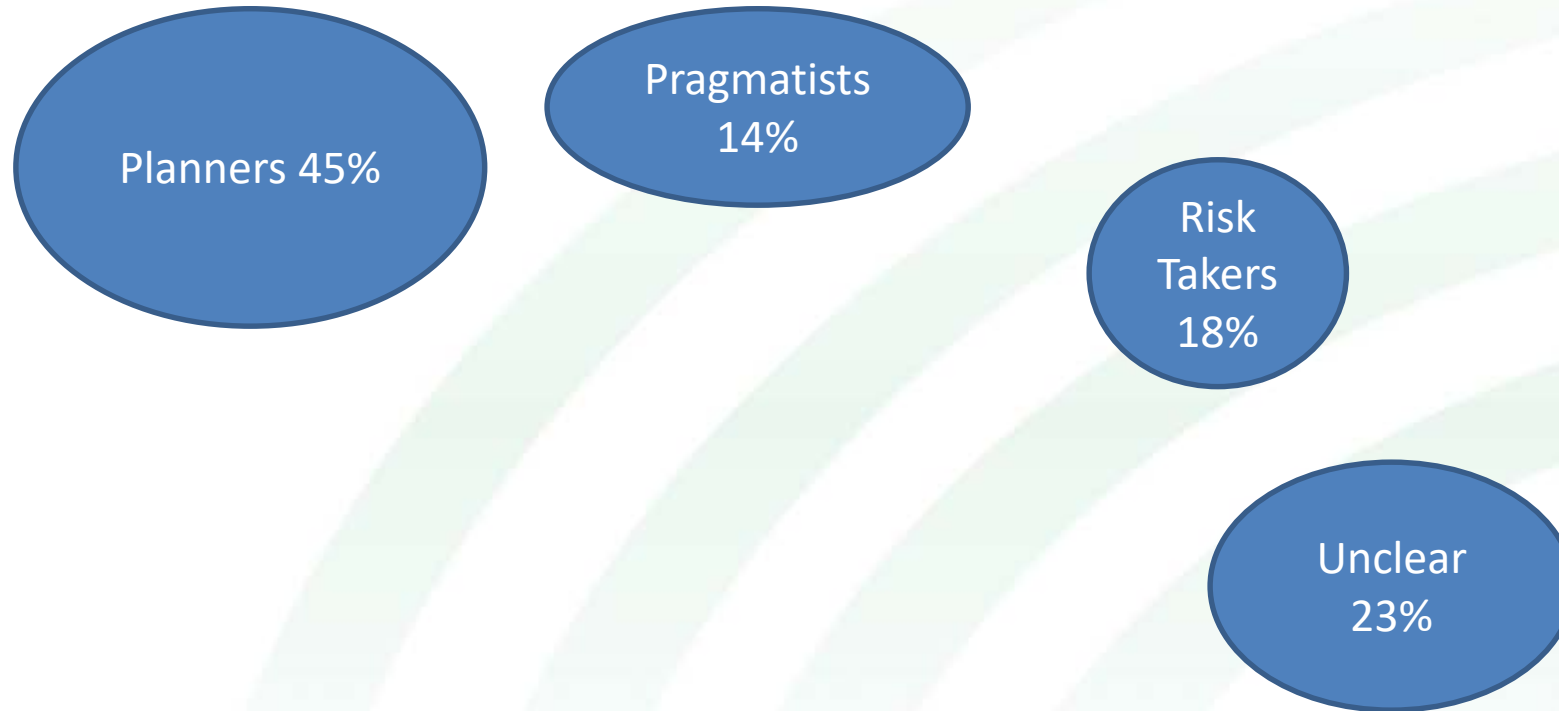
Fatal injury rates



Causes of farm work place fatal injury 2017/2021

Cause	% of total
Transport	30%
Contact with livestock	18%
Stuck by an object	12%
Fall from height	12%
Contact with machinery	9%
All other causes	18%

Attitudes to risk



Changing the culture

Focus on support to farmers



Improving Knowledge

Elearning

Agriculture Health and Safety: How to Meet Your
Legal Responsibilities

How to access the course?

NFU members access via NFU online

NFU members: Get discount on a new
online farm safety course
(nfuonline.com)

How to access the course

On the Lantra site

[Agriculture Health and Safety: How to Meet Your Legal Responsibilities | Lantra Awards](#)



The Worshipful Company of Farmers

DATE OF NEXT MEETING
7TH OF MARCH 2022

FARMERS & FLETCHERS' HALL
3 CLOTH ST, LONDON
EC1A 7LD

SAMARITANS

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Supporting Farming Families

NFU

Inspiring, encouraging and developing excellence in the management and leadership of UK agriculture

<https://farmerslivery.org.uk/>