



MENTAL  
HEALTH  
FIRST AID®

# Mental Health in Agriculture:

*taking action through Mental Health First Aid*

Dairy Girl Webinar | May 17, 2019



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National Council for Behavioral Health

# Wellness = Agriculture



# Let's start with a Poll Question

Let us know who is on today's call!



- A. Farmers
- B. Family members of farmers
- C. Part of farming community
- D. Work with farmers
- E. Other

# Rural Mental Health

Why Mental Health Matters in Rural Communities

**6.5M**

More than **6.5 million** people in non-metropolitan counties experienced a mental health condition in 2016.

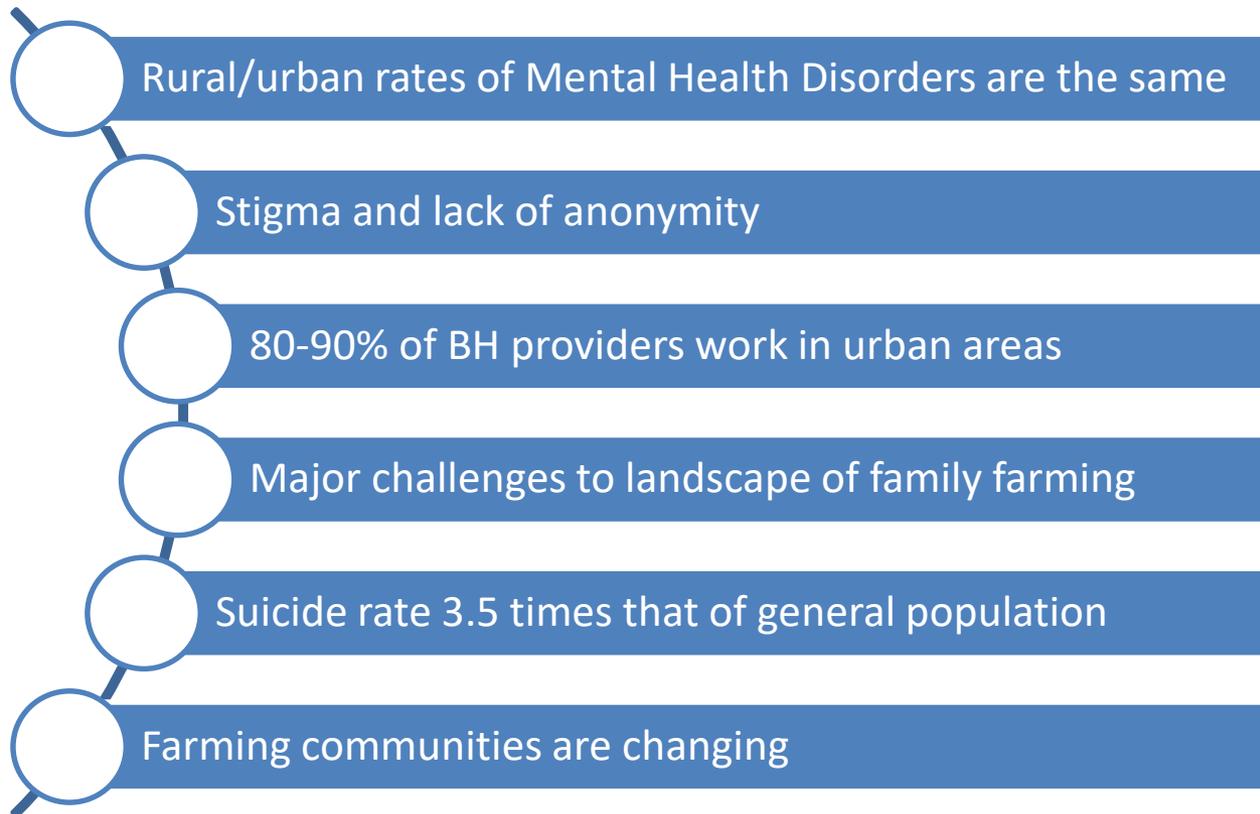
**1.3M**

Approximately **1.3 million** people living in rural areas have thoughts of suicide each year.

**Shortage**

**Chronic shortages** of mental health professionals exist in rural areas, as mental health providers are more likely to practice in urban centers.

