



**The
Do More
Agriculture
Foundation**

2020 Foundation Update

2020/12

2020 Highlights

01

COMMUNITY FUND 2020

We held 24 mental health training sessions across Canada, including a public offering of our Talk, Ask Listen Webinar during Mental Illness Awareness Week in October. In total, we educated over 900 producers and certified 158 individuals in Mental Health First Aid.

02

TWITTER CHAT

On May 7, 2020, Do More Ag held an online Twitter chat called: "Weathering The Storm: Getting Through Hard Times Together." The chat was hosted by DMA Co-Founder Lesley Kelly and had over 4 million impressions on the social media channel.

03

RESOURCES

In early 2020 we expanded our resource page to include a number of mental health professionals who have lived-agriculture experience. We have also been accepting applications for additional ag-experienced counsellors and psychologists to request to be listed on the website.

04

PROGRAMMING

Throughout the last half of 2020 we developed an agriculture literacy program aimed at bridging the gap between the unique experience of primary producers, and mental health professionals. Watch for the commercialization and certification program coming in the first half of 2021.

05

RESEARCH

Released by Farm Management Canada in May 2020, the Healthy Minds, Healthy Farms report explored the connection between Mental Health and Farm Business Management. The Do More Agriculture Foundation committed both financially to the initiative and sat on the Project Advisory Committee.

The full report can be found at: <https://www.fmc-gac.com/wp/wp-content/uploads/2020/05/finalreport.pdf>

Healthy Minds, Healthy Farms

Top three areas of concern:

?	Unpredictability (77%)
⚖️	Workload Pressures (72%)
\$	Financial Pressures (73%)

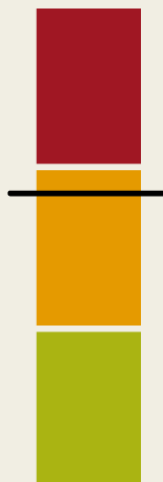


66%
Farmers under 40 are more likely to change behaviour when under stress - and not necessarily for the better.

More than

3 out of **4**

Canadian farmers are experiencing medium to high stress



06

ANTI-STIGMA & AWARENESS

In November, we launched our third national anti-stigma and awareness campaign - Talk It Out.

The campaign will run through to October 2021 in media, radio and print. As of December 31, it has reached over 500,000 individuals. Help us spread the word and continue to change the culture of mental health in agriculture!



TALK
~~TOUGH~~
IT OUT

If you can't handle the stress,
~~get out of farming.~~
talk to someone who can help.

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Most people seek help when they need it.
Farmers ~~go it alone.~~ *shouldn't be any different.*

It's time to start changing the way we talk farmers and farming. To admit that just like anyone else, sometimes we might need a little help dealing with issues like stress, anxiety, and depression. That's why the Do More Agriculture Foundation is here, ready to provide mental health resources like counseling, training and education, tailored specifically to the needs of Canadian farmers and their families.

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Mental health isn't something
~~we talk about.~~ *to ignore*

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Events

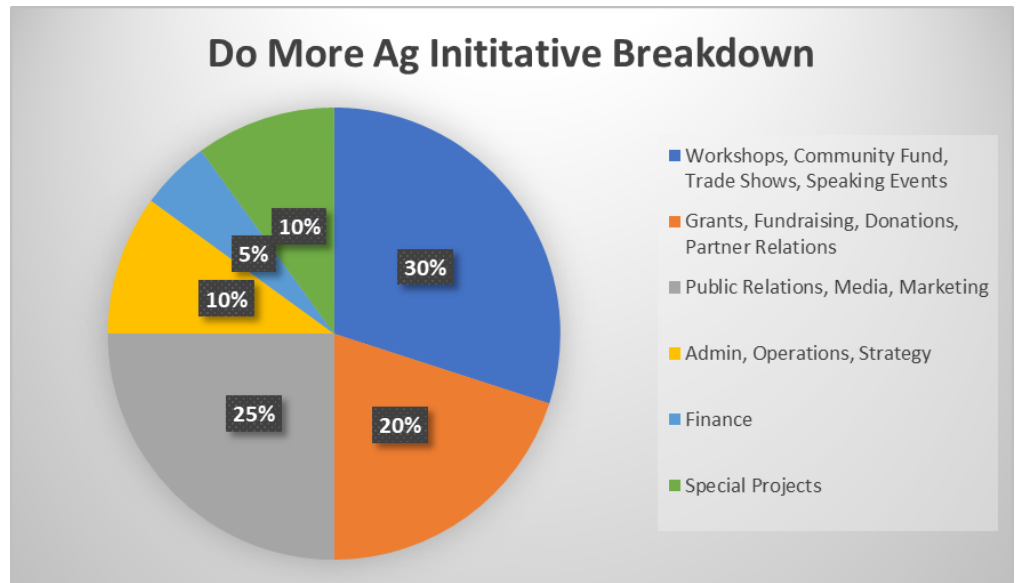
2020 began with an exciting lineup of conferences, trade shows and events across Canada. In Mid-March we made the difficult decision to pull all events and appearances in house, and many conferences were cancelled entirely. We were still able to reach many communities virtually, and we look forward to the time when we can once again gather in person!

