



**Category:** Not-for-Profit Campaign

**Company:** Farm Safety Foundation

**Entry title:** Mind Your Head

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**Brief and objectives:**

The Farm Safety Foundation is a national charity set up in 2014 to help raise awareness of farm safety among young farmers (16 – 40 year olds). Agriculture has the poorest safety record of any occupation in the UK, accounting for 1.5% of workers, but 15-20% of all workplace fatalities (HSE) In 2016/2017, 27 farm workers lost their lives in the workplace.

The Foundation works all year round to ensure the next generation understand how to be safe on farms. We achieve this largely through our innovative education programmes where we train 3,000 agricultural students and young farmer's club members every year at land-based colleges and in YFC meetings across the UK.

To date, the Foundation has focused on the physical wellbeing of the farmer however, by mounting this campaign the Farm Safety Foundation aims to fulfil one of the key objects of the charity, to "preserve and protect the mental and physical health of farm worker, dweller, the rural community and all other affected by farming and agricultural accidents by providing facilities and support services."

'Mind Your Head' (12th - 16th February 2018) campaign objectives were:-

- Deliver a campaign that got our target audience talking openly about mental health
- Brand coverage beyond specialist farming publications into national and regional news
- Deliver a message about breaking the stigma surrounding mental health

**Rationale behind campaign, including research and planning:**

Whilst UK farmers are renowned for the attention they give to their livestock, crops and machinery, they do not have such a good track record when it comes to taking care of themselves and their own wellbeing.

Levels of depression in the industry are increasing and suicide rates in agricultural workers are among the highest in any occupational group (ONS). According to HSE Helping GB

Work Well Strategy, mental health and depression, in particular, affects 1 in 5 people - this could equate to 20% of farming workforce. Alarmingly, according to the ONS, Suicide by Occupation report 17 March 2017, more than one agricultural worker every week in the UK dies by suicide.

In an industry with the poorest safety record of any occupation in the UK, stress is often a key factor in many accidents, injuries and illnesses taking place on farms. Stress is something that many farmers face at some point and is an important contributor to mental health problems. It can come from many sources such as financial pressure, poor harvests, market conditions, concerns about Brexit, policies, administration and legislation.

### **Strategy and tactics, including creativity and innovation:**

Our strategy was to create impactful content that would resonate with an audience of farmers who are conservative and not keen to open up and talk about mental health. We achieved this using the following tactics:-

- Hero video
- Social media
- Blogs
- Stakeholder Toolkit
- National and regional PR
- Celeb ambassador
- Stakeholder relations

### **Implementation of tactics:**

- We created an emotive and impactful video showing a farmer working in an isolated rural location on his own for the day. It juxtaposed the beauty of the location with the brutality of rural life. Throughout the film the farmer is mute – he cannot find the words to express what he is going through. As the film finishes a voiceover is used to explain the shocking facts that more than one farmer a week takes their own life, but by finding their voice and asking for help, they can deal with depression
- We issued teasers of the video to build anticipation in the days running up to launch day
- Through Twittercards, engaging and challenging posts on Facebook and Twitter we started conversations with the audience.
- A series of blogs from our campaign partners offered advice guidance and sources of support from throughout the UK

- All partners were issued with a Stakeholder Toolkit containing a tailored communications plan, press release, suggested quotes, Twittercards, hashtags and campaign assets to ensure continuity and clarity of message throughout the campaign
- National and regional PR – a suite of tailored press releases and case studies were issued in Northern Ireland, Scotland, Wales and England
- Celeb ambassador – international rugby referee Nigel Owens MBE supported the campaign as someone who had battled with depression and attempted suicide.
- Stakeholder relations – we utilised our strong relationships with farming unions, specialist charities, young farmer network, colleges etc. to drive outreach for the campaign

### **Measurement and evaluation:**

The campaign far exceeded any expectations and has delivered on all objectives set:-

- Deliver a campaign that got our target audience talking openly about mental health
  - Facebook - 216K views of the videos, 600 new Likes, reach 380K
  - Twitter - 431K impressions and 333 new organic followers
  - Website - Over 4,522 page views, 64% accessed the information from smartphones
  - Hundreds of comments on social from farmers or relatives of farmers talking about how prevalent the issue is
- Brand coverage beyond specialist farming publications into national and regional news / Position FSF as subject matter experts
  - 126 pieces of national and regional coverage (print, broadcast and online), with a reach of 123,790,454
  - 69 TV and Radio including ITV News and Sky News Radio syndicated to over 150 UK regional stations including Heart FM network.
  - 57 national print and online (including Daily Mirror, Sunday Mirror, Metro)
  - 99% positive sentiment
- Deliver a message about breaking the stigma surrounding mental health
  - Clearly achieved by social media interactions and comments, feedback and emails from partners such as the NFU and Farming Community Network

“Absolutely fantastic and well done to FSF for your amazing coordination. I know it will do such a lot of good for our farming communities to know they are cared about – that’s been

sadly lacking for some time and I'm sure it has contributed to the low mood we see across the farming community

“Mental health is an issue that can affect so many people, I am proud that we are attempting to banish the stigma that is so often attached. You should feel even prouder for being so proactive in telling the stories and providing such great insight, support .... and solutions!!!”

**Budget and cost effectiveness:**

Total budget £13,467 including:

- Agency fees £8,500
- Video creation £4,567
- Boosting social media £400