# Rural Mental Health in US

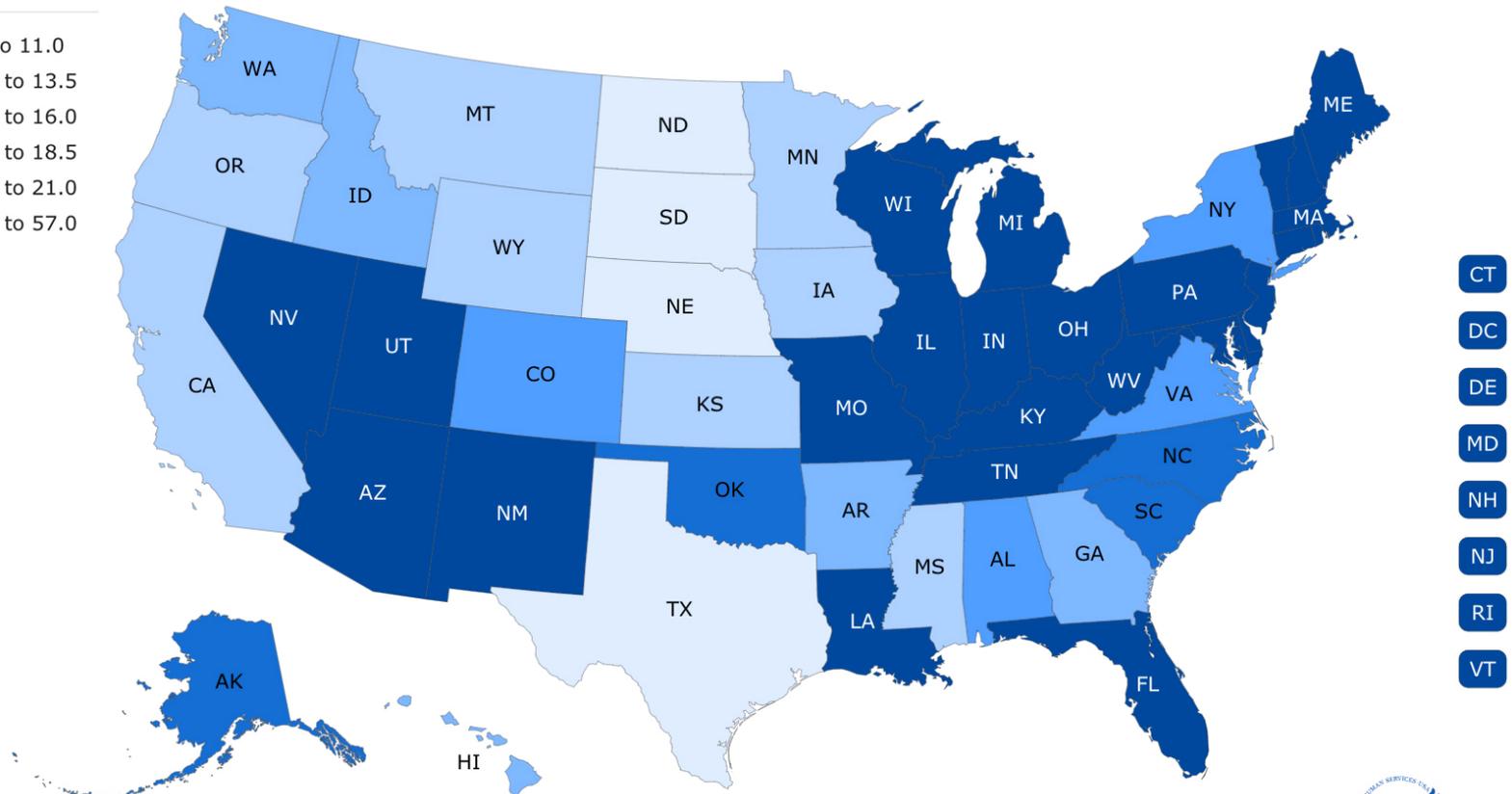
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- Rural/urban rates of Mental Health Disorders are the same
  - Stigma and lack of anonymity
  - 80-90% of BH providers work in urban areas
  - Major challenges to landscape of family farming
  - Suicide rate 3.5 times that of general population
  - Farming communities are changing

# Rural Substance Use

Number and age-adjusted rates of drug overdose deaths by state, US 2017

## Legend

- 6.9 to 11.0
- 11.1 to 13.5
- 13.6 to 16.0
- 16.1 to 18.5
- 18.6 to 21.0
- 21.1 to 57.0



Age-adjusted death rates were calculated as deaths per 100,000 population using the direct method and the 2000 standard population.  
SOURCE: CDC/NCHS, National Vital Statistics System, Mortality.