2020 EVENTS

- JANUARY 13, 2020 CROP PRODUCTION SHOW SASKATOON SK
- JANUARY 14, 2020 TALK ASK LISTEN WORKSHOP MOSSBANK SK
- JANUARY 14, 2020 TALK ASK LISTEN WORKSHOP NIPAWIN SK
- JANUARY 28 2020 FARM TECH EDMONTON AB
- JANUARY 28, 2020 MENTAL HEALTH FIRST AID NAPANEE ON
- JANUARY 30, 2020 MENTAL HEALTH FIRST AID EMO ON
- FEBRUARY 8, 2020 MENTAL HEALTH FIRST AID VANDERHOOF BC
- FEBRUARY 12, 2020 CAAR CONFERENCE SASKATOON SK
- FEBRUARY 12, 2020 MENTAL HEALTH FIRST AID LETHBRIDGE AB
- FEBRUARY 20, 2020 PRODUCER WORKSHOP GRANDE PRAIRIE AB
- FEBRUARY 20, 2020 MENTAL HEALTH FIRST AID CARTWRIGHT MB
- FEBRUARY 20, 2020 TALK ASK LISTEN WORKSHOP STEINBACH MB
- FEBRUARY 27, 2020 TALK ASK LISTEN WORKSHOP ANNAPOLIS VALLEY NS
- FEBRUARY 27, 2020 TALK ASK LISTEN WORKSHOP KINDERSLEY SK
- FEBRUARY 28, 2020 TALK ASK LISTEN WORKSHOP TRURO NS
- MARCH 2, 2020 TALK ASK LISTEN WORKSHOP WESTLOCK AB
- MARCH 3, 2020 TALK ASK LISTEN WORKSHOP VERMILLION AB
- MARCH 5, 2020 MENTAL HEALTH FIRST AID SOUTH BRUCE ON
- MARCH 6, 2020 TALK ASK LISTEN WORKSHOP CHARLOTTETOWN PEI
- MARCH 11, 2020 WESTERN CANADIAN DAIRY SEMINAR RED DEER AB
- MARCH 12, 2020 MENTAL HEALTH FIRST AID SHAWVILLE QC
- MARCH 17, 2020 TALK ASK LISTEN WORKSHOP BRANDON MB
- APRIL 13, 2020 TALK ASK LISTEN WEBINAR STORMONT DUNDASS ON
- APRIL 15, 2020 TALK ASK LISTEN WEBINAR SUSSEX NB
- MAY 1, 2020 TALK ASK LISTEN WEBINAR NOVA SCOTIA NS
- JUNE 1, 2020 TALK ASK LISTEN WEBINAR LAMBTON COUNTY ON
- JULY 30, 2020 FOOTHILLS GRAZING ASSOCIATION ALBERTA AB
- OCTOBER 5, 2020 TALK ASK LISTEN WEBINAR NATIONAL CAN
- NOVEMBER 12, 2020 CASA ROUND TABLE QUEBEC QC

For a list of our current 2021 events, please visit www.domore.ag

Summary & Projection



2020 has certainly been a different experience for most of us. On top of the already plentiful stressors producers face, Covid-19 brought its own share of adjustments for many of us. At the foundation, we were very proud of our ability to pivot mid-lockdown and continue to serve all locations of the Community Fund on a virtual platform. It is so important to continue to change the culture of mental health in agriculture.

Going forward into 2021 we plan to launch and commercialize many projects that were developed in 2020, including merchandise, downloadable resources, fundraising initiatives, expanding the Community Fund, the launch of our Agriculture Literacy Course, and Talk, Ask, Listen Facilitator Certification programs.

Be sure to sign up for our email list and whitelist hello@domore.ag to stay up to date with all our news!

Wishing you and yours a prosperous 2021

Adelle Stewart
 Executive Director
 The Do More Agriculture Foundation

Thank You to Our Partners



THINK SHIFT™



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- Cornerstone Credit Union -
- Crop Pro Consulting -