# Challenges and Opportunities

- ⊕ Waiting to seek care for Mental Health needs
- ⊕ Not provided with relevant information
- ⊕ Fragmentation of healthcare
- ⊕ Shame, isolation, Mental Health crisis
- ⊕ Farming and rural communities are resilient
- ⊕ Access to services gaining national attention



# Poll Question

What is your current level of awareness about Mental Health First Aid?

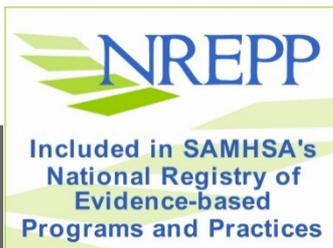


- A. I am certified as a First Aider
- B. I've heard of it, but I'm unsure of details
- C. Never heard of it, but interested in learning more

# Mental Health First Aid® USA



**NATIONAL COUNCIL**  
**FOR BEHAVIORAL HEALTH**  
 MENTAL HEALTH FIRST AID  
*Healthy Minds. Strong Communities.*



60.7%  
General Population



17.4%  
Education



9.3%  
Public Safety



3%  
Faith Communities



2.6%  
Primary Care



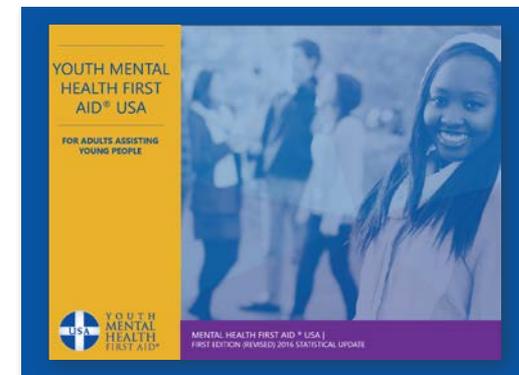
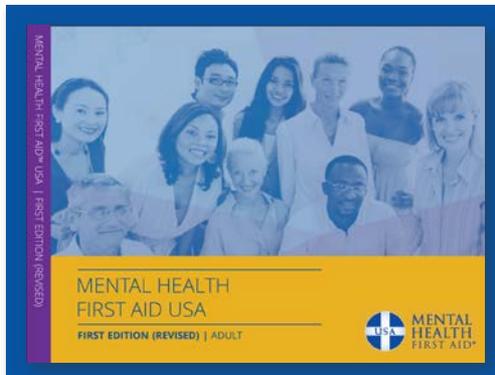
7%  
Behavioral Health

**Mental Health First Aid** is the initial help offered to a person developing a mental health or substance use problem, or experiencing a mental health crisis. The first aid is given until appropriate treatment and support are received or until the crisis resolves.



# What Participants Learn

-  **Risk factors and warning signs** of mental health and substance use problems
-  **Information** on depression, anxiety, trauma, psychosis and substance use
-  A **5-step action plan** to help someone who is developing a mental health problem or in crisis
-  Available evidence-based professional, peer and self-help **resources**



# Why Mental Health First Aid?

Mental health problems are  
**COMMON.**

Learn how to **NOTICE** when  
someone needs help

**STIGMA** is associated with mental  
health problems.

Promote **UNDERSTANDING.**

**PROFESSIONAL HELP** is not always  
on hand.

Encourage community members to  
**SUPPORT ONE ANOTHER.**

Individuals with mental health  
problems often **DO NOT SEEK HELP**

Help more people **GET THE HELP  
THEY NEED.**

Many people are not well informed  
and don't know **HOW TO RESPOND.**

Learn how to **INTERVENE.** You  
might **SAVE A LIFE.**

# Evidence

## Mental Health First Aid....

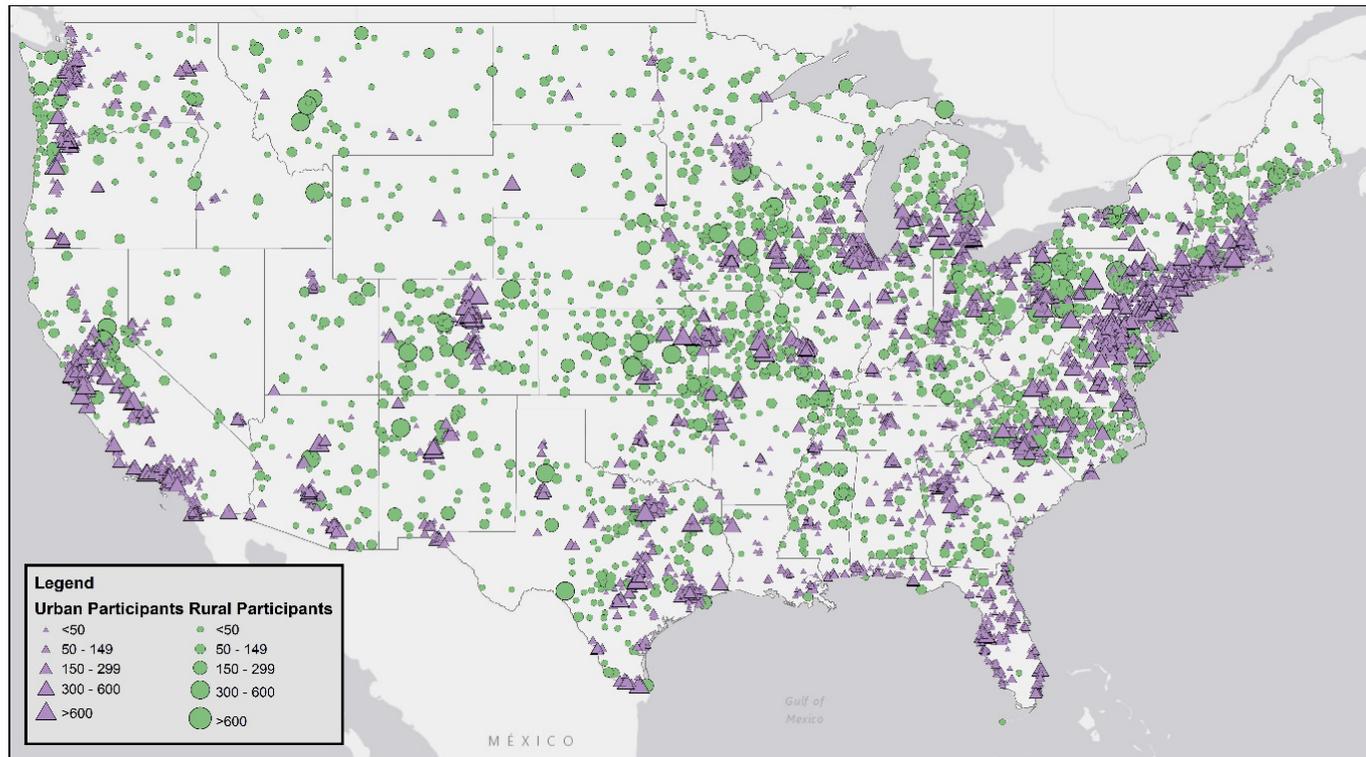


- ...Increases knowledge and understanding
- ...Encourages people helping people
- ...Supports people getting help
- ...Decreases social distance
- ...Increases mental wellness



Included in SAMHSA's  
National Registry of  
Evidence-based  
Programs and Practices

# One First Aider Family: Urban and Rural





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# MENTAL HEALTH FIRST AID USA

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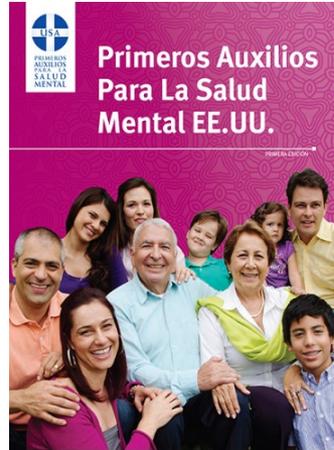
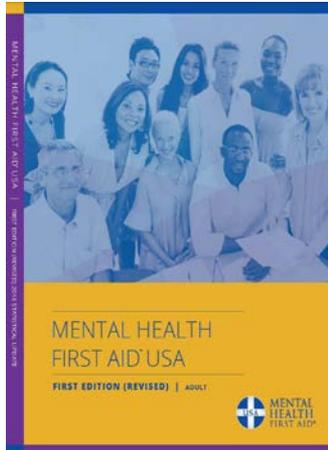
**FIRST EDITION (REVISED) | ADULT**



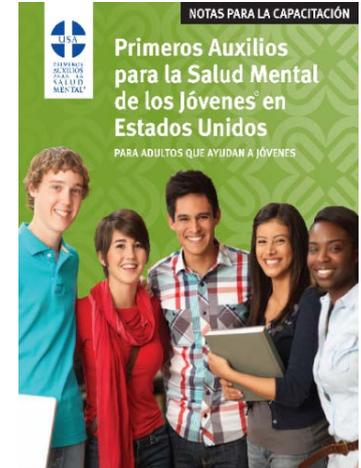
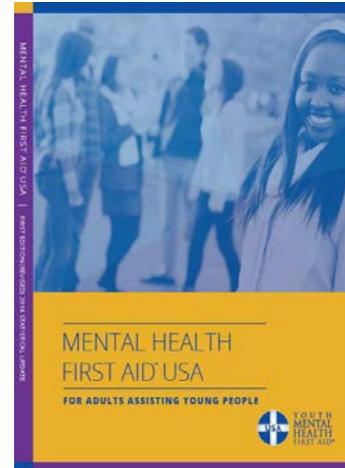
**MENTAL  
HEALTH  
FIRST AID®**

# Mental Health First Aid: Curricula and Curriculum Supplements

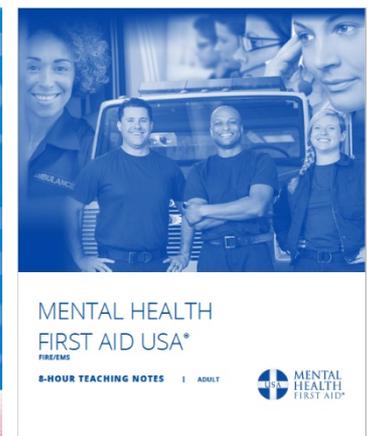
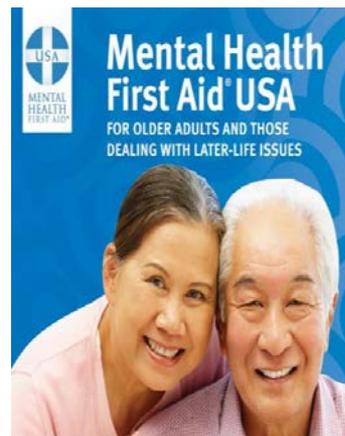
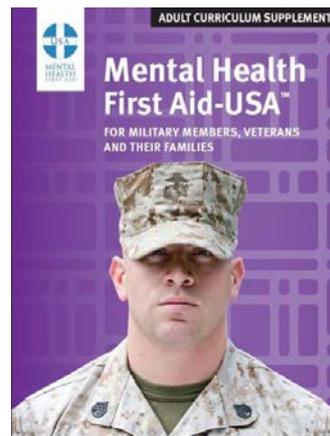
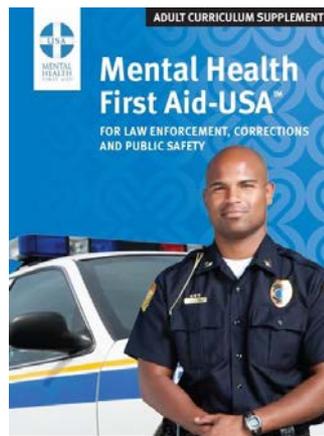
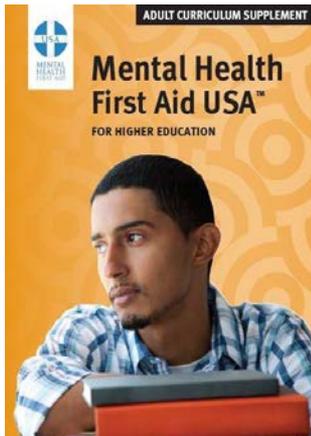
ADULT CURRICULA



YOUTH CURRICULA



ADULT CURRICULUM SUPPLEMENTS



# The Value of Mental Health First Aid

\$20 =



## MANUALS

Each participant manual for the Mental Health First Aid course costs \$20. Other than instructor fees/staff time, catering (if desired) and supplies, this is the only ongoing cost per participant for each course.

\$75 =



## SUPPLIES

The cost of supplies for one Mental Health First Aid course is approximately \$75. Supplies include pens, paper, markers and other office supplies necessary for the teaching of the course material.

\$170 =



## ONE NEW FIRST AIDER

The approximate cost of training one new Mental Health First Aider is \$170. This cost includes average instructor fees, venue and supplies; however, rates range from \$0-200+ and average \$50 nationally as courses are often subsidized by organizations or foundation support.

\$2,000 =



## ONE NEW INSTRUCTOR

The cost of training one new instructor at a national instructor certification training is \$2,000. Each new instructor goes on to train hundreds of people in the potentially life-saving skills of Mental Health First Aid.

# Strategic Growth

## Grant Programs



## Regional, Statewide and Municipal

- Philadelphia: 20,000+ Trained
- Florida Schools: 10,000+ Trained
- New York City: 250,000 Pledge
- King County, WA: 10,000+ Goal

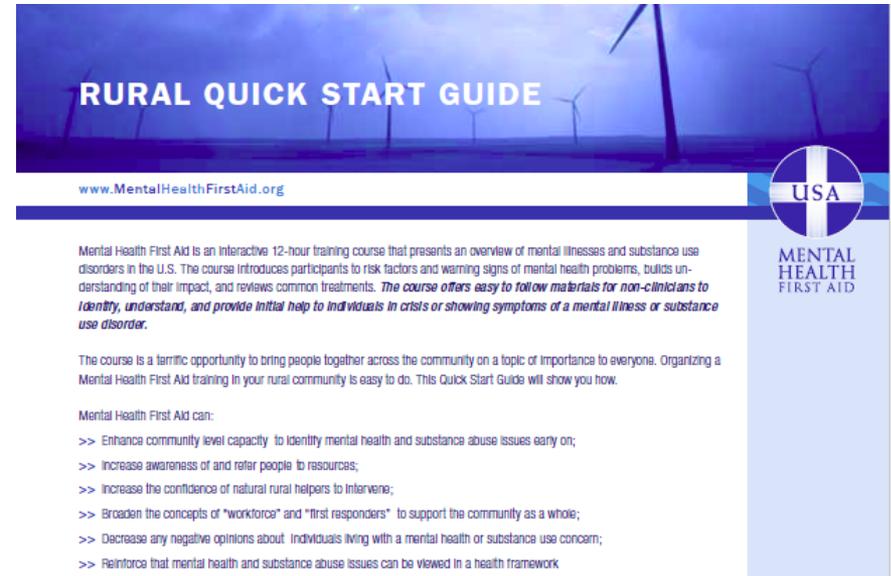


# Adult Curriculum Overview

- + What is Mental Health First Aid?
- + Mental health problems in the United States
- + Mental Health First Aid action plan
- + Understanding depression and anxiety
- + Mental Health First Aid action plan for depression and anxiety
  - *Suicidal Behavior - Depressive Symptoms*
  - *Non-Suicidal Self-Injury*
  - *Panic Attacks*
  - *Traumatic Events*
  - *Anxiety Symptoms*
- + Understanding Psychosis
- + Mental Health First Aid Action Plan
  - *Acute Psychosis - Disruptive or Aggressive Behavior*
- + Understanding Substance Use Disorders
- + Mental Health First Aid Action Plan
  - *Overdose - Withdrawal*
  - *Substance Use Disorders*
- + Using your Mental Health First Aid Training

# Rural Curriculum Supplement

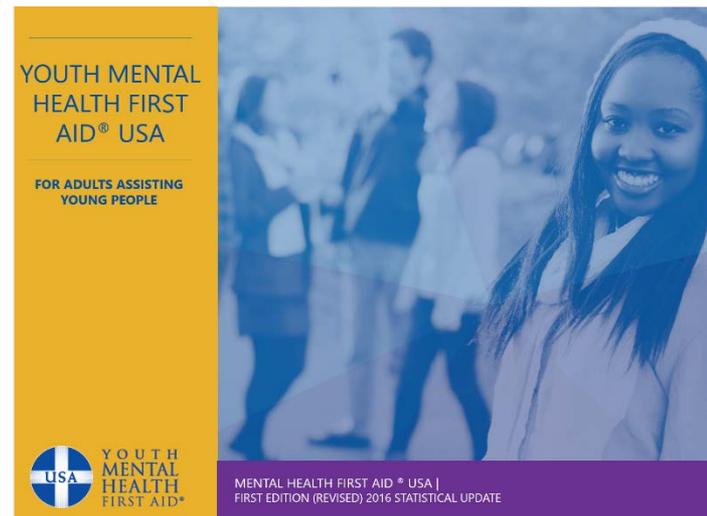
- ⊕ Rural life in this area is dominated by what industry (e.g., coal, wind, fishing, tourism, logging, farming, ranching, etc.)?
- ⊕ How do changes in this industry impact the surrounding community?
- ⊕ How does geography impact transportation (e.g, road systems, public transportation, closest larger hub)?
- ⊕ Who are the natural leaders in this community – who are the “go to” people - (e.g., Village Elders, teachers, faith leaders, business leaders, etc.)?
- ⊕ What local mental health and substance abuse service options are available (e.g., community health centers, mental health centers, crisis centers, substance abuse programs, hospitals, counselors, etc.)?



The image shows the cover page of the 'Rural Quick Start Guide'. The top half features a blue-tinted photograph of a wind farm at dusk or dawn. The title 'RURAL QUICK START GUIDE' is centered in white, bold, sans-serif font. Below the title is the website address 'www.MentalHealthFirstAid.org'. On the right side, there is a circular logo with a white cross and the letters 'USA' in the center. Below the logo, the text 'MENTAL HEALTH FIRST AID' is written in a smaller, blue, sans-serif font. The bottom half of the page contains text describing the course: 'Mental Health First Aid is an interactive 12-hour training course that presents an overview of mental illnesses and substance use disorders in the U.S. The course introduces participants to risk factors and warning signs of mental health problems, builds understanding of their impact, and reviews common treatments. The course offers easy to follow materials for non-clinicians to identify, understand, and provide initial help to individuals in crisis or showing symptoms of a mental illness or substance use disorder.' It also states: 'The course is a terrific opportunity to bring people together across the community on a topic of importance to everyone. Organizing a Mental Health First Aid training in your rural community is easy to do. This Quick Start Guide will show you how.' Below this, it lists the goals of the course: 'Mental Health First Aid can: >> Enhance community level capacity to identify mental health and substance abuse issues early on; >> Increase awareness of and refer people to resources; >> Increase the confidence of natural rural helpers to intervene; >> Broaden the concepts of "workforce" and "first responders" to support the community as a whole; >> Decrease any negative opinions about individuals living with a mental health or substance use concern; >> Reinforce that mental health and substance abuse issues can be viewed in a health framework.'

# Youth MHFA Curriculum Overview

- + What is Youth Mental Health First Aid®?
- + Adolescent Development & Mental Health Problems in Youth
- + What you may see:
  - Signs and Symptoms
  - Risk Factors and Protective Factors
- + Mental Health First Aid® Action Plan
- + Using the Mental Health First Aid Action Plan
  - In Non-Crisis Situations
  - In Crisis Situations



# Mental Health First Aid Action Plan



**A**ssess for risk of suicide or harm



**L**isten nonjudgmentally



**G**ive reassurance and information



**E**ncourage appropriate professional help



**E**ncourage self-help and other support strategies

# U.S. Adults with a Mental Disorder in Any One Year

Type of Mental Disorder	% Adults
Anxiety disorder	18.1
Major depressive disorder	6.8
Substance use disorder	8.1
Bipolar disorder	2.8
Eating disorders	5-10
Schizophrenia	0.3 – 0.7
<b>Any mental disorder</b>	<b>18.5</b>

***Only 41%** of people with a mental illness use mental health services in any given year*

# Signs and Symptoms of Depression

## Signs

*What we may see*

**Weight change**

**Withdrawal from others**

**Irritability**

**Changes in self care/appearance**

**Personality change**

**Tearfulness**

**Indecisiveness/confusion**

**Disorganization**

**Forgetfulness**

**Self-criticism**

## Symptoms

*What someone may feel*

**Sadness/anxiety**

**Low energy**

**Sleep disturbance**

**Appetite change**

**Headaches**

**Pessimism**

**Loss of sexual desire**

**Unexplained aches and pains**

**Hopelessness**

**Helplessness**

**Thoughts of death and suicide**

# Depression Risk Factors

-  Weather-related acts such as floods, fires, tornados, and drought
-  Individual acts such as plane crashes, wars, and technological disasters (e.g., bridge collapse)
-  Agricultural stressors such as high interest rates, low prices for products, escalating land costs or land scarcity, workplace hazards, or the effects of insects and diseases on plants and animals

# Suicide

-  Rural men, across all ages, have been found to have twice the rate of suicide compared to their urban counterparts.
-  Among young and women, suicide rates have been found to be 85% and 22% higher, respectively, compared to those who reside in urban areas.
-  Between 1979 and 1997, nearly 75% of suicides in rural areas occurred by firearms, compared to about half of suicides in urban areas.

# Resources

## IN AN EMERGENCY OR CRISIS

- **If you (or someone you know) tried to hurt yourself, get help immediately by calling 911**
- If you (or someone you know) are having suicidal thoughts and needs to talk to a crisis counselor, take advantage of these **free** resources:
  - **National Suicide Prevention Lifeline:**  
800-273-8255 (TALK)
  - **Suicide Prevention Chat Services**
  - **Crisis Textline:** Text “MHFA” to 741741

# Practicing Self Care

*When supporting others it's important to support yourself too.*

-  Back to basics; Sleep, nutrition and movement.
-  Keep breathing (6-9 count).
-  Practice being in the present moment.
-  Practice self-compassion.
-  Who supports you?

# In the News



January 22, 2018

## Rural Mental Health Is Lacking, but Mental Health First Aid...

Before he turned his farmhouse into an inn open only on holidays, Jim Hardy (played by Bing Crosby in the...

BE THE DIFFERENCE, NEWS, RURAL COMMUNITIES



## Rural Iowa seeks ways to prevent, cope with suicides

[The Gazette: Eastern Iowa Breaking News and Headlines](#) - May 4, 2019

Rural Iowa seeks ways to prevent, cope with suicides ... an eight-hour training program in what Pearson calls "mental health first-aid." Delivered ...

October 25, 2018

## Alaskan Instructor Travels 700 Miles to Spread Mental Health First...

Jill Ramsey, a Mental Health First Aid Instructor, traveled more than 700 miles to teach a course in St. Paul,...

MENTAL HEALTH FIRST AID, NEWS, RURAL COMMUNITIES



Red Bluff Daily N...

## Marion County participates in Stepping Up Month of Action for mental ...

[Journal Express](#) - May 9, 2019

The County Rural Offices of Social Services Region is working ... Mental Health First Aid teaches members of the public how to help a person in ...



## CDC: 'Farm stress,' suicides a rising rural health concern

[talkbusiness.net](#) - May 14, 2019

The second program, Mental Health First Aid training, is an eight-hour, evidence-based course that will be offered to cooperative extension ...

# How to Find Area Courses or Instructors

1. Go to [www.mentalhealthfirstaid.org](http://www.mentalhealthfirstaid.org) and click “Find a Course”
2. Search by City, State or by Zip code and select the search area (“Distance from Me”)
3. A list of courses will appear. Click “Download to Excel” to download search results
4. To see a list of Instructors, click the **Instructors tab**. If desired, **filter instructors** by Certification. Click “Download to Excel” to download search results

Click tabs to see either Courses or Instructors

Click to filter by curriculum type (optional)

Click to filter by module type (optional)

Download Search Results

Download Results to Excel

INSTRUCTOR	CERTIFICATIONS	ORGANIZATION	TITLE	CITY, STATE	DISTANCE ^
<a href="#">Jakatae Lessup</a>	Y	Shelby County Schools	School Psychologist	Arlington, Tennessee	0 mi <a href="#">View map</a>
<a href="#">Mary Dolby-McDonald</a>	Y	Arlington Public Schools	Virginia Licensed Clinical Social Worker	Arlington, Virginia	0.6 mi <a href="#">View map</a>
<a href="#">Cristin Miller</a>	Y		School Psychologist	Arlington, Virginia	0.6 mi <a href="#">View map</a>
<a href="#">Teresa George Gordon</a>	Y	Arlington Public Schools	Psychologist	Arlington, Virginia	0.6 mi <a href="#">View map</a>
<a href="#">Shannon Starke</a>		L		Arlington, Virginia	0.8 mi <a href="#">View map</a>
<a href="#">Gregory Myers</a>	Y	Arlington Public Schools	School Psychologist	Arlington, Virginia	0.9 mi <a href="#">View map</a>
<a href="#">Magall Olander</a>	Y	Web Portal	Social Worker	Arlington, Massachusetts	0.9 mi <a href="#">View map</a>

# Questions for the Presenter?

If you have any questions, comments, or concerns that you would like us to address, please ask them now in the chat box.



If you think of questions at a later time, please feel free to contact us:

*Mental Health First Aid USA*  
[MHFAinfo@thenationalcouncil.org](mailto:MHFAinfo@thenationalcouncil.org)



Take a course. Save a life. Strengthen your community.

**#BeTheDifference**



For more information, to find a course  
or a list of certified instructors, visit

**[www.MentalHealthFirstAid.org](http://www.MentalHealthFirstAid.org)**



@NationalCouncil @MHFirstAidUSA



info@thenationalcouncil.org